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Press Release**

Pak trade delegation arrives in Malaysia to attend food & beverage fair

A 10-member Pakistani delegation representing six leading food & beverage companies has arrived in Kuala Lumpur to participate in the 12th Malaysian International Food and Beverage (MIFB) Fair 2011 which opens here today (13 July, 2011).

The three-day event brings together the movers and shakers of a multi-billion dollar food & beverage industry to facilitate global networking and create opportunities in this sector. The Fair displays 500 stalls featuring the latest and innovative products and services from over 25 countries.

The Pakistan delegation includes six prominent food & beverage companies namely; Fauji Cereals, Mehran Spice and Food Industries, Imtiaz Enterprises, Maizona (Pvt) Limited, Al-Hamza Trading and Shipbreaking Company and Imran Qasim Trading Est. Pakistani products such as rice, spices, pickles, *kheer*, vermicellies, fried onion, cooking pastes, teas, preserves (*murabas*), wheat, mango, onion, potato, cereals, porridge, desserts (custard powder, jelly quick set, *kheer mix*, *firni khas*), corn flour, rice flour, pearl barley, *laundry kulf*, ice cream powder are in great demand in Malaysia and many of these products will be on display at the Fair.

Commenting upon the Fair which drew a record 20,228 professional, trade and business visitors from 48 countries last year, Dr. Imtiaz A Kazi, Acting High Commissioner of Pakistan in Malaysia, said the three-day event was a befitting occasion to enhance Pak-Malaysia bilateral trade relations and to present and promote Pakistan's quality agro-food products to the target audience in the Malaysian market. "The event offers our exporters excellent opportunity to establish contacts with a large number of potential buyers gathered from around the world", he said.

Dr. Kazi urged the Pakistani exhibitors to use the occasion to analyze market trends and align their products to the evolving market standards based on consumers' concerns for health, food safety and environmental sustainability. The event is a rare event to learn from others' best practices and offer our own products keeping in view the tastes and needs of the buyers', he said.

He said the Malaysian Food & Beverage market has big potential given its standards, quality control and global recognition especially in the Hotel sector. "Since Pakistan has a robust "agro food" sector with products having desirable aroma, sweetness and nutritional significance, our participation in MIFB 2011 will surely open new opportunities for mutual cooperation in food & beverage sectors", he said.

Last year, Pakistan exported US\$ 2.20 billion worth of rice and US\$ 360 million worth of fruits & vegetable, US\$ 227 million worth of fish & fish preparations, US\$ 97 million worth of meat & meat preparation and US\$ 41 million worth of spices on a global scale. These statistics amply reflect the strength of Pakistan's agro food sector which has a promising potential in a country with which Pakistan has concluded a Free Trade Agreement (FTA).

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