

Email Message

Common 108

From : Foreign Islamabad
To : All Missions abroad except Honorary Consulates
No : EC-1/D/8/6/2024
Dated : 14 June 2024

Head of Missions from Director General (SIFC&ED)

Subject: **Marketing of 2nd Edition of FoodAg to be held at Expo Center Karachi from 9-11 August 2024**

The Trade Development Authority of Pakistan (TDAP) Karachi, is holding 2nd Food and Agriculture Exhibition scheduled from 9-11 August 2024 at Expo Centre Karachi, Pakistan.

2. FoodAg 2024 is the Second International Food & Agriculture Exhibition 2024 being organized by TDAP. With its theme of "Growing a sustainable future", FoodAg 2024 will bring International and local communities together to generate a hope for building a common future. Food security has become one of the pressing challenges of today's time. With availability of surplus quantities of various agro-food products around the year, Pakistan has the potential to become a food basket for the World. From 9th-11th August, this exhibition will connect hundreds of foreign delegates, media personnel, and regulators from 55 countries with established and budding Pakistani exporters. FoodAg 2024 will provide a unique platform to all participants for exchanging novel ideas and build a long-term partnership with the aim to transform the food future of the world.

3. The e-broachers for the event is also available at <https://agro.tdap.gov.pk/wp-content/uploads/2024/04/foodag-brochure-2024-1.pdf>.

4. The Missions are requested to proactively market the event and also upload the attached marketing material of 2nd Edition of FoodAg at your website.

Kind Regards,

Asima Rabbani
(Dr. Asima Rabbani)
Director General (SIFC&ED)

Radio Officer
Please issue;