

Biovet News

A NEWSLETTER BY BIOVET(PVT) LTD.

Achievements 2012



Message from CEO

As a complete solution provider, at Biovet we offer our services from "Field to Food ". We also proudly comply with international standards as we have partnered with world-acclaimed international companies ranking as the best when it comes to quality and productivity. Our customers are our First Priority to whom we offer customized solutions with the best of our Knowledge. We keep in mind the sustainability of their business and their need to grow and prosper. Our emphasis also lies on our After Sales Services for which we have made great strides towards fusing international knowledge with local resources. This adds great value to the installation and commissioning process while keeping the cost in check. We are here to SOLVE PROBLEMS and to serve interests of our Partners, Stakeholders and Customers.

Meyn Shakes Hand with Pakistan Poultry Business Leader

Lahore, Pakistan

Meyn Processing Technology has signed an agreement with the Big Bird Group of companies to provide state of the art machinery for processing 6,000 to 12,000 birds per hour (BPH). This is one of the largest contracts of its kind in the poultry processing industry of Pakistan. The Big Bird Group holds more than 65-70% share of the local poultry market since the last 20

years. BioVet Pvt. Ltd, a complete solution-provider for the poultry industry in Pakistan, is the sole agent for supplying latest machinery from M/s Meyn Processing Technology to the Big Bird Group of Companies.

In the words of Mr. Karel De Waal of Meyn Processing Technology "Pakistan food market has shown very interesting potential



Poultry Processing Solutions

and growth over the last couple of years, growing around 10-13% annually. We are committed to exporting the same high quality of machinery and products to the Pakistani market that we are offering to the global market'.

Hatchery & Management

Environment Control Farming & Management

Feed Machines & Feed Ingredients

Processing & Packaging

Innovative Recipes & Ingredients

Refrigeration & Storage

Outlet & Branding



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He further added, 'we are thankful for the trust reposed in us by Big Bird which chose us from a cluster of reputed brands. We are also thankful to BioVet for playing an important role in making this possible'.

The ceremony was attended by senior executives from the Big Bird Group includ-

ing Mr. Dr. Mustafa Kamal (Managing Director), Mr. Abdul Basit (Chairman), Mr. Salman Basit(Director), and Mr. Ahmad Waqas (CEO BioVet) along with senior managers from Meyn processing.

Mr. Mustafa Kamal, M.D. of Big Bird Group of companies observed "We are delightful

to partner with such a reputed and renowned leading company of Netherlands. We are confident that it is a good opportunity and time to enter Pakistan's growing fresh and frozen food market. We will continue and strengthen this trust with the growth of Meyn Processing technology in Pakistan".



Meyn signs Contract with Neat Foods Pvt Ltd



Neat Foods

Lahore, Pakistan

Meyn Processing Technology, the Netherlands based world leader in poultry processing equipment, has recently signed an agreement with Neat Foods Pvt Ltd to provide fully automated poultry processing facility for processing 3,000 birds per hour (BPH) expandable to 6000 BPH. Located at Mustafa'abad, a village near Lahore, the

facility is expected to commence operations in the latter half of 2013. In addition to catering to the demands of institutional buyers, Neat Foods seeks to offer a wide range of products to new and unexplored markets.

ity stands at 13,000 BPH and is expected to touch 28,000 BPH by the end of the next year. Needless to say, 60% of the addition will come from Meyn, by far the leading and reliable supplier in the Pakistan region.

Lahore is the heartland of broiler production in Pakistan. The current processing capac



BioVet Pakistan Attends Meyn Week Celebrations

Oostzaan, Netherland

During the first week of June, Meyn celebrated the official opening of its new head quarters in Oostzaan, the Netherlands. The state-of-the-art head quarters and manufacturing facility has been developed to strengthen Meyn's position as global leader in poultry processing solutions. The entire week comprised the official inauguration, international sales conferences, customer events, supplier

events and a family day for employees and their families.

Almost 130 participants from 22 countries attended the Meyn event. Among them, Mr. Muhammad Anwar Dar (Group President) and Mr. Ahmad Waqas (CEO of BioVet Pvt Ltd) represented Pakistan.

The first day of the customer experience

concluded with cruise on the Amsterdam canals and a diner at the St. Olof's Chapel , one of the oldest buildings in Amsterdam. The second day comprised a visit to the Meyn demo and training centre.



2nd International Halal Conference & Expo on Halal Industry

Lahore, Pakistan

After the successful conclusion of the “1st International Conference & Expo on Halal Industry” in Pakistan last year, the Halal Research Council continued the tradition by organizing the 2nd International Conference & Expo on Halal Industry in Lahore on 16th – 17th January, 2012. The key goal of the International Conference was to highlight the importance of consuming Halal food in Islam and to create awareness regarding Halal concepts amongst the masses.

