

PROFILE



PAKISTAN'S LARGEST ASSOCIATION
OF FOOD INDUSTRY



ABOUT PAKISTAN FOOD ASSOCIATION

Partnering for Industrial Progress



The Pakistan Food Association (PFA) is a dedicated organization working tirelessly to promote and support the nation's food industry. We serve as a vital link between food businesses, restaurants, and government agencies.

Our mission is to foster a thriving food landscape in Pakistan. We achieve this by:

- **Advocating for industry-friendly policies:** We work with policymakers to create regulations that encourage business growth and innovation.
- **Providing industry guidance:** We offer resources and support to help food businesses navigate regulations, safety standards, and best practices.
- **Facilitating networking and collaboration:** We connect food businesses and restaurants, fostering knowledge sharing and creating a collaborative environment.
- **Promoting Pakistani cuisine:** We celebrate the rich culinary heritage of Pakistan, promoting local ingredients and dishes on a national and international scale.

By fulfilling these roles, the Pakistan Food Association paves the way for a vibrant and successful food industry in Pakistan, empowering businesses and restaurants to flourish.

EXECUTIVE MANAGING COMMITTEE OF PFA



Rashid A. Siddiqui (President)

Mr. Rashid Siddiqui champions the growth and promotion of Pakistan's food industry. He also brings his extensive experience to the table as Chairman of Afeef Packages, a leading player within the industry. His dedication extends beyond individual companies, as he strives to elevate the entire Pakistani food sector on the global stage.



Syed Farrukh Mazhar

As the CEO of F&M Companies, he understands the intricacies of the food industry firsthand. His previous role as Managing Director of SGS, a leading food safety and industrial compliance services company, further bolsters his expertise. This unique combination of industry knowledge and compliance acumen makes Mr. Mazhar a valuable asset to the PFA.



Mohammad Rafiq Rangoonwala

A seasoned leader in the Pakistani food industry, serves as an executive member of the Pakistan Food Association. He brings his extensive experience to the table, having led Mon Salwa for many years and contributing significantly to the overall growth of the food sector in Pakistan.



Jameel Mughal

As the CEO of McDonald's Pakistan, his proven track record of success and deep understanding of the industry landscape make him a valuable asset to the PFA's mission. Jameel's long-standing association with the food industry allows him to contribute significantly to the association's efforts in promoting and supporting Pakistan's vibrant food sector.



Muhammad Umar Qasim Omerson

A tireless champion for food safety, Muhammad Umar Qasim is a founding member of Pakistan Food Association and remains actively chair in food safety and health committee of Korangi Association of Trade & Industry. He is CEO of LQ Foods LALQILA Group.



Advocate Razi Ahsan (General Secretary)

Combining legal expertise with a passion for food safety, Advocate Razi Ahsan brings invaluable support to the Pakistan Food Association. Adv. Razi Ahsan also associated with food business and an executive member of the Association, his guidance on tax matters and audits empowers food businesses to navigate regulations with confidence.



THE PAKISTAN FOOD ASSOCIATION'S STRATEGIC ALLIANCES THROUGH MOU



Building a Stronger Food Industry

The Pakistan Food Association (PFA) is committed to fostering collaboration and growth within the food industry. Recognizing the strength in strategic partnerships, the PFA has actively pursued Memoranda of Understanding (MoUs) with key organizations, each bringing unique strengths and opportunities to the table.

These MoUs represent a significant step forward for the PFA in achieving its goals. The collaboration with the Marketing Association of Pakistan (MAP) allows for the sharing of expertise in marketing and branding strategies, empowering PFA members to better promote their products and services. The Flour Mills Association of Pakistan (FMAP) partnership ensures a reliable supply chain for essential ingredients, while the MoU with the Karachi Chamber of Commerce and Industry (KCCI) opens doors to valuable business networking opportunities.

