

Wednesday,  
February 12, 2025  
Karachi Expo Center

1  
DAY

# INVESTING IN AGRICULTURE FOR GROWTH

9:00 am to 10:00 am **Registration**

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

Recitation of the Holy Quran

Welcome by Mr. Kazim Saeed, CEO Pakistan Agricultural Coalition

Address by Mr. Syed Qassim Naveed Qamar, Special Assistant to  
Chief Minister Sindh on Investment and Public-Private Partnerships

Address by Mr. Muhammad Nassir Salim, President & CEO - HBL

Address by Mr. Ali Rathore, CEO Engro Fertilizers

Address by Ms. Salma Butt, Special Assistant to Chief Minister Punjab on  
Commodities Management

11:00 am to 11:15 am **Tea break**

11:15 am to 11:45 am **Session 2: Presentation by Adamjee Insurance**

11:45 am to 1:00 pm **Session 3: Investing in agriculture for  
growth at scale (with the World Bank Group)**

Presentation: Mr. Matteo Iagatti, Senior Agro-economist, FGM International

Mr. Bilal Sidiki, CEO, Terra Crop

Ms. Maria Saleem, Head of Agri Initiatives, Fatima Group

Mr. Ulughbek Rahimov, ESG Manager, Indorama Agro LLC

Mr. John McGillicuddy, Agri-Commodity Consultant, IFC

Moderators: Mr. Muddassir Shafique, Agriculture Lead Upstream,

MCT Region, IFC and Ms Ashraf Bouajina, Operations Officer - Agribusiness  
for MCT region, IFC

1:00 pm to 1:45 pm **Lunch**

1:45 pm to 3:00 pm **Session 4: How Pakistan can develop a national  
agri-commodity market  
(with the World Bank Group)**

Presentation by: Mr. John McGillicuddy, Agri-Commodity Consultant, IFC

Mr. Safder Mehkri, MD Conwill Pakistan

Mr. Agha Jan Akhtar, Progressive farmer and ex-Secretary Agriculture Sindh

Mr. Abdul Rehman Warraich, SECP Commissioner (Securities Market Division)

Mr. Khurram Zafar, CEO Pakistan Mercantile Exchange

Mr. Najam Shah, Chairman P&D Government of Sindh

Moderator: Adil Mansoor, Business Recorder



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DAY 1

# INVESTING IN AGRICULTURE FOR GROWTH

**3:00 pm to 3:15 pm** **Session 5: Presentation by Pakistan Agricultural Coalition**

**3:15 pm to 3:30 pm** **Tea break**

**3:30 pm to 3:45 pm** **Session 6: Presentation by Syngenta**

**3:45pm to 5:00 pm** **Session 7: Seeds for growth and resilience (with the World Bank Group)**

Presentation: Mr. Charles Schneider, Program Manager, IFC Pakistan  
Mr. Muhammad Shoaib, Director, CropLife Pakistan  
Dr. Asif Ali, Chairman, National Seed Development and Regulatory Authority

Mr. Nadeem Shah, Progressive farmer

Moderator: Mr. Arif Nadeem, Vice Chairman, Pakistan Agricultural Coalition

**5:00pm to 6:00 pm** **Session 8: The policy framework for agriculture (with the World Bank Group)**

Presentation by Mr. Olivier Durand, Lead Agriculture Specialist, The World Bank

Dr. Zeelaf Munir, CEO, English Biscuit Manufacturers

Dr. Waseem Ajmal, Secretary, Federal Ministry for National Food Security & Research

Mr. Salim Ullah, Deputy Governor, State Bank of Pakistan

Mr. Suhail Ahmed Qureshi, Secretary Agriculture Sindh

Mr. Ajmal Bhatti, Secretary, Commodities Management

Mr. Sanakhawan, Co-Founder & CEO, Indus Acres

Moderator: Mr. Kazim Saeed, CEO, Pakistan Agricultural Coalition

**6:00 pm**

**Close of Day 1**



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DAY 2



# INVESTING IN AGRICULTURE FOR GROWTH

9:00 am to 10:00 am **Registration**

10:00 am to 11:00 am **Session 9: What Pakistan can learn from Hungary  
(with the Embassy of Hungary Islamabad)**



