



**FOOD + TECH
PAKISTAN 2017**

The 13th International Food, Equipment & Technology Exhibition & Conference

Friday 24th - Sunday 26th March 2017

Expo Centre, Lahore

In its 13th year now, Food + Technology Pakistan is well reputed in the market and is recognized as an imperative venue for food equipment and technology companies to stay ahead in the business.

Food + Technology Pakistan has earned a well-deserved reputation amongst exhibitors for delivering spectacular return on investment. For the businesses in quest of growth, recognition or penetration in the local market, this event provides an ideal trade and sourcing platform where they meet potential buyers, explore business generating opportunities, mark and identify themselves against competitors and benefit from the networking opportunities. Leading players of the food industry showcase their diverse range of specialized products and widen their business scope by networking with Pakistani food professionals who are eager to acquire the latest technologies. It will also provide an opportunity to new entrants to exchange new developments and showcase the future of food processing industry.

Who Should Exhibit ?

Entrepreneur and Decision Makers who wish to do business with Food Processing & Packaging Industry, Manufacturers and Suppliers of Machineries (Laboratory Instrument & Equipments and Pharmaceutical Machinery Manufacturers).

Why Exhibit?

- To increase brand awareness & promote company image
- Generate sales
- Find new customers, distributors, retailers & vendors etc.
- Networking with existing & potential customers
- Provide sales training & technical know-how to the agents or representatives
- Launch new products and services
- To get updated with the competitive market
- Demonstrate machinery live
- Take advantage of media presence to gain exposure
- Do market analysis for new product development

Conference

The Food + Technology Conference focuses on product innovations in food equipment & technology industry. Innovations that will ultimately change the game plan of existing models, to cater for the ever changing demand of a fragmented customer market, cost pressures and manpower issues.

The conference is an imperative platform that enables the exchange of ideas and knowledge to facilitate research advances in the field, with information on current and emerging industry issues and the opportunity to network with food technology professionals.

Who was at F+T - Food + Technology Pakistan Exhibition and Conference 2016?

7000 People visited form related sectors

200 Companies participated

20 Countries representation

What does it Cost?

Exhibition Tariff

Bare Space	USD \$ 230 per sqm	Min. 18 sqm
Shell Scheme	USD \$ 280 per sqm	Min. 9 sqm
Outdoor Space	USD \$ 150 per sqm	Min. 54 sqm

Note: Govt. taxes will be applied where applicable.

Marketing & Promotional Campaign

- | | |
|-----------------------------------|-----------------------|
| Advertisements | Direct Mailers |
| Magazines & Newspapers | E-Newsletters & Faxes |
| Local & International Partnership | Promotional Trips |
| Networking / Meetings | Composite Display |
| VIP Passes to the key buyers | Show daily |
| Participation Announcements | Media Partners |

ORGANIZER



For Enquiries:

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Co-Organizer



Travel Partner

