

# FoodAg

Growing A Sustainable Future

Pakistan 2024



# 2<sup>ND</sup>

## INTERNATIONAL FOOD AND AGRICULTURE EXHIBITION

FoodAg intends to exhibit and display the food and agricultural products of Pakistan. This event will provide exporters with an opportunity to interact with local and international buyers. Delegates from 55 countries have been invited to participate in the event.

9th-11th  
August  
2024

Organized by Trade Development  
Authority of Pakistan

[www.tdap.gov.pk](http://www.tdap.gov.pk)

Expo Centre Karachi, Pakistan

# ABOUT FOODAG 2024

FoodAG 2024 is the Second International Food & Agriculture Exhibition 2024 being organized by TDAP. With its theme of "Growing a sustainable future", FoodAG 2024 will bring International and local communities together to generate a hope for building a common future.

Food security has become one of the pressing challenges of today's time. With availability of surplus quantities of various agro-food products around the year, Pakistan has the potential to become a food basket for the World.

From 9th-11th August, this exhibition will connect hundreds of foreign delegates, media personnel, and regulators from 55 countries with established and budding Pakistani exporters. FoodAG 2024 will provide a unique platform to all participants for exchanging novel ideas and build a long-term partnership with the aim to transform the food future of the world.



# About TDAP

Trade Development Authority of Pakistan (TDAP), is the premier trade promotion organization, mandated to promote the product and services of the country in the international market. It also organizes international and country specific trade fairs for exportable products and services. TDAP provides a platform to importers and exporters for setting up meetings, seminars and information exchange events both physically and virtually.

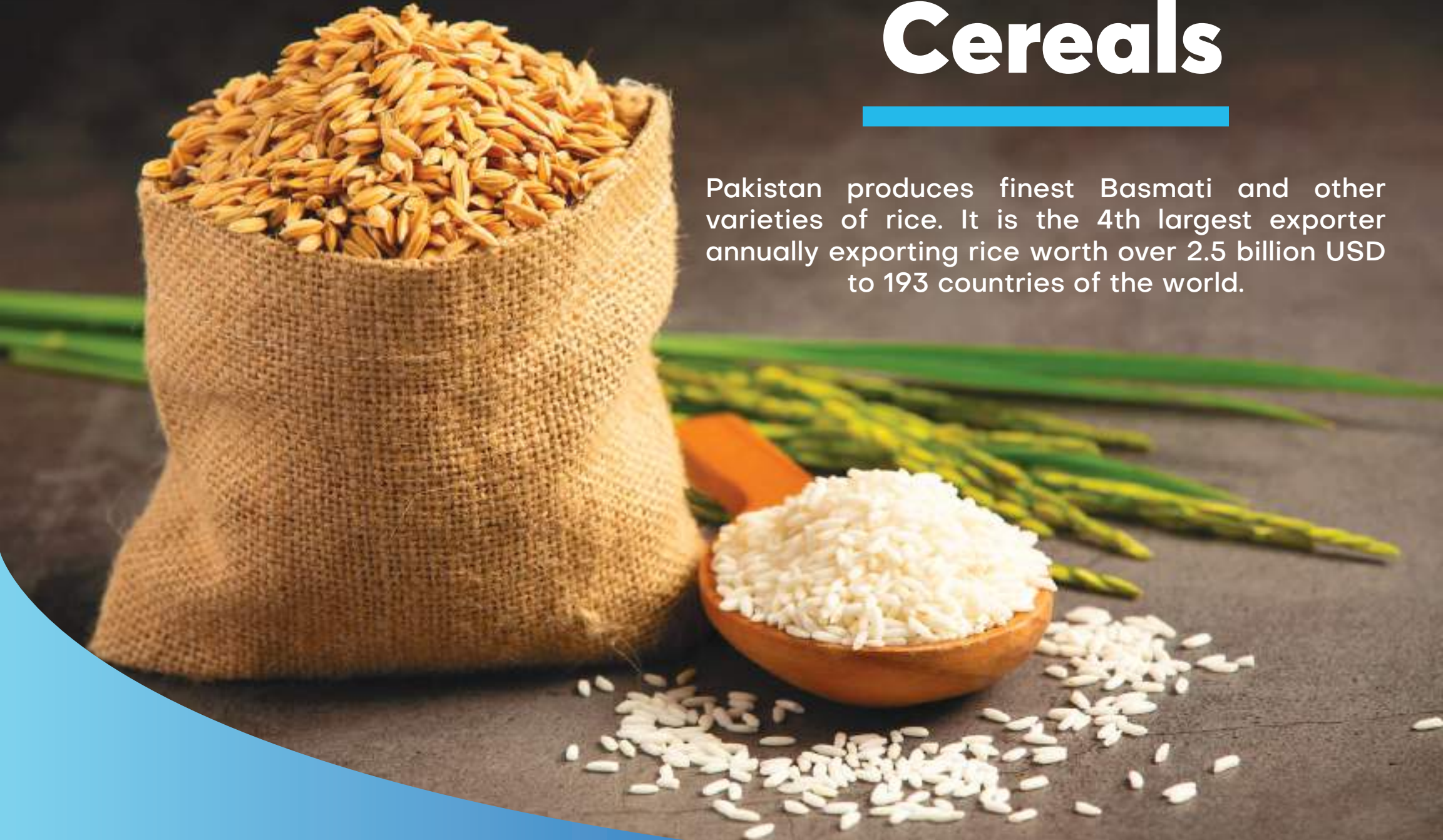
## Major Agriculture Sectors

Cereals
Fruits & Vegetables
Fisheries
Meat & Poultry
Processed Food
Dairy and Dairy Products

# Cereals

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Pakistan produces finest Basmati and other varieties of rice. It is the 4th largest exporter annually exporting rice worth over 2.5 billion USD to 193 countries of the world.