Addressing the 2nd International Conference & Expo on Halal Industry, Mr. Ahmad

Waqas (CEO, BioVet) said it was a pleasure to observe that representatives from 19 countries were participating in this international conference and sharing their knowledge and experience regarding their states. He further said that the conference would help in exploring the potential of Halal industry, introducing Pakistan as emerging leader in this sector and attracting investors and consumers for Halal brands. He added that it also focused on the practical verification of Halal food through visits to slaughter houses, parks, labs and the Halal Food Centre. Moreover he shed light on the huge potential of exporting poultry products

as Halal brands to Middle East region. The speech added great value to the knowledge of the participants. More than 440 Halal research scholars, food technologists, Shariah experts and businessmen from 19 different countries participated in the conference.



Scope and Future of Sausage Industry in Pakistan

Asian Poultry Magazine, Singapore

An article written by Mr. Ahmad Waqas, (CEO) and the Research and Development (R&D) team at BioVet was published in the Asian Poultry Magazine in November, 2012. The article was titled, “**Scope and Future of Sausage Production Facilities Needs in Pakistan**”

The article opined that the country needs to boost its sausage production through modern facilities to be able to satisfy the rising demand for sausages in Pakistan and

abroad. The processed food industry in Pakistan is valued at USD 2 billion annually, growing at an average rate of 10% per year. Significant amount of processed food is imported to meet the domestic demand and touched the peak of 25% in 2008. As a processed food item, sausage production is growing in proportion to the processed food sector on account of its growing popularity, especially among the youth. Reinstating, the domestic supply yet remains to meet the demand.

The article further observes "Pakistan not

only needs to boost sausage production to meet the domestic demand, but it has also to capitalize on its potential to produce Halal sausages for exports as well.”

Trainings on Brand Management & Negotiation Skills

Lahore, Pakistan

The Human Resource Department at LUMS organized a training session for staff members and corporate executives on Brand Management and Negotiation skills last year. The session was attended by more than forty representatives from

various departments of reputed organizations. Mr. Ahmad Waqas also participated in the training sessions.

The training session was conducted by IMS Knowledge (International Management Solutions) which is a leading training, coaching and consulting organization

operating in Pakistan since 2000. Keeping in view effective communication and negotiation skills needed by employees on a daily basis, this training programme was tailor-made to meet their requirements.

AIQ Training Session at SMEDA

Mr. Ahmad Waqas shared his knowledge and experience with the Small and Medium Entrepreneurs (SME) in a training program, organized by Small and Medium Enterprises Development Authority (SMEDA) at Lahore Chamber of Commerce and Industries (LCCI). The topic in discussion was the

“**Power of Branding**”. More than 35 representatives from various national and multinational organizations participated in the training session. The knowledge of the participants was tested by role plays and group activities involving implementation of the principles discussed. The training

session was very interactive, with employees participating in group activities, discussions and providing feedback.



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Strategic Decisions at BioVet (Pvt)Ltd to Shift Gowdon

Lahore, Pakistan

BioVet Pvt Ltd. has recently shifted its warehouse from Gujranwala to Lahore. The new warehouse spans over an area of about 500 Sq. Yards and resides near Thokar Niaz Baig, an ideal place for supplying

spare parts and replacement products to our clients. The main purpose of this strategic decision is to expedite and facilitate after- sales services, and the repair and replacement process. In this way the timely availability of products to the customers,

especially those in Lahore, can be ensured and delays in the procurement process can be minimized.

Team Development

In order to identify and document investment opportunities in the expanding poultry market, BioVet has developed its Research and Development Wing. The department comprises Ms. Sakina Husain and her team, Mr. Farrukh Ejaz and Mr. Mirza Sufyaan. In addition to conducting research related to lucrative domestic and international opportunities, the team is also responsible for providing consultancy services to clients. Moreover, the company has inducted Mr. Mohammed Tariq and Mr. Noman-ul-Haq as Managers for Retail

Sales and Corporate Sales respectively. Both the managers hold engineering degrees and MBAs from reputed universities.



La Meccanica Record Sales in FY'12

La Meccanica (est. 1961), an Italian company, holds extensive experience in the pelleting process and is consistently growing both in terms of turnover as well as the number of employees. In its early years the company collaborated with some of the leading Italian industrial groups for manufacturing machine tools that contributed to development of its expertise on the techno-

logical as well as the organizational front. In FY'12, La Meccanica made record sales in Pakistan. The company entered into a single shot contract of 6 pallet mills with a capacity of 35 - 35 ton/hr each with Hi-Tech Group of Companies, which are one of the poultry largest feed companies in Pakistan. This is the first of its kind contract in Pakistan.



Meeting in Hannover with Executives of Renowned Companies

It is a matter of immense honor for Mr. Ahmad Waqas (CEO, BioVet) to have undertaken an official tour to Hannover, Germany where he met with world renowned Eurotier Company's executives and experts. The discussion surrounded

new opportunities, avenues and future business drivers in Pakistan.



