



FoodAg⁺

PAKISTAN - 2025

Harvesting Innovation, Cultivating Sustainability

25-27
NOVEMBER

**3RD INTERNATIONAL
FOOD & AGRICULTURE
EXHIBITION 2025**

Expo Center, Karachi



**Pakistan
Britain**
Business Council

Supported by PBBC



FoodAg⁺

PAKISTAN'S PREMIER **FOOD AND AGRO EVENT**

Where trade connects, flavors inspire, and
innovation thrives!





Trade Development Authority of Pakistan (TDAP)



ABOUT TDAP

Empowering Exporters, Expanding Markets

TDAP fuels Pakistan's global trade ambitions through innovation, outreach, and export empowerment.

The Trade Development Authority of Pakistan (TDAP) stands at the forefront of driving Pakistan's export growth.

With a sharp focus on market and product diversification, TDAP leads the charge by organizing global exhibitions, trade delegations, and flagship events that connect Pakistani businesses to the world. It works hand-in-hand with federal and provincial bodies to strengthen supply chains and fuel sectoral expansion.

Beyond trade promotion, TDAP empowers exporters through expert advisory services, the formation of sectoral councils, and impactful capacity-building programs - including e-commerce training and women entrepreneurship development.

With a commitment to data-driven progress, the Authority also delivers in-depth trade research, policy briefs, and market intelligence to shape smarter, export-focused strategies.



FOODAG

Where Innovation Meets Sustainability in Agro-Food Trade

FoodAg is TDAP's premier international agro-food exhibition, showcasing Pakistan's dynamic agricultural sector to a global audience.

The 3rd edition, taking place from November 25-27, 2025, in Karachi, will feature 500+ exhibitors and 850+ international buyers from over 80 countries.

With the theme "Harvesting Innovation, Cultivating Sustainability" FoodAg highlights cutting-edge advancements in food production, processing, and export.

The event offers curated experiences such as Global Cuisine Show offering 24 master classes, and Flavorful forum which included Chef Talk series.

The FoodAg Summit will bring together global experts to discuss trade, investment, and sustainability. Initiatives like Femme Forward and FoodAg Inspire spotlight women-led innovation and future food trends.

FoodAg serves as a strategic platform for forging international partnerships and promoting Pakistan's role in global food security.

FoodAg unites innovation, sustainability, and global opportunity under one roof.



PROJECTED PARTICIPATION IN 2025



500+

Exhibitors



850+

International Buyers



80+

Countries





FOODAG ELEMENTS

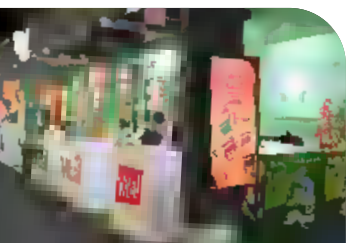
The Building Blocks of Pakistan's Global Agro Showcase



The components of FoodAg Expo come together to create a dynamic platform that bridges innovation, trade, and culture.

From world-class exhibitions to global culinary showcases and high-level business engagements, each element plays a vital role in positioning Pakistan as a key player in the global agro-food landscape.



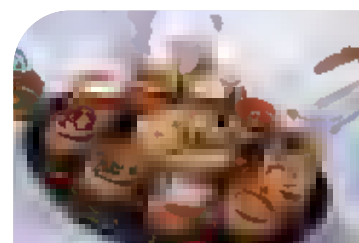


Exhibition

A grand showcase of Pakistan's finest agro-food products and innovations under one roof.

Global Cuisine Show

A culinary spectacle featuring world-class chefs and live masterclasses from world over.

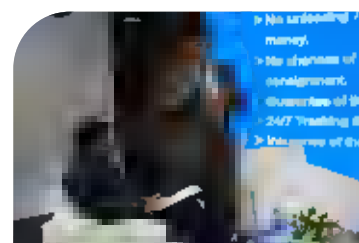


High Profile Meetings

Strategic dialogues with global delegations & trade leaders shaping the future of agri-policy.

Conferences & Seminars

Insightful sessions on food trends, agri-tech, & sustainable trade opportunities.



B2B Meetings

Thousands of targeted B2B meetings connecting local producers with global buyers.

MoU Signing

Major trade agreements and investment deals sealed between Pakistani exporters and foreign partners.





KEY HIGHLIGHTS

of FoodAg 2024



MOUs

Nineteen **(19) MoUs of US\$ 100 Million** approximately were signed.



