

Pakistan Agricultural Coalition's



AGRI CONNECTIONS 2024
CONFERENCE AND EXPO

**24TH AND
25TH APRIL,
2024 AT
LAHORE EXPO**



About Pakistan Agricultural Coalition

Pakistan Agricultural Coalition (PAC) was established in 2013 to transform Pakistan's agriculture sector with a vision of making it private-sector led, technology driven, entrepreneurial and globally competitive. PAC derives its strength from key industry linkages, public sector access, relationships with leading farmer organizations, and most importantly its patrons which are Pakistan's leading business groups and have a cumulative turnover of over \$10 billion.

PAC focuses on developing business models and fostering ecosystems which are conducive to the progress and growth of Pakistan's agri sector. It does so by assembling relevant market players, piloting various models and then developing them into commercial ventures. In addition to this core activity, PAC is also sought out by government, development organizations and the private sector to advise on matters related to Pakistan's agriculture sector. These activities are brought together in an annual national event called Pakistan Agricultural Coalition's Agri-Connections conference and expo.

More about PAC at www.pac.com.pk



Our Team



Arif Nadeem
Chief Executive Officer



Kazim Saeed
Strategy Advisor



Ch. M. Ashraff
Project Development
Specialist



Shan E Ahmed
Senior Strategy Associate



Rabia Zulfiqar
Senior Strategy Associate



Saffa Imran
Strategy Associate

About Agri-Connections 2024

Pakistan Agricultural Coalition's Agri-Connections 2024 Conference and Expo has been designed to accelerate the rising wave of interest in agriculture among Pakistan's private sector and governments for real agri-development. In addition to the conference, there will be an expo segment with the best-in-class players in each segment of agriculture showcasing the important projects they have done in agriculture. On the sidelines of the event, structured connections will be made between investors, farmers, start-ups, government entities, donors, experts, etc. Finally, for small agri start-ups, Agri-Connections 2024 will have ZarZaraat, a SharkTank-style competition with The Bank of Punjab as sponsor and A. F. Ferguson & Co. as knowledge partner.



The 'Sharktank-style' segment of Agri-Connections 2024 where we accelerate agriculture

The overall theme of Pakistan Agricultural Coalition's Agri-Connections 2024 is to make it clear that the corporate sector of Pakistan is already investing in agriculture. Through the ZarZaraat segment of Agri-Connections 2024, our goal is to highlight that Pakistan has many exciting new ideas that can change the face of agriculture in the coming few years given the right enabling environment and investment.

We received thirty-five applications within the deadline and, with the help and expertise of our Knowledge Partner A.F. Ferguson & Co., we were able to make a long list of seven applications for the following jury to review:

- 🌱 Mr. Syed Yawar Ali, Chairman Nestle Pakistan (Jury Chair),
- 🌱 Ms. Naz Khan (Principal Country Officer, International Finance Corporation),
- 🌱 Ms. Maria Saleem (GM Agri Business, Fatima Group),
- 🌱 Mr. Hassan Khurram Hanif (Progressive farmer),
- 🌱 Mr. Sarfraz Hussain (Head Agriculture Credit Division, Bank of Punjab),
- 🌱 Mr. Muneer Kamal (CEO Pakistan Banks Association), and
- 🌱 Mr. Kazim Saeed (Strategy Advisor, Pakistan Agricultural Coalition).

The Jury was tasked with shortlisting three applications from among these seven.

The three shortlisted applicants have been invited to pitch their ideas to the following panel of investors at the ZarZaraat session during PAC Agri-Connections 4:15 pm - 5:30 pm on April 25, 2024:

- 🌱 Ms. Tania Aidrus (Din Ventures)
- 🌱 Mr. Basir Shamsie (JS Bank)
- 🌱 Mr. Naveed Goraya (Karandaaz)
- 🌱 Mr. Kashif Thanvi (Acumen Fund)
- 🌱 Mr. Shahbaz Malik (Hilton Pharma)
- 🌱 Mr. Arsalan Iqbal (The Bank of Punjab)
- 🌱 Mr. Habib Saqib (Fatima Gobi Ventures)

We hope that when these finalists pitch to investors at Agri-Connections 2024, the audience realizes that something significant is likely to materialise in Pakistan's agriculture sector if any of the finalists receive funding.

AGENDA: DAY 1

WEDNESDAY, 24TH APRIL

9:00 am to 10:00 am Registration

10:00 am to 11:00 am - Opening session

Welcome and recitation of the Holy Quran
Welcome by Mr. Arif Nadeem, CEO Pakistan Agricultural Coalition
Mr. Iftikhar Sahoo, Secretary Agriculture Punjab
Mr. Muhammad Nassir Salim, President HBL
Ms. Florence Rolle, Country Manager FAO Pakistan
Maj Gen Shahid Nazir Director General Strategic Projects LIMS/SIFC

11:00 am to 11:15 am Tea break

11:15 am to 12:00 pm

Session 2: Import substitution: National Foods is transforming tomato cultivation

