

**EMBASSY OF PAKISTAN  
HANOI**

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No. CS-HNI1/2025

the 25<sup>th</sup> August 2025

Subject: **3rd International Food & Agriculture Exhibition- FoodAg 2025 from 25-27 November at Karachi, Pakistan**

The Embassy of Pakistan in Hanoi presents its compliments to the People's Committee of Dak Lak Province and has the honour to state that Pakistan's **Third International Food & Agriculture Exhibition- FoodAg 2025 is being organized by the Trade Development Authority of Pakistan, Ministry of Commerce from 25-27 November, 2025** at Expo Center, Karachi, Pakistan. Under its theme of "Growing a Sustainable Future", FoodAg 2025 aims to highlight Pakistan's significant contributions to global food security. With over 600 international buyers from 60 countries including major brands from Japan, Germany, Iran, and China, FoodAg 2024 served as a pivotal platform for fostering meaningful business connections, facilitating B2B meetings and finalizing significant business deals worth USD 410 million.

2. The products on display will encompass Pakistan's strength in both raw and processed Agro and Food sections, including seafood, cereals, fruits, vegetables, dates, spices, dairy, Halal meat, poultry, edible oil/ghee, salt confectionery, and processed food which are also competitive enough to be shelved in Vietnamese market. TDAP has already initiated its local marketing campaign and receiving an overwhelmingly positive response from local companies. The FoodAg will also have the investment Conference, planned to generate global interest in Pakistan's agriculture and food sector.

3. The Trade Development Authority of Pakistan which is the premier trade promotion organization of the Government of Pakistan invites your kind honor to be part of the endeavor and participate in the third FoodAg, 2025. It is further requested that this invitation may be disseminated across all stakeholders and businesses in food and agriculture sector in Dak Lak Province. Website of the FoodAg can be accessed at <https://agro.tdap.gov.pk> while international buyers can register at the link <https://agro.tdap.gov.pk/foreign-delegates-online-application-form/>. Please also find attached the Brochure for the event, containing details of the products and sectors exhibiting at the event.

4. For any further information and registration help, Commercial Wing may please be contacted. You may contact me at email address [tia.hanoi@commerce.gov.pk](mailto:tia.hanoi@commerce.gov.pk), and/or Mrs. Vu Minh Phuong, Trade Development Officer, Tel: 024.3726 2251 (ext.36), Cell: 0969 050 652 and email address: [cspakhanoi@gmail.com](mailto:cspakhanoi@gmail.com).

5. The Embassy of Pakistan in Hanoi avails this opportunity to assure its highest regards to the People's Committee of Dak Lak Province.

  
**Kohdayar Marri**  
(Ambassador)

Copy to: -

1. Department of Foreign Affairs, Dak Lak Province.
2. Department of Industry and Trade, Dak Lak Province.



# FoodAg

## PAKISTAN - 2025



Harvesting Innovation, Cultivating Sustainability

**25-27  
NOVEMBER**

**3<sup>RD</sup> INTERNATIONAL  
FOOD & AGRICULTURE  
EXHIBITION 2025**

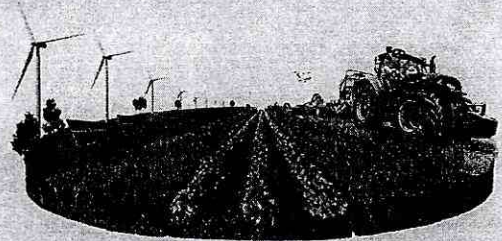
Expo Center, Karachi

**PROJECTED PARTICIPATION IN FOODAG 2025**

**500+**  
Exhibitors

**850+**  
International  
Buyers

**80+**  
Countries



### SECTOR SPOTLIGHT

- ✓ Rice
- ✓ Fruits-Veg & Frozen / 10F
- ✓ Govt. Officials / Media
- ✓ Agritech
- ✓ Biscuits & Confectionery
- ✓ Beverages
- ✓ Sea Food
- ✓ Meat
- ✓ Processed Foods
- ✓ Spices
- ✓ Dairy
- ✓ Cereals
- ✓ Dry Fruits
- ✓ Oil & Ghee
- ✓ Salt
- ✓ Maize
- ✓ Sesame Seeds
- ✓ Honey
- ✓ Poultry
- ✓ Floriculture



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