International Poultry Expo, 2012

The 'International Poultry Expo' was held from 28th- 30th September, 2012 at the Expo Centre in Lahore. At the inaugural ceremony, the Ex-Punjab Governor Sardar Latif Khosa appreciated and welcomed local and foreign companies, poultry experts, businessmen and industrialists in the poultry show.

BioVet Pvt. Ltd, a member of Credence Group, also participated in this exhibition. Mr. Khosa appreciated the arrangements of the Expo and discussed prevalent opportunities in the poultry industry with Mr. Ahmad Waqas. He also praised Mr. Waqas on his consistent achievements and contribution to the growth of poultry industry.

"Holding of International Expo's of this magnitude involves a great deal of foresight, planning and painstaking preparation. We have been lucky to have dedicated people, including Marketing and Research executives, in our hierarchy. Participation of our members in the expo with such



enthusiasm reflects their faith and trust in their own organization. Our team has made utmost endeavor for the success of poultry expo. Such gatherings, where the members of poultry sector are given opportunity to share their perception, concerns and feelings with each other, may eventually lead to a situation where some beneficial measures can be devised” observed

Mr. Ahmad W. Naseer.

BioVet Pvt. Ltd. also arranged a seminar on the 2nd day of exhibition on the “Export of Poultry as a Halal brand” at the Expo centre. Mr. Ahmad Waqas (CEO, BioVet) presented future opportunities in the Middle East poultry sector with some basic growth indicators and statistics. Mr. Karal De Wall

(Regional Sales Manager of Meyn Food Processing) discussed the Meyn scope of supply for processing industry. Mr. David Santos spoke on how to optimize the poultry processing plants. BioVet also arranged a show on its stall to attract the customers by giving them giveaways and company logo souvenirs.



Seminar held at International Poultry Expo, 2012

BioVet Private Limited also arranged a seminar on the 2nd day of exhibition on the “Export of poultry as a Halal brand” in Expo centre. Mr. Ahmad W. Naseer (C.E.O. BioVet Private Limited) presented the future opportunities in the Middle East poultry

sector with some basic solid growth indicators and statistics. Mr. Karal De Wall (Regional Sales Manager of Meyn Food Processing) discussed the Meyn scope of supply for processing industry. Mr. David Santos spoke on how to optimize the

poultry processing plants. BioVet Private Limited also arranged a show on its stall to attract the customers by giving them give ways and company’s logo goods.



Agreement between GEA FS and Big Bird Group

GEA Food Solutions (GEA FS), one of the most multifaceted suppliers of Further Food processing and packaging equipment in the world, recently, signed an agreement with Big Bird Group of Companies, to provide complete line of Further Food Processing machinery and equipment. The partnership

between GEA FS and the Big Bird Group of Companies is one of the largest contracts of its nature in the history of poultry industry in Pakistan. BioVet Pvt. Ltd, is the sole agent in Pakistan responsible for executing the agreement between GEA FS and the Big Bird Group of Companies.

The meeting was attended by senior executives from the Big Bird Group; Dr. Mustafa Kamal (Managing Director), Mr. Omer Javaid (Executive Officer), Mr. Salman Basit (Director) and Mr. Helmes Demon (Area Manager of GEA FS) along with Mr. Ahmad Waqas (CEO, BioVet).



Newly Weds Foods Ltd Join Hand with BioVet (Pvt) Ltd



Newly Weds Foods Limited is well reputed ingredients company, based in Chicago, USA. The company is a market leader and

manufacturer of coatings, seasonings and flavorings for the food industry. Recently, Newly Weds Foods came in an agreement

with BioVet Pvt. Ltd, which will work as its exclusive agent in Pakistan.

Bingshan Group Agreement



Bingshan Group, a market leader in the Chinese refrigeration industry signed an agreement with Mr. Talib Zaki of Quick Foods (Pvt) Ltd (Brand name: MonSalwa)

to support Further Food Products (FFP) business in Pakistan. The Chinese company agreed to provide a state of the art IQF (Spiral Freezer) for processed

chicken. The installation process is currently in progress. The installation process will commence in 2nd Quarter, 2013.

Dawn Foods Kick Off Production in 2013

Dawn Foods, a subsidiary of Dawn Bread, has started its CFS (GEA FS) production lines in 2013. The company has bought a 400 mm line from GEA Food Solutions, a

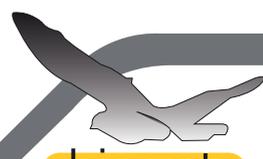
world renowned company in further food processing. The product is available on the shelves now.



Hamza Foods to start production by 2nd Quarter 2013

Hamza Foods, a Subsidiary of the Sufi group, is expected to hit the shelves by 2nd Quarter 2013. The company, headed by Mr. Tariqullah Sufi, is the first in Pakistan to have purchased a complete Further Foods

line from GEA FS. The plant has undergone installation and successful test runs to manufacture a range of 'Ready to Eat' and 'Ready to Cook' foods.



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