



International Conference on Halal Food

Pakistan – The Halal Kitchen of the World

Date: April 24th, 2010
Venue: Karachi Expo Centre
Country: Pakistan
In conjunction with: Food, Agriculture & Livestock Asia Int'l Exhibition
Organizer: Ecommerce Gateway Pakistan (Pvt.) Ltd.
Supporter: Ministry of Food – Govt. of Pakistan

We are pleased to announce 2nd International Conference on Halal Food with a focus on projecting Pakistan as The Halal Kitchen of the World Globally

The Conference platform would provide an effective podium for Experts and Industry Players to interact share and identify the opportunities to project Pakistani Halal Food as Premium Quality Brand in the International World

Focused Sessions

- Halal Food Processing & Value Addition
- Food Safety
- Halal Certification
- Success Stories – Halal Brands of Pakistan

Topics to be discussed:

- Value Addition in Food Products (Processing, Packaging, Branding)
- Food Safety
- Standardization & Quality Control
- Supply Management
- Export Marketing Strategy
- Storage & Transportation Technology
- Halal Certification
- The Importance of Halal Assurance System:
- Trend of Halal Products In Global Market
- Analysis on Halal Food Market Opportunities
- Halal as a health & safety standard.
- Halal standard as a brand and a marketing tool
- Food – Challenges & Opportunities
- Beverages – A Paradigm Shift in Pakistan
- Halal & Halal Standards
- Use of Food Colours- Perspectives from the East and The West

CONFERENCE SECRETARIAT

Ecommerce Gateway Pakistan (Pvt) Ltd.

Address: C -17 KDA Scheme 1 Off: Amir Khusro Road, Karachi

Tel: (92-21) 111-222-444, Fax: (92-21) 34536330

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- Food safety risk management: Principles and practice
- Food Processing Technologies
- Food Safety: Role of Universities And Educational Institutions Present & Future Programs
- Putting Principles into Practice: Useful Case Studies
- Developing and using Laboratory and Technical Capacity Available in the Region
- Food Safety and Problems associated with Food Trades
- Quality Assurance in the Food Control Laboratories

3 Ways to Participate

- GAIN Maximum **PROMOTION** as **SPONSOR**
- **EXPOSURE** as a **TECHNICAL PROFESSIONAL**
- JOIN the Conference as **DELEGATE**

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