

PUNJAB FOOD AUTHORITY
FOOD EXPO + 2023

DAY 1: LEADERSHIP AND INNOVATION

| DATE | EVENT | TIME (HRS) | DURATION (MINS) |
|--|--|------------|-----------------|
| Friday, February 10 th , 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 | - |
| | Panel Discussion: CEOs' Talk: Business Model Innovation in Food Industry – Success Stories of Leaders Moderator: Ms. Sidra Iqbal Panelists: 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, February 11 th , 2023 | Presentation: Results Dissemination – PFA’s Loose Milk Testing Campaign Presenter: <i>Dr. Farhan Aslam, Deputy Director Research & Development, PFA</i> | 10:00 | 30 |
| | Talk: Safe and Quality Milk – Battle of Ideas and Implementation Panelists: <i>DG PFA, ADG (Ops), PFA, DD (R&D), PFA</i> | 10:30 | 30 |
| | Panel Discussion: Safe Milk in Pakistan – Needs and Barriers Moderator: <i>Prof. Dr. Saeed Akhtar, BZU</i> Panelists: <i>DG PFA, DG PQSCA, Prof. Nasim, VC UVAS, Rep of Pak. Dairy Association, Rep of Farmers Association, Rep of Gawala Association</i> | 11:00 | 60 |
| | Break | 12:00 | - |
| | Presentation: Sustainability in Food Production, Processing and Supply Chain Presenter: <i>Mr. Jeeron, Global Director, Friesland Campina</i> | 15:00 | 30 |
| | Presentation: Digital Traceability and Smart Packaging Presenter: <i>Mr. Simon Jones, Business Development Director, Antares Vision</i> | 15:30 | 30 |
| | Presentation: Green Active and Intelligent Packaging and Storage Systems – Smart Food Safety through Packaging (Prospects of rPET) Presenter: <i>Mr. Haseeb, NOVATEC</i> | 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, February 12 th , 2023 | Presentation: Making a Difference: Reorientation to Transform to World Class Regulatory Framework Presenter: <i>Dr. Muhammad Nasir, Friesland Campina</i> | 10:00 | 30 |
| | Presentation: Food Trade and Transformative Economics Presenter: ?? | 10:30 | 30 |
| | Panel Discussion: Regulatory Framework to Promote Exports of Food and Beverages – Capabilities and Possibilities Moderator: <i>Ms. Farah Ather, Deputy Director Standards & Accreditation, PFA</i> Panelists: <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 |
| | Presentation: Summation of Plenary Sessions – Recommendations from Technical Sessions Presenter: <i>Ms. Farah Ather, Deputy Director Standards & 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 | - |

MERSİN TİCARET VE SANAYİ ODASI
Gelen Evrak Tarih Sayı: 26.01.2023 - 1567

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)