Factory Visits

TDAP arranged **9 factory visits** of foreign delegates on requirement basis.



Chambers & Associations Meetings

FPCCI, Kenyan Chamber (KNCCI), Germany, Uganda and others.



High Profile Meetings

Federal Minister of Commerce engaged with delegations from Sri Lanka, Vietnam, Belgium, Egypt, Qatar, Indonesia, Afghanistan, Malaysia, Russia, Uganda, Netherlands, EAC, and South Africa.



Regulatory Bodies

13 regulatory bodies held detailed meetings with Pakistani counterparts on SPS and quarantine matters.



Pak-China Agri Investment Conference at FoodAg 2024

The Pak-China Agro Trade Conference, part of the FoodAg 2024 exhibition, highlighted investment opportunities and agricultural collaboration between Pakistan and China. The conference aimed to deepen agricultural trade and investment between the two nations.

Pak-Africa Investment Conference at FoodAg 2024

The FoodAg 2024 exhibition in Karachi included a Pak-Africa Agri Investment Conference, which aimed to expand bilateral trade, improve agricultural exports, and upgrade trade infrastructure between Pakistan and African nations.



Pitching Sessions from Provincial Governments

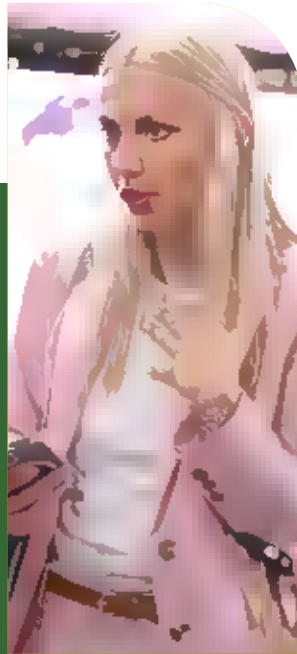
- Customised stands were provided to all provincial investment Boards, IPO Pakistan, BOI and SIFC
- The 03 days of the exhibition was marked with pitching sessions by heads of Provincial Boards of Investment.
- Investment in corporate farming, fisheries & aquaculture, meat, processed food, value-addition in fruits and vegetables were the focused areas of pitching session.



Trade Development Authority of Pakistan (TDAP)

MOMENTS THAT MADE FOODAG 2024

Snapshots of Success







Trade Development Authority of Pakistan (TDAP)

SHOWCASING EXCELLENCE

From Pakistan to the World - Sector & Country
Participation in FoodAg 2024

77

Participating
Countries

320

Exhibitors

873

Foreign
Delegates

FoodAg 2024 brought together a vibrant mix of local and international stakeholders, showcasing the strength of Pakistan's agri-food sector. The event featured a diverse range of exhibitors representing key industries.

With a strong international presence, the expo welcomed a significant number of foreign delegates, fostering cross-border partnerships, knowledge exchange, and export opportunities.



FOODAG's growing reputation as a premier agri-food trade event stems from its strategic positioning, robust sector diversity, and access to one of the region's largest consumer markets. International exhibitors and investors are drawn by the opportunity to tap into Pakistan's evolving agri-food ecosystem, connect with reliable local partners, and explore export-ready solutions.



GLOBAL ENGAGEMENT

Nations Represented at FoodAg 2024



77

**Countries
Participated in
FoodAg 2024**

ASIA

14

Afghanistan
China
India
Indonesia
Japan
Malaysia
Philippines
Republic of Korea
Russia
Singapore
South Korea
Sri Lanka
Thailand
Vietnam

AFRICA

23

Algeria
Angola
Benin
Burkina Faso
Cameroon
Cote d'Ivoire
D.R. Congo
Egypt
Ethiopia
Gambia
Ghana
Kenya
Mauritius
Mozambique
Niger
Nigeria
Rwanda
Senegal
Somalia
South Africa
Tanzania
Togo
Uganda



CARs

5

Kazakhstan
Kyrgyzstan
Tajikistan
Turkmenistan
Uzbekistan

EUROPE

15

Belgium
Czech Republic
Denmark
France
Germany
Ireland
Italy
Lithuania
Netherlands
Poland
Serbia
Spain
Sweden
Switzerland
UK

MIDDLE EAST

10

Bahrain
Iran
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
Türkiye
United Arab Emirates

NORTH AMERICA

2

United States
Canada

OCEANIA

1

Palau

SOUTH AMERICA

7

Argentina
Brazil
Chile
Mexico
Panama
Peru
Uruguay



SECTOR SPOTLIGHT

Sector Companies That Participated in FoodAg 2024

Companies from 20 diverse sectors across the food and agriculture landscape converged at FoodAg 2024. From farm inputs to finished food products, and from packaging to agri-tech, these industry leaders showcased Pakistan's full-spectrum strength in the agri-food value chain - underscoring the country's growing role in global trade.



