

# Editor's Note

Dear Readers,

Seasons Greetings from Pakistan Food Journal (PFJ). The past year has been an interesting one from the the point of Food and Beverage sector of Pakistan. SIAL Middle East 2012 concluded on 28<sup>th</sup> November 2012 in Abu Dhabi attracted quality visitors. No doubt, there is much looming on the horizon, in terms of the exhibition calender of 2013. It is now time to think about what the future holds, with January and February 2013 edition of PFJ hitting the stands bit early to accommodate Pre-Show report of Gulfood and post show coverage of Fruit Logistica.

PFJ is happy to report that 15 Pakistani firms who exhibited at the world's mega event 'Fruit Logistica 2013' held during Feb 8-10 February in Berlin came back with good business leads.

Gulfood exhibition which kicks off from February 25 to 28, 2013 at Dubai World Trade Centre will feature more than 4200 exhibitors and 110 international pavilions. Almost forty exhibitors from Pakistan will be present at Gulfood. Starting from 8<sup>th</sup> to 10<sup>th</sup> March 2013 at Expo Centre, Lahore, FAKT Exhibitions will be organizing the 9<sup>th</sup> International Food, Equipment and Technology Exhibition and Conference.

The fast-food and restaurant market in Pakistan can be recognized as a driving force for new investments. The billion dollar market of Pakistan isn't only seeing growth of local food outlets but also attracting international food chains. Fatburger – California based fast-food chain is the new addition at local food market. Samiullah Mohabbat, CEO of BIL Foods Limited shares his vision and future outlook of Fatburger Franchise and his take on lifestyle of Pakistani consumers on page 24. PTJ and its editorial teams wishes you a very happy 2013.

Amina Baqai

**Editor-in-Chief**  
Amina Baqai

**Managing Editor / Publisher**  
Sohail Aziz

**Senior Editor / Publisher**  
Nadeem Mazhar

**Hony. Editor**  
Dr. Noor Ahmad Memon

**Media Manager**  
Shahid Aziz

**Layout & Design**  
Emran Shah



Suite B-4, & B-6, 2nd Floor, 64/21,  
Miran M. Shah Road, M.A.C.H.S,  
Karachi - Pakistan.

Tel: +92-21-34311674, 34303101

Email: info@foodjournal.pk, Url: foodjournal.pk

Printed at Color Plus, Korangi Karachi.

Available on Gale Factiva and affiliated international databases through Asianet Pakistan.

# Contents

Pakistan Food Journal, January - February 2013

**News and Views** ..... 4-8

**Around the World** ..... 10-12

## Exclusive Article

Round-up of the Top ten stories for 2012 ..... 14

## Corporate News

Swiss chocolate industry ..... 16

Krones repositions itself in the fields of material flow technology ..... 16

Pakistan to market rice in Central Asia ..... 17

Urea production declines by 11% in seven months of 2012 ..... 17

JBT Corporation: New fruit juice processing project ..... 17

## Exclusive on Vegetable

Vegetable exports from Pakistan ..... 18

by Dr. Noor Ahmed Memon.

## F+ T Pakistan 2013

International Food, Equipment and Technology Exhibition & Conference ..... 22

## Exclusive Article

Fatburger comes to Pakistan ..... 24

## Gulfood 2013

Gulfood sees phenomenal growth over the decades ..... 25

## SIAL Middle East 2012

Concludes on a positive note ..... 30

## FRUIT LOGISTICA 2013

Attracted 58,000 trade visitors from 130 countries ..... 32

