

FMCG Sector & Restaurants Industry Survivors and Winners Amidst the Crisis

Welcome Address



Khalilullah Shaikh, FCA
President - ICAP

Moderator



Shakaib Arif, FCA
Director Integrated Supply Chain,
National Foods Limited

Many food and personal care products are part of essentials that were allowed to be sold during the countrywide lockdown. Yet, reaching the consumer was a nightmare for several companies as the sector is highly dependent on people who were either reluctant to show up for work or faced challenges in reaching to offices due to lockdown to run the factories, logistics and distributions. A similar situation occurred in the restaurant and fast food industry with a ban on dine-ins, resulting in severe cash flow and financial constraints for many food businesses in the initial stages of the lockdown. However, instead of slowing down, some players in the FMCG and food industry found ways to overcome such barriers by applying different approaches and making use of technology.

Panelists



Samar Hayat
CEO, Tapal Tea Pvt. Ltd.



Sami Ahmed
CEO, Procter & Gamble Pakistan



Raza Pirbhai
CEO, KFC Pakistan

Technical Experts



Arfa Syed
Director Research, Kantar Pakistan



Yasir Suleman Memon
Co-Founder, SalesFlo



2 CPD Hours

Registration

For registrations, please visit
[https://member.icap.org.pk/
online-registration-for-seminar-
workshop/](https://member.icap.org.pk/online-registration-for-seminar-workshop/)

Platform

Zoom and Facebook **LIVE**

Friday September 4, 2020

07:30 pm – 09:30 pm

The FMCG industry leaders will discuss

1. Opportunities & challenges for the growing FMCG sector.
2. The role and importance of delivery partners and an in-house logistics mechanism which can support food based/perishable items availability without breaking the revenue stream.
3. Incidence of high indirect taxation resulting in grey channel tax evasion and loss to exchequer.
4. Consumer/shopper behavior and the new normal.
5. Possible disruptive changes in business process with the help of technology.
6. Smart and digital manufacturing via industrial Internet of Things.

A joint initiative by ICAP PAIB Committee and Regional Committees



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