193

Rice



158

Fruits-Veg &
Frozen / IQF



111

Govt. Officials /
Media



105

Agritech



97

Biscuits &
Confectionery



86

Beverages



63

Sea Food



56

Meat

(Note: Total count shows Total Exhibitors + Total Foreign delegates in each sector)





54

Processed Foods



48

Spices



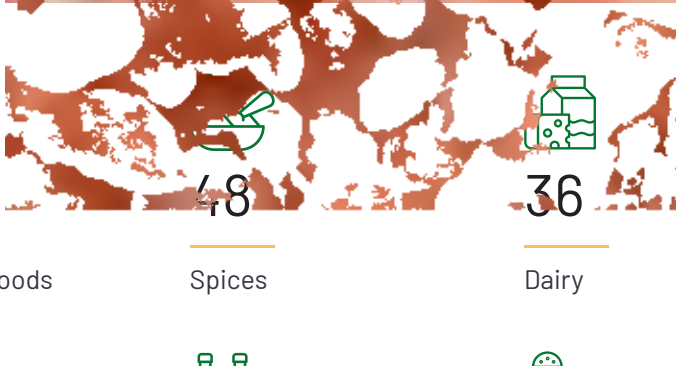
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Cereals



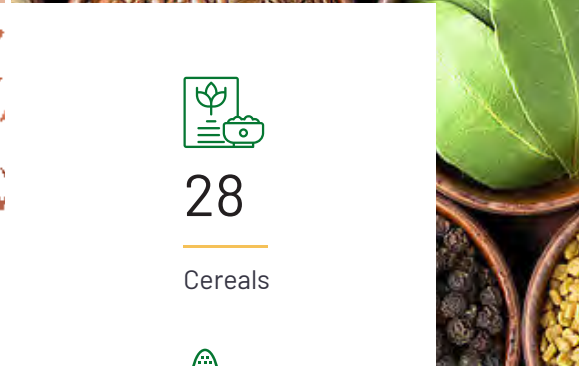
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Dry Fruits



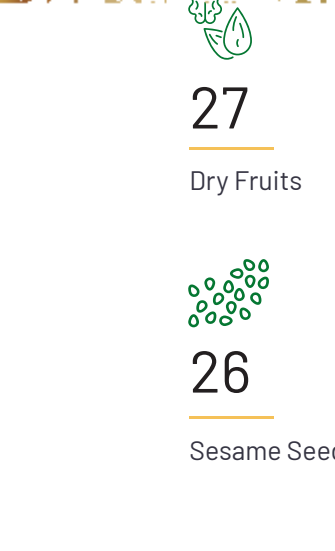
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Oil & Ghee



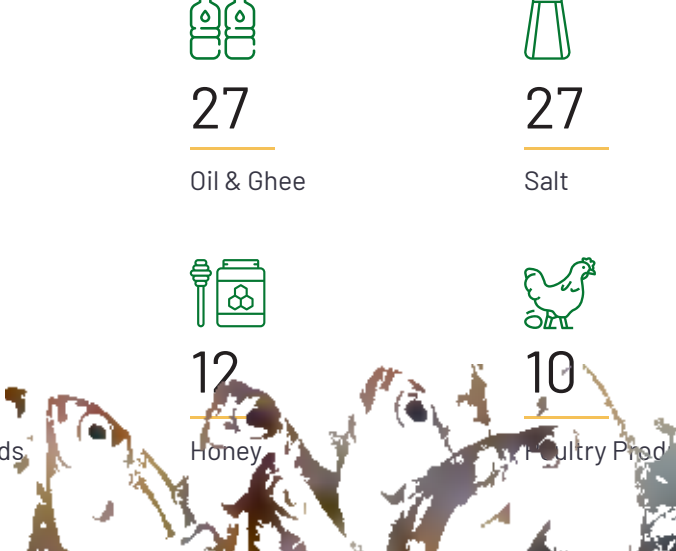
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Salt



