



FoodAg[®]

PAKISTAN - 2025

Harvesting Innovation, Cultivating Sustainability

25-27
NOVEMBER

3RD INTERNATIONAL
FOOD & AGRICULTURE
EXHIBITION 2025

Expo Center, Karachi



FoodAg⁺

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

Where trade connects, flavors inspire,
and innovation thrives!



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, & 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 & 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.

PROJECTED PARTICIPATION IN FOODAG 2025

500+

Exhibitors

850+

International Buyers

80+

Countries

WHAT MAKES UP FOODAG?

Main elements of the event.

- Exhibition
- Global Cuisine Show
- High Profile Meetings
- Conferences & Seminars
- B2B Meetings
- MoU Signing



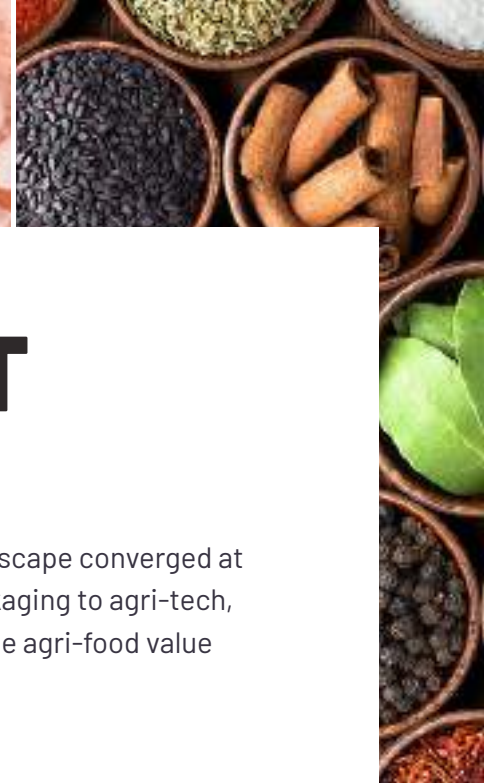
GLOBAL CUISINE SHOW

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.



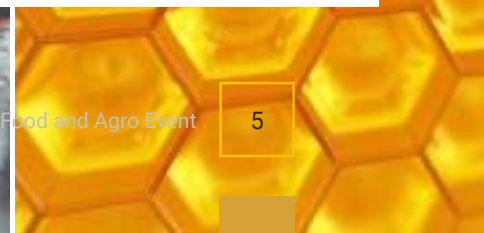


SECTOR SPOTLIGHT

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.

- Rice
- Fruits-Veg & Frozen / IQF
- Govt. Officials / Media
- Agritech
- Biscuits & Confectionery
- Beverages
- Sea Food
- Meat
- Processed Foods
- Spices
- Dairy
- Cereals
- Dry Fruits
- Oil & Ghee
- Salt
- Maize
- Sesame Seeds
- Honey
- Poultry
- Floriculture





Trade Development Authority of Pakistan (TDAP)

MOMENTS THAT MADE FOODAG 2024

Snapshots of Success







Trade Development Authority of Pakistan (TDAP)

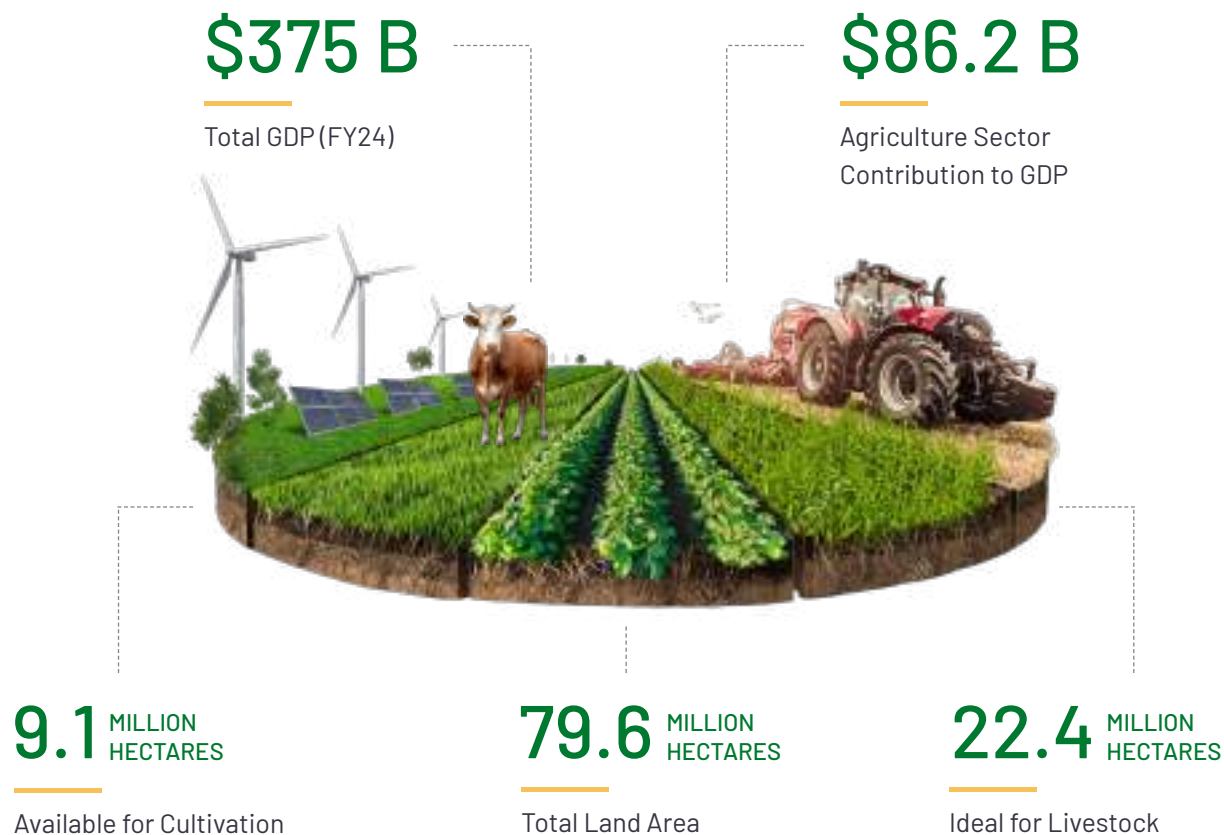
INVESTMENT OPPORTUNITIES IN PAKISTAN'S AGRICULTURE SECTOR



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.





WHY INVEST IN PAKISTAN?

Diverse & Scalable: From premium rice and mangoes to halal meat, seafood, and sesame – Pakistan supplies over 50 countries, with untapped markets in the Middle East, Asia, and Africa.

Built for Business: 100% foreign ownership, dividend repatriation, and one-window facilitation through SIFC and the Pakistan Single Window (PSW).

Strategic Access: Proximity to key regions with efficient sea, land, and cool-chain logistics.

High-Return Sectors:

- Corporate & Precision Farming
- Seed Development & Agri-Malls
- Halal Meat & Feedlot Fattening
- Shrimp Farming & Marine Exports
- Alfalfa Cultivation
- Solar Irrigation & Water Efficiency
- Digital Agri-Fintech (Farmer Payments)
- Food Processing & Value Addition



Trade Development Authority of Pakistan (TDAP)

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