



Pakistan Inbound Trade Mission to Summer Fancy Food

*New York City, New York
June 27, 2026*

Pakistan is an important market for U.S. food and agricultural-related products, with exports exceeding \$910 million in 2024. As the world’s fifth most populous country, with 241.5 million people and over half (53.8%) aged between 15 and 59, it offers strong growth potential. This young population has an increased awareness of healthy eating. Rising urbanization and a youthful population are fueling demand for packaged and processed foods, as urban consumers increasingly favor convenient options that align with evolving lifestyles and higher disposable incomes.

Registering for this event will allow companies to meet one-on-one with qualified buyers from Pakistan in New York the day before the Summer Fancy Food Show and explore the Pakistan market at a very low cost.

Participation Fee: \$35

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Pakistan

Registration Deadline: May 25, 2026 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA’s Global Events (events@susta.org) team upon registration.

Industry Focus: Food Ingredients and Bulk Commodities, Food Service / HRI Products, Processed and Shelf-Stable Retail Products, Beverage Ingredients and Mixes

Product Description: Tree Nuts (Pecans, Almonds, Walnuts), Dried Fruits, Pulses and Grains, Baking Ingredients, Sauces and Condiments, Seasonings and Spice Blends, Beverage Mixes and Juice Concentrates, Frozen Foods (Halal-compliant meats, potato products), Shelf-Stable Packaged Foods

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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