26

Sesame Seeds



12

Honey



25

Grains



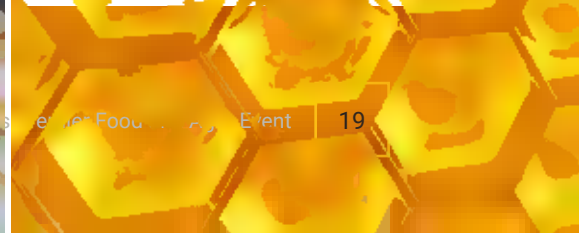
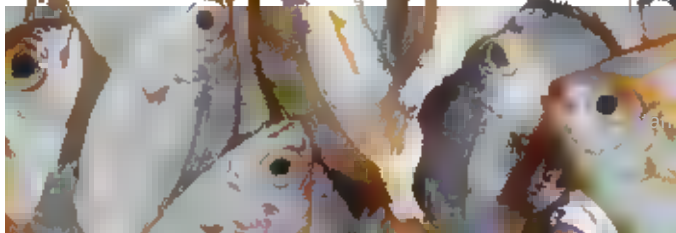
10

Poultry Products



2

Agriculture





GLOBAL CUISINE SHOW

A World of Flavors, Rooted in Pakistan

The Global Cuisine Show is a flavorful fusion of culture and creativity - where world renowned chefs bring global recipes to life using Pakistan's finest local ingredients.

From live masterclasses to tasting sessions, it's a celebration of culinary diversity that delights food lovers and puts our agro-products on the global plate.

GLOBAL CUISINE 2024 HIGHLIGHTS



15 International Chefs

Malaysia, Singapore, China, Türkiye, Taiwan, Cyprus, Azerbaijan, Egypt, Bahrain & South Africa



MasterChef Classes

12 Master Chef Classes were conducted during a span of 3 days



Cuisines

Each Masterclass included 2 recipes. In total, 24 cuisines were prepared during 3 days



Flavorful Forum

5 talks on food





FOODAG 2025

Unlocking Agro Export Opportunities

Pakistan's agriculture sector is a powerhouse, contributing significantly to global food trade with a diverse range of high-quality products. In 2023-24, agro exports reached \$8.03 billion USD, showcasing robust growth and untapped potential.

Below are the key highlights of Pakistan's agro exports (2023-24).

\$8.03B

Pakistan Agro
Exports 2023-24

RICE EXPORTS

\$3.88 B

■ 5.97 million tons exported

Premium Basmati (\$844.37 million)
Non-Basmati (\$2.15 billion)

MAIZE EXPORTS

\$421.22 M

■ 1.84 million tons exported

Target Markets:
★ Vietnam - 🇲🇾 Malaysia

MEAT EXPORTS

\$506.97 M

■ 123,000+ tons exported

Exports focused on Halal markets in the Middle East



SESAME SEED EXPORTS

\$406.60 M

Pakistan emerging as the top exporter to China.



FISH & CRUSTACEANS

\$406.04 M

Potential for growth in China, Japan, and Korea.



ONIONS

\$224.23 M

■ Strong demand in Asia



POTATOES

\$127.05 M

■ 679.48 M tons exported



MANGOES

\$116.30 M

■ Exports to UAE, UK & USA



CITRUS

\$104.78 M

■ 415,000+ tons exported



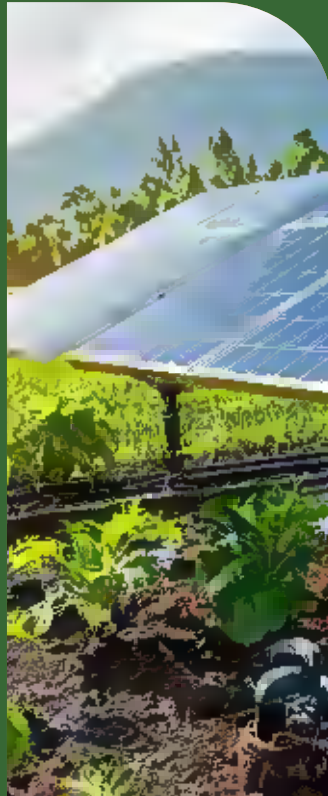


Trade Development Authority of Pakistan (TDAP)

AGRO-TRADE OPPORTUNITIES WITH PAKISTAN



FoodAn 2025



Pakistan offers diverse trade opportunities in the agri-food sector, backed by a rich product portfolio, expanding global reach, and strategic trade advantages.