Looking towards export potential, the PFA's MoU with the Rice Exporters Association of Pakistan (REAP) facilitates knowledge exchange and collaboration in promoting Pakistani rice on the global stage. Additionally, the partnership with ECommerce Gateway Pakistan broadens the digital reach of PFA members by providing access to e-commerce platforms and expertise.

The PFA's forward-thinking approach extends to fostering collaboration beyond traditional industry players. The MoU with the Pakistan Businessmen & Intellectual Forum (PBIF) brings together business acumen and intellectual capital, leading to innovative solutions for challenges faced by the food industry. Furthermore, the partnership with CEMS Pakistan Pvt. Ltd. provides access to state-of-the-art certification and testing facilities, ensuring food safety and quality standards are upheld by PFA members.

Finally, the MoU with the Korangi Association of Trade & Industry (KATI) strengthens the voice of the food industry in the region. This collaboration allows for joint advocacy efforts to address regulatory concerns and promote policies that benefit food businesses.

CHAMPIONS OF PAKISTANI CUISINE ON THE GLOBAL STAGE

The Pakistan Food Association (PFA) stands as a leading voice for the nation's food industry, not only advocating for its growth and safety standards, but also serving as a vital champion for the rich tapestry of Pakistani cuisine. The PFA recognizes the immense potential of Pakistani food to capture the hearts and palates of the world, and actively implements initiatives to promote this culinary heritage.

Elevating Pakistani Food Brands and Restaurants



The PFA acts as a bridge between top Pakistani food brands and restaurants and international markets. They facilitate participation in prestigious food festivals and culinary events around the world. This provides a platform for Pakistani businesses to showcase their signature dishes, forge connections with international food distributors, and secure lucrative export deals.

Embracing Culinary Diplomacy



The PFA recognizes the power of food to foster cultural understanding. They collaborate with embassies and cultural centers to organize culinary demonstrations and workshops, introducing international audiences to the intricacies of Pakistani cuisine. These events showcase the cultural significance of Pakistani food, fostering a sense of appreciation and intrigue for our culinary heritage.

Harnessing the Media Spotlight



The PFA actively promotes Pakistani cuisine through targeted media campaigns. They work with food journalists, bloggers, and social media influencers to generate excitement and positive buzz for Pakistani food. This media exposure increases brand awareness, piques international interest, and ultimately drives demand for Pakistani culinary experiences.

A Culinary Powerhouse Waiting to be Unveiled

Pakistan boasts a diverse and delectable culinary landscape, shaped by centuries of cultural exchange, regional influences, and unique cooking techniques. From the fiery curries of the north to the aromatic biryanis of the south, Pakistani cuisine offers a symphony of flavors waiting to be explored by the international community.

BRIDGING THE GAP BETWEEN REGULATIONS AND INDUSTRY

The Sindh Food Authority (SFA) plays a crucial role in safeguarding public health by ensuring the safety and quality of food within the province. Fulfilling this mission requires a collaborative approach, and the Pakistan Food Association (PFA) emerges as a key partner in this endeavor. A recent meeting between the SFA's Director General, Mr. Agha Fakhur Hussain, and representatives of the PFA, including spokesperson Mr. Umar Qasim Omerson and senior executive member Syed Farrukh Mazhar, exemplifies the potential for a strong partnership.

Disseminating Information for Food Industry

The Pakistan Food Association acts as a bridge between the Sindh Food Authority and food businesses, effectively communicating the latest regulations, licensing procedures, and food safety standards. This can be achieved through workshops, seminars, and online resources tailored to the industry's needs.



Facilitating Compliance

The Pakistan Food Association guides its members through the licensing process, ensuring they understand and meet all the SFA's requirements. This can involve offering checklists, templates, and even assisting with application preparation.

Collaboration for Effective Enforcement

Standardized Food Safety Audits:

In collaboration with the SFA, the PFA can develop standardized self-assessment tools for food businesses. This will allow them to identify areas for improvement before SFA inspections, ensuring a smoother process and fewer violations.

