

### Coca-Cola Company will invest \$379 million on manufacturing facilities across Pakistan

The Coca-Cola Company will invest \$379 million on manufacturing facilities across Pakistan over the next three years to expand its business. The announcement comes on top of the \$172 million already invested by Coca-Cola in the country in 2011. The announcement was made in the ground-breaking ceremony of the Multan plant, and furthermore Coca-Cola will be spending the money on three new bottling plants, one each in Karachi, Multan and Islamabad.

The funds will be utilized for expansion and bringing about infrastructure changes and systemic improvements in the Coca-Cola system. According to company officials, this expansion come as rising demand makes it difficult for Coca-Cola to keep pace with its existing production capacity in Karachi and Punjab. Owing to its strategic location, Multan can not only serve southern and northern Punjab – which alone accounts for more than 60% of Coca-Cola's business – but can also cater to Karachi's market, company spokesman Fahad Qadir revealed in a press release.

Greenfield investment refers to new foreign direct investment that will be utilized in setting up a completely new project, as opposed to an existing business expanding operations with its free cash flows. The plant will be fully equipped with state-of-the-art production equipment and product warehousing facilities. The plant will also have a much higher manufacturing capacity.

It is important to note that Pakistan already operates six bottling factories in Pakistan, located in Karachi, Gujranwala, Multan, Lahore, Rahimyar Khan, and Faisalabad. It buys close to Rs13 billion in raw materials from around 300 local suppliers. The Coca-Cola System, according to the press release, provides direct and indirect employment to more than 8,000 people in Pakistan; while another 35,000 people are employed through its supply chain, and another 100,000 benefit through employment in allied industries.

### Brazilian poultry sector to form a joint venture with Pakistan

Brazil is the largest exporter of poultry and not only sells more than 4 million tons of poultry per year abroad, but is also world's largest exporter of halal poultry accounting to 1.8 million tons per year. Brazilian poultry sector has shown an interest in the joint venture with their counterparts in Pakistan. "There are many aspects that could be explored between the poultry sector of both countries," said Ricardo Santin, Vice-President & Market Director Brazilian Poultry Association.

Pakistan is still closed for the Brazilian poultry, but negotiations on approval of an Animal Sanitary Certificate are at an advanced stage. Brazil helped emerging economies meet the growing demand for poultry meat. While acknowledging that Pakistan too has an advanced poultry industry, he said joint ventures between Brazilian and Pakistani companies would be a win-win situation. The Brazilian philosophy is to cooperate with local producers and thereby creating synergies in terms of products and explore new markets, explained Mr Santin, "Asian countries have been benefiting also by having access to new technologies and new products, generating complementarities between Asian and Brazilian producers."

It was informed that among the top five biggest poultry production companies three are Brazilian, and the main destinations of Brazilian poultry products are Saudi Arabia, European Union, Japan, Hong Kong, United Arab Emirates, China,



South Africa, Egypt, Kuwait and Iraq.

The members of Pakistan Poultry Association (PPA) highlighted that consumption of poultry meat was increasing due to health fitness consciousness and also due to limited capacity of beef and mutton sectors to cater to growing demands. It is imperative to note that poultry meat accounts for 25.8% of total meat produced in the country and is rapidly replacing the red meat consumption. The beef consumption is around 54.7% and out of total meat, mutton consumption is 19.5%.

### Save Food to Participate in PROCESS EXPO

The Food Processing Suppliers Association (FPSA) announced the participation of the SAVE FOOD initiative in PROCESS EXPO, taking place from 3<sup>rd</sup> to 6<sup>th</sup> November, 2013 at McCormick Place, Chicago. The goal of this initiative, sponsored by the Food and Agriculture Organization of the United Nations (FAO), Messe Duesseldorf (producers of the interpack trade show) and FPSA, is to fight global food loss.

"We are very pleased to have SAVE FOOD as part of PROCESS EXPO. PROCESS EXPO is the perfect venue to promote SAVE FOOD as it brings together thousands of professionals across the food industry supply chain," stated Jeff Dahl, Chairman of the Food Processing Suppliers Association (FPSA) and Business Manager of JBT FoodTech.

There is strong interest in addressing this issue among food processors and equipment suppliers to reduce food loss and wastage, said FPSA President and CEO, David Seckman. By improving efficiency in the supply chain, a significant reduction in the amount of food that is wasted and which can be properly channeled to help defeat hunger worldwide may be achieved. This will be a major theme at PROCESS EXPO 2013, as new and innovative ways are explored which food processors and equipment suppliers can collaborate on for the greater good.

More information on PROCESS EXPO 2013 and on future events can be found at: [www.myprocessexpo.com](http://www.myprocessexpo.com).