With strong exports across key regions, competitive production costs, and growing value-added offerings, the country is emerging as a reliable sourcing destination. Supportive trade policies, modern infrastructure, and government-led facilitation initiatives further strengthen Pakistan's position in international agri-food trade.

**Diverse Product
Portfolio**

01

**Competitive
Advantage**

03

**Expanding
Global Markets**

02

**Supportive
Trade Policies**

04



01. DIVERSE PRODUCT PORTFOLIO

Pakistan offers a wide range of agro products tailored to global tastes:



Cereals

High-quality Basmati and Non-Basmati rice, maize, and brown rice



Horticulture

Mangoes, citrus, dates, onions, potatoes, and chilies



Protein

Halal meat, fish, and crustaceans with advanced processing standards.



Value-Added Products

Sugar confectionery, pasta, bakery goods, and undenatured ethyl alcohol.

02.

EXPANDING GLOBAL MARKETS

Pakistan's agro products are exported to over 50 countries, with strong presence in:

ASIA

-  China
-  Indonesia,
-  Malaysia
-  Vietnam
-  Philippines
-  Afghanistan

AFRICA

-  Kenya
-  Senegal
-  Nigeria
-  Mozambique

EUROPE

-  UK
-  Netherlands
-  Italy
-  Germany
-  Belgium

EMERGING MARKETS

-  Central Asia
-  Russia
-  USA
-  Mexico
-  Japan

MIDDLE EAST

-  Kuwait
-  Oman
-  Qatar
-  Saudi Arabia
-  UAE



03.

COMPETITIVE ADVANTAGE



Cost-Competitive Production

Affordable pricing due to abundant natural resources and skilled labor.



Quality Assurance

Adoption of Good Agricultural Practices (GAP) and compliance with international standards.



Strategic Location

Proximity to key markets in Asia, Middle East, and Europe, with efficient logistics via sea and land routes.



Value Addition

Growing focus on processed and hulled products like sesame seeds and heat-treated meat.

04.

SUPPORTIVE TRADE POLICIES



Free Trade Agreements

Benefits under China-Pakistan FTA and preferential access to ASEAN and GCC markets.



Infrastructure Development

New warehousing in Kazakhstan and Uzbekistan, improved cool chain logistics, and port enhancements.



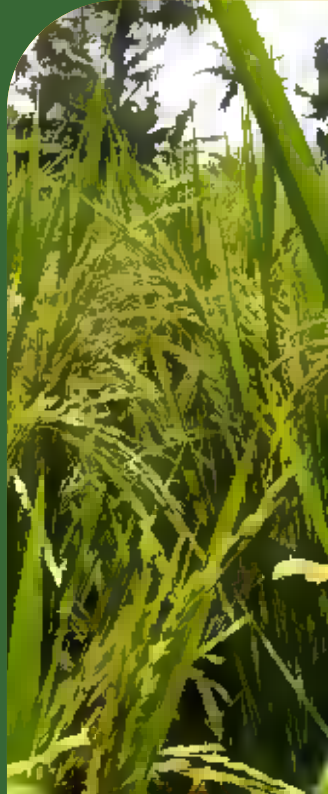
Export Facilitation

TDAP's initiatives include B2B meetings, trade delegations, and streamlined registration for global markets.



Trade Development Authority of Pakistan (TDAP)