Reporting Concerns:

The PFA can encourage its members to report any food safety concerns within the industry to the SFA. This fosters a collaborative approach to identifying and addressing potential risks to public health.

Promoting Transparency:

The PFA can encourage its members to openly discuss concerns and challenges with the SFA. This two-way communication can help the SFA develop more effective enforcement strategies for achieving optimal food safety standards.

FOOD INDUSTRY'S POTENTIAL FOR TOURISM AND EXPORTS

The Pakistan Food Association (PFA) discussed "Role of Food Industry in Tourism & its Export Potential." The event brought together industry leaders and stakeholders to discuss the significant contributions the food industry can make to Pakistan's tourism sector and export market. Senior executive members of the PFA addressed the audience, sharing their expertise and insights. Mr. Rafiq Rangoonwala presided over the session, ensuring a smooth and productive discussion.



Mr. Umar Qasim, Spokesper of Pakistan Food Association, a renowned expert and CEO of LALQILA Group offered valuable insights on promoting food exports. His presentation likely focused on strategies to enhance the quality, packaging, and marketing of Pakistani food products to reach international markets.



Unlocking the full potential of the food industry in Pakistan.



Senior Executive Member of Pskistan Food Association Advocate Razi Ahsan, highlighted the potential of the food industry to boost tourism. He may have discussed how unique and delicious Pakistani cuisine can be a major draw for tourists, encouraging them to visit Pakistan and experience its rich culinary heritage firsthand.

Pakistan Food Association is growing recognition of the food industry's multifaceted role in Pakistan's economic development.

SOCIAL GATHERINGS AND INTERNATIONAL DELEGATION MEETINGS

The Pakistan Food Association (PFA) understands the power of connection. They foster collaboration and growth within the industry through a two-pronged approach: social gatherings and international delegation meetings. These social events provide a relaxed environment for industry professionals to network, share ideas, and build relationships.

Vietnam Trade Delegation



The Pakistan Food Association (PFA) hosted a Vietnamese Trade Delegation, led by President Rashid Siddiqui. This visit aimed to foster collaboration and knowledge exchange between the two countries' food industries. The delegation was given a comprehensive tour of the food processing and packaging facilities in Pakistan. This insider's look likely showcased the latest technologies and best practices used by Pakistani food manufacturers, potentially sparking ideas for future partnerships and knowledge sharing between Vietnamese and Pakistani food companies.

Celebrated Turkish Republican Day



The Pakistan Food Association (PFA) fostered international relations through a celebratory cake-cutting ceremony in honor of Turkish Republican Day. Leading members, including Rafiq Rangoonwala, Farrukh Mazhar, Advocate Razi Ahsan, Umar Qasim, and Dr. Imran, actively participated in this gathering. This event transcended mere celebration, aiming to build strong connections between the food industries of Pakistan and Turkey. By fostering camaraderie and understanding, the PFA paves the way for potential collaborations, knowledge exchange, and even trade partnerships.

PAKISTAN FOOD ASSOCIATION CELEBRATES INTERNATIONAL CHEF DAY

Pakistan Food Association (PFA) actively participated in celebrating the dedication and artistry of chefs across the nation. This year, Mr. Umar Qasim, a founding member and spokesperson for the PFA, graced the occasion at the SSAT Institute of Professional and Vocational Training. The institute, known for its focus on practical skills development, played host to a vibrant gathering of young chefs celebrating International Chef Day.

Empowering the Next Generation



Mr. Umar Qasim's presence at the SSAT Institute served as a source of inspiration for the young chefs. He addressed the gathering, highlighting the invaluable role that chefs play in shaping Pakistan's culinary landscape. He emphasized the importance of continuous learning, dedication to hygiene and food safety practices, and the pursuit of excellence in their chosen field.



