



Explore Emerging Pakistan: Trade Delegation - Agro, Food & Sustainability

14-16 January 2019, Pakistan

Are you exploring new markets to expand business? You might want to think Pakistan. Opportunities are abundant in this Top 25 world economy with a purchasing power of \$1 Trillion based on a 200 million population and a still rapidly growing middle class of 50 million.

Join Confederation of Danish Industry and the Embassy of Denmark in Pakistan as we organize a trade delegation to explore untapped multi-billion dollar business opportunities in the food, agriculture & sustainability sectors of Pakistan on 14-16 January 2019.

The Confederation of Danish Industry and the Embassy of Denmark in Pakistan have organized a trade delegation to Pakistan's two leading business hubs in Lahore & Karachi. The planned program will explore business opportunities through engaging in B2B meetings, business lunches and company visits in an emerging Pakistan.

The Opportunity

A growing Pakistani economy is seeing significant investments in the agricultural, food and sustainability sectors. These sectors cover many industries and supply chains ranging from dairy, food processing, waste, irrigation, water, renewable energy.

Food quality and safety is an overall challenge in focus as the increasing middle class demand better standards.

Danish companies with competitive quality solutions will find B2B demand for agro- & food processing equipment, technology and services including training that can lead to productivity & efficiency gains and streamlined product quality. Quality input are needed as new food products are developed for human consumption but also for a rapidly growing population of livestock.

Water scarcity and waste are major challenges and require smart solutions ranging in irrigation to clean water, non-revenue and waste water. Farm to fork utilization of waste/residuals for productive purposes and recycling/reuse are under palpable exploration by local corporates for investments but require technological solutions of international quality for bankability



Confederation of Danish Industry



EMBASSY OF DENMARK

THE MAIN AREAS OF INTEREST FOR DANISH COMPANIES ARE;

Export of equipment from Denmark

- Equipment, process lines for dairies and dairy turnkey projects
- Equipment for analysing and testing feed
- Equipment for poultry farms
- Equipment for handling, storing and processing of grain
- Equipment for production of juice
- Equipment for handling of fruits and vegetables

Export of agricultural products from Denmark

- High yielding dairy cattle and semen
- Danish dairy products (including UHT and pasteurized (frozen) milk, ice cream, butter and spreads, different types of cheeses, and milk powder).
- Danish poultry meat – and meat products
- Ingredients for food and feed ingredients (these cover a wide range of products like flavours, hydrocolloids, sweeteners, emulsifiers, preservatives, colours, food cultures, and feed additives)

Export of solutions for sustainability

- Irrigation systems
- Waste water treatment
- Solar & small wind energy solutions for farming, irrigation, cultivation, harvesting, storage, etc.
- Energy efficient solutions for agro industries

Transfer and exchange of knowledge

- Strengthen the food safety infrastructure
- Strengthen the transfer of knowledge from agricultural research to farmers
- Strengthen the cooperation between educational institutions and the companies in the sectors employing the graduates
- Consulting on design of Dairies
- Production technology for poultry farms

Establishment of partnerships

- Construction of Dairies
- Construction of poultry farms
- Construction of meat processing facility
- Fruit processing/ pulp production (e.g. mango, citrus, guava, peach)

Import of agricultural products from Pakistan

- Fruit and juice concentrate

TENTATIVE PROGRAM:

Lahore: Day 1 (14th January 2019)

- Arrival previous night or early morning
- Introduction and briefing on the program (over breakfast)
- Visit of 1-2 companies and working lunch
- Afternoon Seminar + B2B meetings
- Dinner reception
- Night stay in Lahore

Lahore/ Karachi: Day 2 (15th January 2019)

- Track 1: Visit to dairy farms/ retail store/ food companies
- Track 2: Visit to Biomass-Waste Plant/ Water & Waste Authorities/ Waste Management Company
- Departure for Karachi
- Arrival and Check-in
- B2B meetings and dinner reception
- Night stay in Karachi

Karachi: Day 3 (16th January 2019)

- Track 1: Visit dairy farms/ retail store/ food companies
- Track 2: Visit to Water & Water Authorities/ Waste Management Company/
- B2B meetings
- Recap/ Feedback on the entire visit over internal dinner
- Night stay in Karachi

Karachi: Day 3 (17th January 2019)

- Departure early morning

INVITATION

PRACTICAL INFORMATION

PRICE

DKK 15,625 excl. VAT per participating company (1 person per company)

The price is calculated on a basis of a minimum of 8 participating companies, and an approved 50 per cent support from the Danish Trade Council.

HOTEL AND TRAVEL INFORMATION

The price includes domestic road/air transportation.

Hotels will be pre-booked by the organizers. Please note that this expense is not included in your participation fee.

Upon registration, you will receive a travel proposal from BCD Travel.

HOW TO REGISTER

Please register by filling out the online registration form.

Deadline for binding registration is **Thursday 6 December 2018**.

Registration is in accordance to the General Terms and Conditions for participation in Export Promotion Events of the Confederation of Danish Industry. [Download here](#)

REGISTER HERE

CONTACT



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