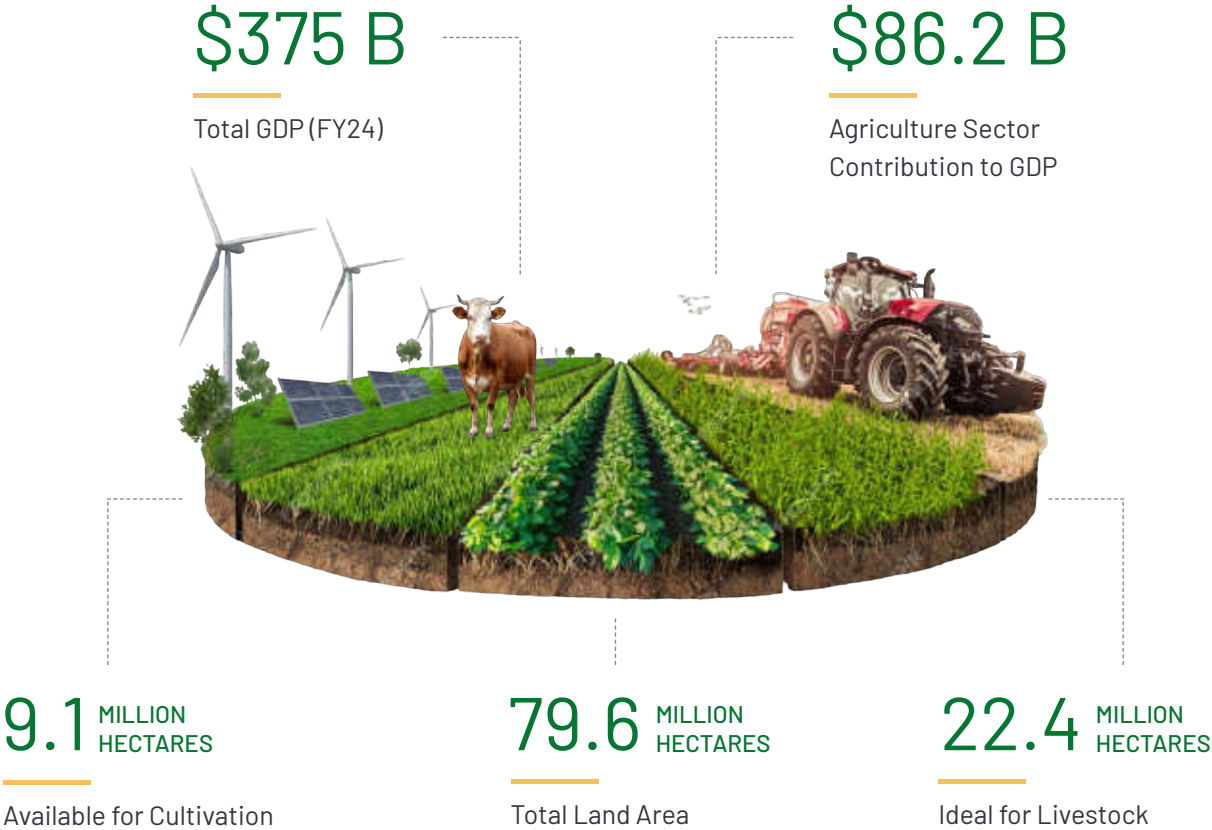
INVESTMENT OPPORTUNITIES IN PAKISTAN'S AGRICULTURE SECTOR



Pakistan's agriculture sector holds immense potential for investment, supported by strategic government initiatives such as the Special Investment Facilitation Council (SIFC) and the Green Pakistan Initiative (GPI).

With abundant arable land, a strong livestock base, and an enabling policy environment, **the sector is well-positioned for growth.**

FOODAG 2025 will spotlight major investment prospects, amplified by Pakistan's global trade missions in over 55 countries.





01.

CORPORATE & PRECISION AGRICULTURE

Pakistan is embracing technology-driven farming to unlock higher yields and resource efficiency. With vast cultivable land, proven pilot projects, and full foreign ownership allowed, corporate and precision agriculture offer scalable, high-impact investment opportunities.

OPPORTUNITY

Invest in corporate farming and precision agriculture technologies (e.g., modular drip irrigation, sprinkler systems, pivot irrigation) to boost yields on **24.1 million hectares** of cultivated land.

IMPACT

Enhances productivity, reduces labor, and optimizes water use. Over 150,000 acres in Punjab already use modern irrigation.

INVESTMENT APPEAL

Model farms in Pirwal and Muzaffargarh demonstrate scalable, tech-driven solutions with SIFC-backed incentives, including 100% foreign ownership in corporate farming.



02. SEED INNOVATION

Pakistan is streamlining seed innovation through regulatory reforms and fast-tracked certification, creating new opportunities for high-quality seed production. With supportive policies and integrated Agriculture Malls, the sector is primed for impactful, investment-ready growth.

OPPORTUNITY

Partner with the National Seeds Development and Regulatory Authority to develop high-quality seeds, with a reduced trial period (from two years to one) and a forthcoming national seed policy.

IMPACT

Improves crop quality and accelerates market entry for seed producers.

INVESTMENT APPEAL

Agriculture Malls provide one-stop access to seeds, fertilizers, and machinery, creating investment hubs for seed-focused ventures.





03. CROP EXPORTS

Unlock Pakistan's Crop Export Potential

Pakistan's high-quality crop exports—led by rice, citrus, mango, and key vegetables—offer substantial untapped potential in global markets. With strong production volumes, expanding market access, and streamlined export facilitation, the sector presents a ripe opportunity for trade and investment.