Agri-tech - Mr. Balint Pongracz, Technical Director, Inteq, and  
Mr. Muzaffar Manghi, CEO Farmdar

Fisheries - Dr. Sandor Gorda and Mr Faisal Iftikhar, CEO AquaHatch  
Dr. Altaf Ali Siyal, Vice Chancellor, University of Agriculture Tando Jam  
Moderator: Dr. Fateh Marri, Policymaker Professor and former VC

11:00 am to 11:15 am **Tea break**

11:15 am to 12:15 pm **Session 10: Empowering Farmers through Public  
Private Partnerships**

Presentation: Huzefa Mazahir Ali, Partner EY Pakistan  
Mr. Assad Zamin, Director General, Public-Private Partnership unit,  
Government of Sindh  
Mr. Tanveer Hussain, SEVP & Head of Commercial Banking, Meezan Bank  
Mr. Ali Badruddin, Partner, Bunyaad- Regenerative farmer  
Mr. Ali Shah, Principal, Kearney UAE  
Moderator: Ghasharib Shoukat, Founder & CEO Zarai Mandi

12:15 pm to 1:15 pm **Session 11: How Pakistan's farmers can benefit  
from carbon credits (with UNDP)**



Presentation: Dr. Irfan Yousaf, Climate Change Carbon Pricing Consultant, World Bank and UNDP  
Ms. Gediz Kaya, CEO GAIA Climate (Turkey)  
Mr. Asad Soorty, Director, Soorty Enterprises  
Ms. Aisha Moriani, Secretary Climate Change, Government of Pakistan  
Mr. Alamgir Khan Gandapur, Country Head and Chief Technical Officer, Delta Blue Carbon  
Moderator: Ms. Sana Ehsan, National Project Coordinator Insurance and  
Risk Financing, UNDP

1:15 pm to 2:00 pm **Lunch**

2:00 pm to 2:15 pm **Session 12: Presentation by Trade Development  
Authority of Pakistan (TDAP)**



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DAY 2



# INVESTING IN AGRICULTURE FOR GROWTH

2:15 pm to 3:15 pm

## Session 13: Exports and branding of Pakistan's agri-products

Presentation: Banana exports from Pakistan - Mr. Feliz Rodrigues, International banana value chain expert, and Mr. Ali Wafa, COO, Indus Acres  
Mr. Ijaz Talpur, Progressive farmer  
Mr. Abrar Hasan, CEO, National Foods  
Mr. Sheryar Taj, Secretary Trade Development Authority of Pakistan (TDAP)  
Dr. Muhammad Tariq, Project Director, PakOlive Project, NARC  
Moderator: Dr. Costantino Parma, International Project Coordinator, OliveCulture Pakistan

3:15 pm to 3:30 pm

## Tea Break

3:30 pm to 5:00 pm

## Session 14: ZarZaraat - PAC's competition for start-ups sponsored by The Bank of Punjab

in collaboration with Pakistan Business Council  
& Pakistan Banks Association (Knowledge Partner: EY)

**Session chair:** Mr. Syed Ashiq Hussain Kirmani, Minister for Agriculture, Government of Punjab

Introduction to ZarZaraat by Mr. Raashid Anwer, Convenor PAC

### Investors:

Mr. Jahangir Piracha, MD & CEO, FFC

Mr. Ali Fawad, Director AlKaram

Mr. Bilal Sidiki, CEO Terra Corp

Pitches to Investors by finalists

Mr. Azhar Khan, CEO Laila Labs

Mr. Abrar Hasan, CEO National Foods

Mr. Farid Khan, Investment Banking Head, BoP

5:00 pm to 5:15 pm

## Session 15: Presentation by The Bank of Punjab

5:15 pm - 6:30pm

## Closing Session

Conference resolutions by CEO Pakistan Agricultural Coalition Mr. Kazim Saeed

Address by Mr. Rehmat Hasnie, President, National Bank of Pakistan

Address by Mr. Mahmood Nawaz Shah, President, Sindh Abadgar Board

Address by Mr. Jahangir Piracha, MD & CEO, Fauji Fertilizer Company

Address by Mr. Syed Ashiq Hussain Kirmani, Minister for Agriculture, Government of Punjab

Address by Mr. Sardar Muhammad Bux Khan Mahar, Minister for Agriculture, Government of Sindh

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