12:00 pm to 1:00 pm

Session 3: How agriculture can salvage Pakistan's economy

Ms. Naz Khan, Principal Country Officer, IFC
Mr. Amro Ni, International Sales Director, XAG China
Dr. Iqbal Ahmad Khan, VC University of Agriculture Faisalabad
Mr. Afaq Tiwana, CEO Farmers Associates Pakistan
Mr. Nabeel Awan, Chairman P&D Punjab

1:00 pm to 1:45 pm Lunch

1:45 pm to 2:30 pm

Session 4: Nishat Group and agriculture: Dairy from farm to table

2:30 pm to 3:30 pm

Session 5: Taking our livestock to the next level

Mr. Olivier Durand, Senior Agricultural Economist, The World Bank
Mr. Jamil Memon, Sindh Dairy Live Stock and Breeding Farm
Mr. Mehboob Elahi, Manager Sustainable Agriculture, Nestle Pakistan
Mr. Anis ur Rahim, HBL Asset Management
Mr. Masoud Anwar, Secretary Livestock Punjab

AGENDA: DAY 1

WEDNESDAY, 24TH APRIL

3:30 pm to 3:45 pm Tea break

3:45 pm to 4:00 pm

Session 6: Engro Fertilizers on Priorities for Pakistan's Food Security

4:00 pm to 5:00 pm

Session 7: Protecting farmers from climate change

Mr. Naazer Minhaj, Rural Banking Head, HBL
Ms. Elise Lee, Commercial Head for Asia, Pula Advisors
Mr. Muhammad Aminuddin, CEO TPL Insurance
Mr. Rafique Buriro, Secretary Agriculture Sindh

5:00 pm to 5:15 pm

Key messages from Day 1 - Conference Director Mr. Kazim Saeed

5:15 pm Close of Day 1

AGENDA: DAY 2

THURSDAY, 25TH APRIL

9:00 am to 10:00 am Registration

10:00 am to 11:00 am

Session 8: Upgrading agri-commodity value chains for exports

Mr. Charles Schneider, Program Manager, IFC
Mr. Hasan Khurram Hanif, Progressive Farmer
Mr. Shehzad Anwar, GM Pakistan, ADM Agriculture Pakistan
Mr. Shakaib Arif, CEO Naymat Collateral
Mr. Athar Khokhar, CEO Pakistan Horticulture Development & Export Company

11:00 am to 11:15 am Tea break

11:15 am to 12:15 pm

Session 9: Developing Pakistan's blue agri-economy

Mr. Faraz Zafar Ahmed, Al-Karam
Mr. Faisal Iftikhar, CEO AquaHatch
Mr. Nabeel Chaudhry, CEO Thai Union
Mr. Muddasir Waheed Malik, Secretary Forestry and Fisheries Punjab

12:15 pm to 1:15 pm

Session 10: Fixing Pakistan's macro-economic balance with seed

Dr. Ahsan Rana, Associate Professor, LUMS
Ms. Maria Saleem, GM Agri-Business, Fatima Group
Mr. Chaudhry Shaukat, Progressive farmer and seed exporter, Mamoonkanjan
Dr. Asif Ali, Chair of Federal Government Task Force on Seed

1:15 pm to 2:00 pm Lunch

2:00 pm to 3:00 pm

Session 11: Investment in agri-technology

Mr. Norbert Havas, CEO ProofMinder (Hungary)
Mr. Abid Dar, Head of Agri-Sustainability, AgriLift
Mr. Tabbish Mahmood, Head of Digital, Syngenta Pakistan
Mr. Shahid Tawawalla, CEO Meskey & Femtee Trading/Kubota
Mr. Iftikhar Sahoo, Secretary Agriculture Punjab

AGENDA: DAY 2

THURSDAY, 25TH APRIL

3:00 pm to 4:00 pm

Session 12: Pakistan's Agriculture 3.0: Saving our water, saving our soils

Mr. Sam Knowlton, Global expert on regenerative agriculture

Mr. Taimur Malik, DrawDown Farms

Mr. Shad Mustafa, CEO Textile Marketing Company

Brig (r) Zaheer ud Din Babar, Advisor on Special Projects, Soorty Enterprises

Mr. Wasif Khurshid, Secretary Irrigation Punjab

4:00 pm to 4:15 pm Tea Break

4:15 pm to 5:45 pm

ZarZaraat Agri start-ups pitching to investors (Sponsored by Bank of Punjab)

Introduction to ZarZaraat by Mr. Hadi Rizvi,
Chairman Pakistan Agricultural Coalition

Jury decisions: Chair of the ZarZaraat Jury Mr. Syed Yawar Ali
Chairman, Nestle Pakistan

Pitches by 3 finalists and investors' questions

Address by Mr. Zafar Masud, President, The Bank of Punjab

5:45 pm - 6:00 pm

Closing Session

Conference resolutions by Conference Director
Mr. Kazim Saeed, Strategy Advisor Pakistan Agricultural Coalition

Ms. Van Nguyen, Deputy Resident Representative UNDP

Vote of Thanks: Mr. Hadi Ali Rizvi
Chairman, Pakistan Agricultural Coalition

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