



**Food Safety**



**Food Technology**



**Food Packaging**



**Industrial Advocacy**



**Food Culinary**



**Food Manufacturing**

**PAKISTAN'S LARGEST ASSOCIATION  
OF FOOD INDUSTRY**



# ABOUT PAKISTAN FOOD ASSOCIATION

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
- Providing industry guidance
- Facilitating networking and collaboration
- Promoting Pakistani cuisine

## OUR MEMBERS

Partnering for Industrial Progress



# 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 many companies and food brands as CEO for many years and contributing significantly to the overall growth of the food sector in Pakistan.



## **Jamil Ahmed Mughal**

As the COO 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. Jamil'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 as well as Convener of FPCCI Central Standing Committee on Frozen Food Products & Confectionary. He is also CEO of LQ Foods LALQILA Group.



## **Advocate Razi Ahsan (General Secretary)**

Razi Ahsan is the General Secretary of Pakistan Food Association, he is associated with the Fast Food, and an advocate of High Court & Tax Consultant. His valuable support and guidance on legal and on tax matters as well as on audits, empowers the association to confidently navigate regulations. As an executive member of the association his expertise is crucial to the success of the association.



# 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.

## 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.

# BRIDGING THE GAP BETWEEN REGULATIONS AND INDUSTRY

A meeting between the Sindh Food Authority'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.

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.



Pakistan Food Association guides its members through the licensing process, ensuring they understand and meet all the SFA's requirements.



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.





# FOOD INDUSTRY'S POTENTIAL FOR TOURISM AND EXPORTS

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.



**Unlocking the full potential of the food industry in Pakistan.**



Mr. Umar Qasim, Spokesperson 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.



# PFA ACTIVITIES & EVENTS

## Executive Tea Gathering for Miftah Ismail



## Industrial Visit of EBM



## Industrial Visit of AQUAFINA



## Welfare & Relief Activity by PFA





# PAKISTAN FOOD ASSOCIATION CELEBRATES INTERNATIONAL CHEF DAY

Pakistan Food Association (PFA) actively participated in celebrating the dedication and artistry of chefs across the nation and 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 in Food Industry





# SOCIAL GATHERINGS AND INTERNATIONAL DELEGATION MEETINGS

## Vietnam Trade Delegation



## Celebrated Turkish Republican Day

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.

# JOIN PFA FOR GROWTH & EXCELLENCE



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