# Fruits & Vegetables

Pakistan produces 50 different types of fruits and vegetables. Mango, citrus, potato and other fruits and vegetables are exported to Middle East, Far East, Europe, Central Asia, and Russia.

# Fisheries

The 1400 km long coast line of Pakistan is a home to many types of fisheries and crustaceans. Most common are prawns, shrimps, lobsters, crabs, cuttle fish, ribbon fish, squids and many other type of fishes. They are regularly exported to Europe, USA, Far East, Middle East and some other countries.



# Meat & Poultry

Pakistan is one the leading exporters of Halal Red Meat. Pakistan meat quality meets all required international standards and practices. The main export destinations includes UAE, Kuwait, Saudi Arabia, Qatar, Vietnam, Afghanistan, Bahrain and some other countries.



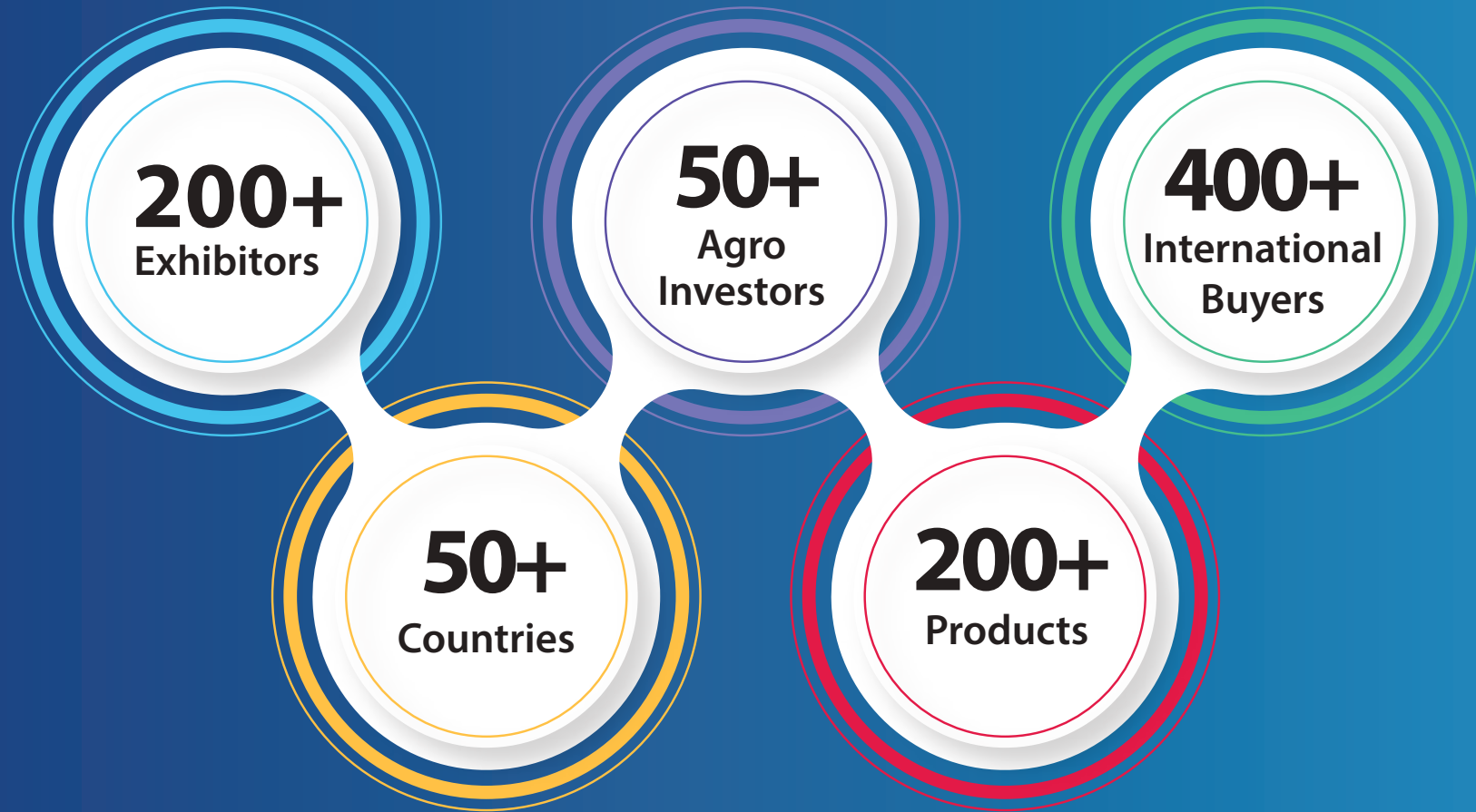
# Processed Food

Pakistan's food and beverages industry is the second largest industry after textiles and clothing. Many of the value added products viz. spices, chocolates, biscuits, chewing gum, beverages, edible oil, frozen fruits and vegetables, honey, tobacco, snacks, bakery and cereal based products, sweets etc. are exported all around the world.





# AN EVENT FOR MEDIA AS WELL



## For enquiries & application

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