OPPORTUNITY

Capitalize on Pakistan's exportable surplus, e.g., **3.16 million tons of rice** (\$4.09 billion potential), **525,000 tons of citrus** (\$171 million), and **392,000 tons of mango** (\$165 million), with significant untapped potential in Middle East (e.g., only 12% share in KSA's rice imports).

IMPACT

Addresses global demand, supported by **market access to 150 countries** for rice, 58 for citrus, and 57 for mango, with phytosanitary compliance via the Department of Plant Protection (DPP).

INVESTMENT APPEAL

SIFC's Pakistan Single Window (PSW) streamlines export certifications, ensuring faster, transparent trade processes.



04. LIVESTOCK & DAIRY

From Farm to Global Markets

With a vast livestock base and modern export infrastructure, **Pakistan offers strong investment potential in feedlot fattening and meat exports** – backed by government support and rising global demand.

OPPORTUNITY

Invest in **industrial-scale feedlot fattening farms** (\$10.7 million for 15,000 animals, 37% IRR, 3-year payback) and meat export facilitation projects (50,000 tons annually) under the Green Corporate Livestock Initiative (GCLI), leveraging Pakistan's 218 million livestock population.

IMPACT

Generates **\$1 billion in exportable surplus** from one million calves, with 36 world-class slaughterhouses and SFDA-approved facilities ensuring Halal, high-quality meat.

INVESTMENT APPEAL

Proximity to top regions, robust supply chains, and digitalized certifications (via PSW) offer competitive advantages over Brazil and Australia.





05. ALFALFA EXPORTS

High-Value Fodder, High-Yield Opportunity

Pakistan's Alfalfa Export Project offers a strategic opportunity to tap into the high-demand Gulf market with guaranteed offtake and strong export facilitation. With rising global demand and established local production, alfalfa cultivation promises stable returns and long-term growth.

OPPORTUNITY

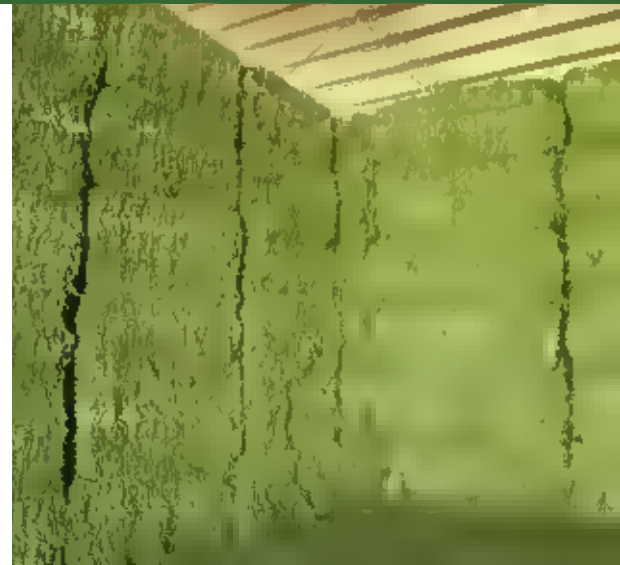
Develop alfalfa cultivation on **15,000–20,000 acres** to produce 100,000 metric tons for export to Gulf Region, priced at \$316–320/ton FOB Karachi.

IMPACT

Meets KSA's **\$67 million import demand**, with a global market projected to grow from \$25.6 billion (2024) to **\$34.3 billion** (2029) at a 6.03% CAGR.

INVESTMENT APPEAL

Guaranteed offtake, established production bases, and transaction-based export facilitation ensure high returns under GPI.



06. SHRIMP FARMING

High-Return Aquaculture

With vast saline lands and a 1,001 km coastline, **Pakistan is poised to become a major player in the global shrimp market.** Backed by strong feasibility, supportive policies, and local seed and feed production, shrimp farming presents a high-return, export-driven investment opportunity.

OPPORTUNITY

Invest in marine and saline water shrimp farming along Pakistan's 1,001 km coastline, with 2025 marking the start of commercial production.

Feasibility shows **\$5.8 million annual profit per acre** (extensive farming) or **\$8.2 million (semi-intensive).**

IMPACT

Taps into a global shrimp market of 5.6 million metric tons, with Vannamei shrimp dominating. Local seed and feed availability (e.g., MarineHatch, AMG Thaiunion Feed Mill) resolves past constraints.

INVESTMENT APPEAL

Government subsidies, R&D funding, and export incentives, combined with access to saline lands, position Pakistan as an emerging shrimp farming hub.

