

FYI: Food x Pakistan

Pakistan Food Buyer Seller Meet (Processed Food)



In brief

The processed food industry in Pakistan has been going through a major change in recent years. The production landscape is transforming from a focus on traditional processed food items such as cereal, biscuits, jam, pickles, juices, spices, to higher value-added products, such as frozen ready-to-cook/fully cooked food, healthier snacks, dressing and sauces, processed meat and poultry.

Pakistan furnishes a **rich source of opportunities for Singapore** in the following areas of food sourcing and processing:

Frozen Foods

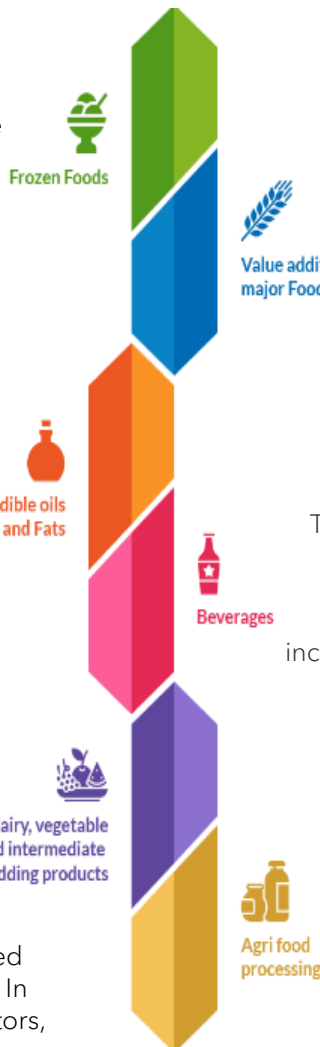
A growing population, coupled with an increase in urban lifestyles has been the primary driver behind the rising demand for frozen food products.

Edible Oils and Fats

The total availability of edible oil from all sources in Pakistan is estimated at approximately 3 million tons. These oil seeds are used extensively in the vegetable ghee and cooking oil industry which is one of the largest manufacturing industries of Pakistan

Fruits, dairy, vegetable and intermediate value adding products

Pakistan is the 4th largest milk producer in the world which provides tremendous opportunities for value added products in the dairy sector. In the fruits and vegetable sectors, there are more than 25 processing plants.



Value addition in major food crops

Pakistan is one of the largest producers of industrial crops such as rice and wheat. Such crops can be used in the production of a variety of different products such as cereals, macaroni, spaghetti, pasta etc.

Beverages

The beverage processing industry's main products include dehydrated products, fruit products, including fruit juices/drinks, canned fruits and carbonated beverages.

Agri Food Processing

More than 22 varieties of vegetables are produced in Pakistan and there are approximately 1,400 flour mills. The country is ranked 5th in the world cane acreage and 9th in sugar cane production.

This FYI Brief distills the best of the conversations held in the FYI Episode of 27 May 2021 with the following distinguished speakers:

H.E Rukhsana Afzaal

High Commissioner of Pakistan to Singapore

H.E Shamsheer Zaman

Ambassador of Singapore to Jordan; Vice Chairman, SBF South Asia Business Group

Mr Abdul Karim Memon

Director General, Trade Development Authority of Pakistan

Mr Ehsan Malik

CEO, Pakistan Business Council

Ms Madiha Ali

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