



5th Food, Agri & Livestock Asia 2011
International Exhibition & Conference
26-27-28 April 2011
Karachi Expo Centre – Pakistan

POST EVENT FACT SHEET

EXHIBITION NAME	5 th Food, Agri & Livestock Asia 2011 Int'l Exhibition & Conference			
PERIOD	26-28 April 2011	TIMINGS	Trade Visitors:10:00 AM ~ 3:00PM Families : 3:00 PM ~ 8:00PM	
VENUE	Karachi Expo Centre, Pakistan (Hall # 1 & 2)			
STARTED YEAR	2005			
INAUGURATION	5 th Food, Agri & Livestock Asia 2011 was inaugurated by Mr. Tariq Iqbal Puri , Chief Executive, Trade Development Authority of Pakistan (TDAP); Mr. Francis Widmer , French Commercial Counsellor in Karachi; Mr. Bertrand QUEVREMONT , Project Manager ADEPTA; M. Alain Re'ocreux , OLMIX France; Dr. Khursheed Nizam , President Ecommerce Gateway on Tuesday, 26th April 2011 .			
HOW FAMOUS	<p>Food, Agri & Livestock Asia 2011 served as a comprehensive showcase of products, technologies, equipments & machineries as well as allied services, while providing investors with a definite outlook of the regional Halal Food, Agri & Livestock industry. Thus, promoting Pakistan as “The Halal Kitchen of the World”.</p> <p>A unique, business-to-business matchmaking programme ensured that 5th Food, Agri & Livestock Asia 2011 exhibitors meet face-to-face with clearly identified, pre-profiled buyers and decision makers.</p>			
CONFERENCE	5th International Conference on Food, Agriculture & Livestock Session 1 : Inaugural Session Session 2 : Halal Food & Safety Issues			
NO. OF BOOTH	SHELL SCHEME	140 Booths	BARE SPACE	60 Booths
NO. OF COMPANIES PARTICIPATED	FOREIGN	95	LOCAL	25
NO. OF PARTICIPATED COUNTRIES	20			
MAJOR COUNTRIES PARTICIPATED	China, France, Germany, Ireland, Kyrgyzstan, Russia, Malaysia, Turkey, Iraq, etc.			
NO. OF VISITORS	FOREIGN	70	LOCAL	More than 40,000
SPONSORED BY	Endorsed By: <ul style="list-style-type: none"> • Pakistan Food Association (PFA) Sponsored by: <ul style="list-style-type: none"> • SGS Pakistan 			
MEDIA PARTNERS	<p>More than 150 print and electronic media representatives covered the Show. Some of the satellite channels that covered the Event. And all the renowned Urdu & English newspapers.</p> <p>Media Partners of the Event were:</p> <ul style="list-style-type: none"> • 24 World Online • Pakistan Food Journal • Health TV • Shohni Dharti TV • Exhibitors TV • Brand Pakistan Blogging • Boundless Technology 			



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<p>GUEST OF HONORS VISITED</p>	<ul style="list-style-type: none"> • Mr. Tariq Iqbal Puri, Chief Executive, Trade Development Authority of Pakistan (TDAP) • Mr. Francis Widmer, French Commercial Counsellor in Karachi • Mr. Bertrand QUEVREMONT, Project Manager ADEPTA • Mr. Suhail Bin Matar Al-Ketbi, Consul General, UAE • M. Alain Re'ocreux, OLMIX France • Mr. Intisar Uddin, Commercial Advisor, UAE • Mr. A. Maroof Siddiqui, Khidmatgar-e-Aala, Pakistan Poultry Association • Syed Asim Rehan Kazmi, Director, Pakistan Agricultural Research Council • Senator A. Haseeb Khan, Pakistan Senate • Mr. Muhammad Bilal Sheikh, President/ CEO, Sindh Bank • Mr. Victor V. Nikiforov, Senior Research Officer, Federal Government Institution (FGI "ARRIAH") • Mr. D W Jinadasa, Consul General, Consulate General of Sri Lanka • Mr. Kalim A. Siddiqui, President, BYCO Petroleum Pakistan Ltd
<p>SUPPORTED BY</p>	<ul style="list-style-type: none"> • Ministry of Foreign Affairs • Ministry of Dairy Development • Ministry of Food, Agri & Livestock • Trade Development Authority of Pakistan (TDAP) • Pakistan Food Association (PFA) • Pakistan Horticulture Development & Export Company (PHDEC) • Agro Food Research & Resource Centre (AFRRC) • Pakistan Agricultural Research Council • Board of Investment (BOI) • Small & Medium Enterprise Development Authority (SMEDA) • Sindh Board of Investment, Govt. of Sindh • <i>Jamal's</i> Yellow Pages of Pakistan (JYP) • And all the related Government departments.
<p>SUGGESTIONS FOR FOREIGN COMPANIES</p>	<p>5th Food, Agri & Livestock Asia 2011 aimed towards making investors especially from ASEAN Countries realize the conducive and congenial investment environment in Pakistan on one hand and maximizing the potential of locally manufactured Eqpt and instruments along with locally trained human resource for export potentials, on the other.</p> <p>6th Food, Agri & Livestock Asia 2012 will be an opportunity to promote your company's brand and introduce it in largely untapped market of Pakistan.</p> <p>Ecommerce Gateway offers following Special incentives for its valued foreign trade visitors on complimentary basis:</p> <ul style="list-style-type: none"> • Official invitation letter for visa facilitation • VIP protocol at Karachi International Airport • Printing of Single Quarter Column (60mm x 45mm) B&W Ad in the next edition of <i>Jamal's</i> Yellow Pages of Pakistan (worth US\$500) • One latest edition of B2B CD ROM version of <i>Jamal's</i> Yellow Pages of Pakistan (worth US\$100) (www.jamals.com)



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<p>NEXT YEAR EVENT'S DATE</p>	<p>6th Food, Agri & Livestock Asia 2012 Int'l Exhibition & Conference Incorporating: 6th Halal Food Asia <u>17-19 April 2012 @ Karachi Expo Centre–Pakistan</u></p>
<p>TARIFF OF STALLS</p>	<p><u>Rate of Shell Scheme Stalls</u></p> <ul style="list-style-type: none"> • Min 9 sqm (3mx3m) space US\$300 per sqm. <p>Includes: One Octonorm shell, one counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket -single phase 220 volts (50Hz), 5 amp.</p> <p><u>Rate of Bare Space Stalls</u></p> <ul style="list-style-type: none"> • Min 18 sqm (6mx3m) space US\$250 per sqm. <p>Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p> <p><u>RATE OF OUTDOOR EXHIBIT SPACE (AIR-CONDITIONED)</u></p> <ul style="list-style-type: none"> • Min 80 sqm space US\$75 per sqm. <p>Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p>
<p>DEAD LINE OF APPLICATION</p>	<p>January 30, 2012 (Location subjected to the Availability of Stalls)</p>



Food, Agri & Livestock Asia Secretariat

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