Pakistan



37



07.

IRRIGATION AND SOLAR POWER

Green Energy, Productive Land

Pakistan is advancing toward climate-smart agriculture through solar-powered irrigation and land productivity solutions. Backed by large-scale government initiatives, these projects offer sustainable, scalable opportunities to transform barren land into fertile ground while reducing energy & water stress.

OPPORTUNITY

Fund solarization of **27,000 tube wells in Balochistan (\$197 million)** and expand to other provinces, alongside innovative irrigation like LIMs under GPI to cultivate 4.4 million acres of barren land.

IMPACT

Ensures sustainable water and energy use, increasing arable land and productivity.

INVESTMENT APPEAL

Scalable, government-backed projects with 7 foreign and 85 local investors already engaged for 600,000 acres.



08.

DIGITAL PAYMENT SYSTEMS

Empowering Farmers Through Fintech

Digital payment solutions are revolutionizing Pakistan's agricultural economy by bridging the gap between rural farmers and the formal financial system. With strong institutional backing and a growing fintech landscape, this space presents a high-impact opportunity for inclusive growth and scalable innovation.

OPPORTUNITY

Develop digital wallet solutions with fertilizer companies to facilitate farmer payments, integrating rural farmers into the formal economy.

IMPACT

Enhances financial inclusion and market access for farmers, boosting agricultural trade.

INVESTMENT APPEAL

SIFC-supported MoUs and fintech scalability offer high-growth potential.





09. FOOD PROCESSING & VALUE ADDITION

From Harvest to High-Value Exports

Food processing and value addition represent one of Pakistan's most promising investment frontiers. With rising global demand and strong domestic production, the sector offers significant potential for growth, export enhancement, and supply chain efficiency.

OPPORTUNITY

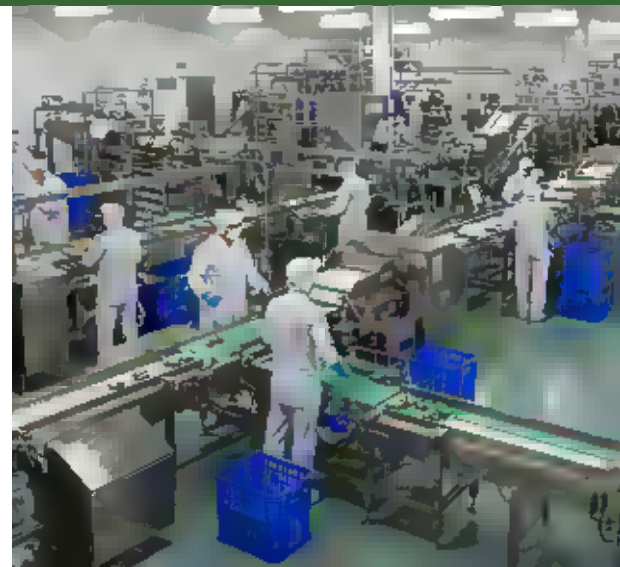
Invest in processing infrastructure for rice, processed foods, fruits, vegetables, and seafood (\$35 million in contracts with China), leveraging **\$1.2 billion in sales** from the 2024 Food and Agriculture Exhibition.

IMPACT

Reduces import reliance, enhances export value, and strengthens food security.

INVESTMENT APPEAL

Special Economic Zones and export processing zones, coupled with SIFC's one-window facilitation, ensure ease of investment.



WHY INVEST IN PAKISTAN'S AGRICULTURE SECTOR?



Global Technology and Agro-Economy



With streamlined facilitation, regulatory backing, and growing global connectivity, the country offers a **fertile ground for agri-food ventures**. Here are four key reasons why Pakistan's agro sector presents an ideal investment destination;

01. SIFC FACILITATION

Offers a one-window solution, 100% dividend repatriation, and up to 100% foreign ownership, with **\$2.07 billion in public investment across 26 projects**.

02. REGULATORY SUPPORT

DPP and Animal Quarantine Department ensure WTO-SPS compliance, with digitalized certifications via PSW and 30 bilateral trade agreements.

03. MARKET ACCESS

Pakistan's **55 trade missions** will promote FoodAg 2025, connecting investors to global buyers, where export potential remains underexploited.

04. PROVEN SUCCESS

GPI, GCLI, and corporate farming reforms have attracted international interest, with MoUs signed for livestock, dairy, and crop exports.



Pakistan
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**Trade Development Authority
of Pakistan (TDAP)**

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