

# PUNJAB FOOD AUTHORITY

## FOOD EXPO + 2023

### DAY 1: LEADERSHIP AND INNOVATION

| DATE                                           | EVENT                                                                                                                                                                                                                                                                                                                          | TIME (HRS) | DURATION (MINS) |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------|
| Friday,<br>February 10 <sup>th</sup> ,<br>2023 | Arrival of Chief Guest / Reception                                                                                                                                                                                                                                                                                             | 11:00      | 5               |
|                                                | Ribbon Cutting and Briefing                                                                                                                                                                                                                                                                                                    | 11:05      | 15              |
|                                                | Expo Visit                                                                                                                                                                                                                                                                                                                     | 11:20      | 20              |
|                                                | Media Talk                                                                                                                                                                                                                                                                                                                     | 11:40      | 15              |
|                                                | Sendoff                                                                                                                                                                                                                                                                                                                        | 11:55      | 5               |
|                                                | Break                                                                                                                                                                                                                                                                                                                          | 12:00      | -               |
|                                                | <b>Panel Discussion:</b> CEOs' Talk: Business Model Innovation in Food Industry – Success Stories of Leaders<br><br><b><i>Moderator:</i></b> Ms. Sidra Iqbal<br><br><b><i>Panelists:</i></b> Volka, Spice Bazaar, Unilever, Nestle, Farmers Cheese, K&N, Big Bird, Gotham, Alfateh, Imtiaz, English Biscuit, YUM Ketchup, Coke | 15:00      | 60              |
|                                                | Mushaira                                                                                                                                                                                                                                                                                                                       | 16:00      | 180             |
|                                                | Concert                                                                                                                                                                                                                                                                                                                        | 19:00      | 180             |
|                                                | Lights Off                                                                                                                                                                                                                                                                                                                     | 22:00      | -               |

## DAY 2: SAFETY AND SUSTAINABILITY

| DATE                                             | EVENT                                                                                                                                                                                                                                                                  | TIME (HRS) | DURATION (MINS) |
|--------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------|
| Saturday,<br>February 11 <sup>th</sup> ,<br>2023 | <b>Presentation:</b> Results Dissemination – PFA’s Loose Milk Testing Campaign<br><b>Presenter:</b> Dr. Farhan Aslam, Deputy Director Research & Development, PFA                                                                                                      | 10:00      | 30              |
|                                                  | <b>Talk:</b> Safe and Quality Milk – Battle of Ideas and Implementation<br><b>Panelists:</b> DG PFA, ADG (Ops), PFA, DD (R&D), PFA                                                                                                                                     | 10:30      | 30              |
|                                                  | <b>Panel Discussion:</b> Safe Milk in Pakistan – Needs and Barriers<br><b>Moderator:</b> Prof. Dr. Saeed Akhtar, BZU<br><b>Panelists:</b> DG PFA, DG PQSCA, Prof. Nasim, VC UVAS, Rep of Pak. Dairy Association, Rep of Farmers Association, Rep of Gawala Association | 11:00      | 60              |
|                                                  | Break                                                                                                                                                                                                                                                                  | 12:00      | -               |
|                                                  | <b>Presentation:</b> Sustainability in Food Production, Processing and Supply Chain<br><b>Presenter:</b> Mr. Jeeron, Global Director, Friesland Campina                                                                                                                | 15:00      | 30              |
|                                                  | <b>Presentation:</b> Digital Traceability and Smart Packaging<br><b>Presenter:</b> Mr. Simon Jones, Business Development Director, Antares Vision                                                                                                                      | 15:30      | 30              |
|                                                  | <b>Presentation:</b> Green Active and Intelligent Packaging and Storage Systems – Smart Food Safety through Packaging (Prospects of rPET)<br><b>Presenter:</b> Mr. Haseeb, NOVATEC                                                                                     | 16:00      | 30              |
|                                                  | Combined Q&A Session                                                                                                                                                                                                                                                   | 16:30      | 30              |
|                                                  | Break                                                                                                                                                                                                                                                                  | 17:00      | -               |
|                                                  | Concert                                                                                                                                                                                                                                                                | 19:00      | 180             |
|                                                  | Lights Off                                                                                                                                                                                                                                                             | 22:00      | -               |

## DAY 3: INSTITUTIONAL FRAMEWORK FOR VIBRANT FOOD ECONOMY

| DATE                                           | EVENT                                                                                                                                                                                                                                                                                                                                                                                                | TIME (HRS) | DURATION (MINS) |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------|
| Sunday,<br>February 12 <sup>th</sup> ,<br>2023 | <b><u>Presentation:</u></b> Making a Difference: Reorientation to Transform to World Class Regulatory Framework<br><b><u>Presenter:</u></b> <i>Dr. Muhammad Nasir, Friesland Campina</i>                                                                                                                                                                                                             | 10:00      | 30              |
|                                                | <b><u>Presentation:</u></b> Food Trade and Transformative Economics<br><b><u>Presenter:</u></b> ??                                                                                                                                                                                                                                                                                                   | 10:30      | 30              |
|                                                | <b><u>Panel Discussion:</u></b> Regulatory Framework to Promote Exports of Food and Beverages – Capabilities and Possibilities<br><b><u>Moderator:</u></b> <i>Ms. Farah Ather, Deputy Director Standards &amp; Accreditation, PFA</i><br><b><u>Panelists:</u></b> <i>DG PFA, DG SFA, DG KPFA, DG BFA, DG PQSCA, President FCCI, Rep of PBC, Rep of LCCI, Rep of BOI, Rep of Ministry of Commerce</i> | 11:00      | 60              |
|                                                | <b><u>Presentation:</u></b> Summation of Plenary Sessions – Recommendations from Technical Sessions<br><b><u>Presenter:</u></b> <i>Ms. Farah Ather, Deputy Director Standards &amp; Accreditation, PFA</i>                                                                                                                                                                                           | 12:00      | 30              |
|                                                | Vote of Thanks by DG PFA                                                                                                                                                                                                                                                                                                                                                                             | 12:30      | 10              |
|                                                | Break                                                                                                                                                                                                                                                                                                                                                                                                | 12:40      | -               |
|                                                | Concert                                                                                                                                                                                                                                                                                                                                                                                              | 19:00      | 180             |
|                                                | Lights Off                                                                                                                                                                                                                                                                                                                                                                                           | 22:00      | -               |

## **LIST OF MODERATORS**

1. Mr. Khizar, DAWN
2. Ms. Sidra Iqbal, AAJ News
3. Ms. Fauzi, FM
4. Ms. Jugun Kazim
5. Ms. Shifa Yousufzai + Mr. Awais
6. Mr. Ahsan Khan
7. Dr. Ali Hamza
8. Prof. Dr. Saeed Akhtar (BZU)