

**PUNJAB FOOD AUTHORITY**  
**FOOD EXPO + 2023**

**DAY 1: LEADERSHIP AND INNOVATION**

DATE	EVENT	TIME (HRS)	DURATION (MINS)
<b>Friday, February 10<sup>th</sup>, 2023</b>	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	-
	<b>Panel Discussion:</b> CEOs' Talk: Business Model Innovation in Food Industry – Success Stories of Leaders  <b><i>Moderator:</i></b> Ms. Sidra Iqbal  <b><i>Panelists:</i></b> 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)
<b>Saturday, February 11<sup>th</sup>, 2023</b>	<b>Presentation:</b> Results Dissemination – PFA’s Loose Milk Testing Campaign <b>Presenter:</b> <i>Dr. Farhan Aslam, Deputy Director Research &amp; Development, PFA</i>	10:00	30
	<b>Talk:</b> Safe and Quality Milk – Battle of Ideas and Implementation <b>Panelists:</b> <i>DG PFA, ADG (Ops), PFA, DD (R&amp;D), PFA</i>	10:30	30
	<b>Panel Discussion:</b> Safe Milk in Pakistan – Needs and Barriers <b>Moderator:</b> <i>Prof. Dr. Saeed Akhtar, BZU</i> <b>Panelists:</b> <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	-
	<b>Presentation:</b> Sustainability in Food Production, Processing and Supply Chain <b>Presenter:</b> <i>Mr. Jeeron, Global Director, Friesland Campina</i>	15:00	30
	<b>Presentation:</b> Digital Traceability and Smart Packaging <b>Presenter:</b> <i>Mr. Simon Jones, Business Development Director, Antares Vision</i>	15:30	30
	<b>Presentation:</b> Green Active and Intelligent Packaging and Storage Systems – Smart Food Safety through Packaging (Prospects of rPET) <b>Presenter:</b> <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 <sup>th</sup> , 2023	<p><b>Presentation:</b> Making a Difference: Reorientation to Transform to World Class Regulatory Framework</p> <p><b>Presenter:</b> <i>Dr. Muhammad Nasir, Friesland Campina</i></p>	10:00	30
	<p><b>Presentation:</b> Food Trade and Transformative Economics</p> <p><b>Presenter:</b> ??</p>	10:30	30
	<p><b>Panel Discussion:</b> Regulatory Framework to Promote Exports of Food and Beverages – Capabilities and Possibilities</p> <p><b>Moderator:</b> <i>Ms. Farah Ather, Deputy Director Standards &amp; Accreditation, PFA</i></p> <p><b>Panelists:</b> <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></p>	11:00	60
	<p><b>Presentation:</b> Summation of Plenary Sessions – Recommendations from Technical Sessions</p> <p><b>Presenter:</b> <i>Ms. Farah Ather, Deputy Director Standards &amp; Accreditation, PFA</i></p>	12:00	30
	Vote of Thanks by DG PFA	12:30	10
	Break	12:40	-
	Concert	19:00	180
	Lights Off	22:00	-

## 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)