The celebration at the SSAT Institute went beyond inspiring speeches. Interactive sessions were held, allowing young chefs to showcase their skills and learn from experienced professionals. Live cooking demonstrations, culinary challenges, and open discussions on industry trends provided valuable learning experiences. The PFA's involvement extended beyond mere participation. The association is known for collaborating with educational institutions to bridge the gap between theoretical knowledge and practical skills needed in the professional kitchen. Through partnerships like this, the PFA aims to equip aspiring chefs with the necessary tools and knowledge to excel in their careers.

SPEARHEADING PAKISTAN'S FOOD EXPORT REVOLUTION

The Pakistan Food Association (PFA) stands as a crucial pillar in propelling Pakistan's food industry towards becoming a global powerhouse. Recognizing the immense potential of Pakistani food products, the PFA actively champions initiatives that enhance exports and solidify our nation's position in the international food market.

Unlocking Export Potential:

The PFA adopts a multi-pronged approach to amplify Pakistan's food exports:

- **Market Research and Intelligence:** The PFA conducts thorough market research to identify high-demand food products and emerging trends in international markets. This valuable data is then disseminated to food businesses, enabling them to tailor their offerings and capitalize on lucrative export opportunities.
- **Trade Missions and Exhibitions:** The PFA facilitates participation of Pakistani food companies in international trade missions and food exhibitions. These events provide a platform for businesses to showcase their products, forge connections with potential buyers, and negotiate lucrative export deals.
- **Capacity Building and Training:** The PFA recognizes the importance of equipping food businesses with the necessary skills to navigate the complexities of international trade. They offer training programs on topics like export documentation, product packaging for international markets, and compliance with international food safety regulations. These programs empower businesses to become export-ready, minimizing obstacles and maximizing their chances of success.
- **Advocacy for Trade Facilitation:** The PFA actively works with the government to advocate for policies that streamline the export process. This includes lobbying for simplified export procedures, reduced export tariffs, and improved infrastructure at ports and border crossings. By advocating for trade facilitation, the PFA helps create an environment conducive to increased food exports.

Fostering Collaboration for Export Success



Pakistan
Sugar Mills
Association



All Pakistan Fruit &
Vegetable Exporters,
Importers & Merchants
Association



Rice Exporters
Association of
Pakistan



Pakistan
Fisheries Exporter
Association



Pakistan Dairy
Association



All Pakistan Dry
Fruit Importers &
Exporters
Association

Pakistan Food Association's commitment to food safety extends beyond collaboration with the World Food Program



The Pakistan Food Association (PFA) recognizes the crucial role a safe and secure food supply chain plays in achieving food security and upholding the United Nations' Sustainable Development Goals (SDGs). We actively collaborate with the World Food Programme (WFP) and undertake various initiatives to promote food safety throughout Pakistan's food industry, contributing directly to SDG 2: Zero Hunger.



Supporting the UN's Sustainable Development Goals (SDGs) for Food Safety

- 1 SDG 2.1: Ending Hunger**

By promoting food safety practices, the PFA helps minimize food spoilage and waste throughout the supply chain. This ensures a larger portion of produced food reaches the people who need it most, directly contributing to ending hunger.
- 2 SDG 2.2: Sustainable Agriculture**

The PFA's collaboration with farmers and agricultural cooperatives encourages sustainable agricultural practices that prioritize food safety. This includes training on responsible use of pesticides and fertilizers, minimizing their impact on soil health and ultimately leading to safer food production.
- 3 SDG 3.2: Healthy Lives**

By promoting food safety, the PFA helps reduce the incidence of foodborne illnesses, a significant public health concern in Pakistan. This contributes to SDG 3, ensuring healthy lives and promoting well-being for all ages.
- 4 SDG 12.3: Food Waste Reduction**

The PFA's focus on safe food handling practices minimizes food spoilage and waste across the supply chain. This reduction in food waste aligns with SDG 12, promoting responsible consumption and production patterns.