



Pakistan Food & Drinks Pavilion at IFE

IFE

21 - 23 March 2022
ExCeL London

**UK'S LEADING BUSINESS
EVENT FOR FOOD & DRINKS
PROFESSIONALS**

IFE 2022 - International Food & Drink Event

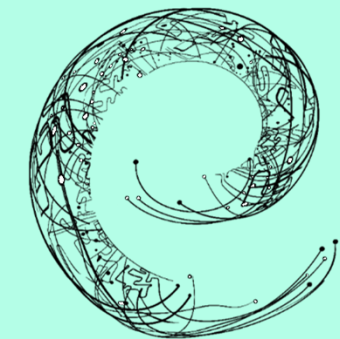
Exhibiting at IFE 2022 provides a unique opportunity to:

- Showcase your products to a quality audience of 30,000 UK and international buyers
- Create brand awareness and position your business and products alongside the latest trends in the food and drink sector
- IFE's action-packed show floor, and focused buying audience with a collective spend of £25.6bn, makes IFE an event you don't want to miss
- Interact and engage with key buyers with serious purchasing authority across the three-day event
- Generate new business opportunities and nurture existing relationships
- Keep up-to-date with the latest trends
- Gain maximum exposure by leveraging our new digital offering, IFE Connects and engage with buyers 365 days a year

WE WELCOME 1,500+ SUPPLIERS FROM ACROSS THE FOOD & DRINK SECTOR



Pakistan
Britain
Business Council



EASTRIVER

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IFE 2022

Retail
13%

Delicatessens, Farm Shops, Supermarkets, Independants, Gift Shops, Online Retailers

Manufacturing
26%

Food & Drink Manufacturers, Contract Manufacturers, Entrepreneurs

Retail
28%

Caterers, Restaurants, Hotels, Travels, Sports, Cafes, Sandwiches & Snacks Bars, Casual Dining

Wholesale/Distribution/
Import/Export
33%

Distributors, Cash, Importers, Exporters, Wholesalers

Who Will You Meet?

PBBC & East River

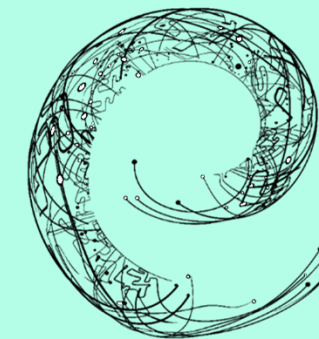
Official Representatives

Pakistan Britain Business Council and East River Digital Agency have partnered up for the Largest International Food & Drink Event (IFE), IFE Manufacturing and Hotel, Restaurant & Catering in the UK, from March 21-23 2022 at Excel, London as exclusive official representatives for the trade events in Pakistan.

PBBC and East River's close working relationship with Pakistani food brands and the former's success at assisting many of them in enhancing their exports to the UK and the EU markets, make this collaboration ideal partner for IFE 2022.



Pakistan
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Business Council



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“ Inspiring Words

**THESE COUPLE OF DAYS
HAVE BEEN AMAZING. I
SAW ALL OF MY POTENTIAL
BUYERS ON DAY 1 - BUYERS
FROM USA, UK, PORTUGAL
AND ASIA.”**

BACHANA OBOLADZE, SALES MANAGER, DINASTIA

#IFE2022



IFE Packages



We can't wait to host you at IFE 2022!

Access the largest food & drink buyers in the UK. Generate new business opportunities and increase your brand's visibility!

Stand Prices

includes white walls, cladded shell scheme, lighting, carpet and name board. Stands over 6m² will receive a 500w power socket.

Space Only

£381
+ VAT per m²

Shell Scheme

£446
+ VAT per m²

Registration Fee

£300
+ VAT

Stand Sharer

£300
+ VAT

Book your Space

NOT JUST FOR THE STALL BOOKINGS, YOUR BRAND WOULD BE PROVIDED A COMPLETE PACKAGE SOLUTION FROM ERD WHICH INCLUDES DESIGNING STANDS INSIDE THE PAKISTANI PAVILION TO BOOKING HOTELS AND FLIGHTS AS WELL AS EVENT COVERAGE HIGHLIGHTING YOUR BRAND'S PRESENCE AT THE EXHIBITION.

WHAT MORE WE OFFER

Space Bookings

Increase your brand visibility and exposure by booking space at IFE 2022.

Business Networking

Visitors will be able to schedule meetings with exhibitors and UK buyers. Great business networking opportunity here!

PR & Event Management

Take advantage of coverage in industry press releases, social media and IFE newsletter.





LET'S CONNECT



FACEBOOK

<https://www.facebook.com/IFEEEvent>



TWITTER

https://twitter.com/IFE_Event



INSTAGRAM

https://www.instagram.com/ife_event/



Reach Out

For Bookings or Inquiries

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