



13<sup>th</sup> June 2015

Pearl Continental Hotel, Karachi



Organizer & Media Partner



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# Event Summary



- NutriCon 15; Pakistan's first Nutrition & Lifestyle seminar was organized by Medical News. The one day event attracted executives and Key Opinion Leaders and stakeholders from Food Science, Technology and HealthCare Industry in Pakistan.



# Seminar Highlights



- Key industry leaders including Academicians, Doctors and Nutritionists shared their expertise and knowledge during the conference.



# NutriCon 2015 in Pictures



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The logo for National Foods, established in 1970. It features a stylized orange and yellow swoosh graphic at the top. Below the swoosh, the word "National" is in a bold, black, sans-serif font, and "FOODS" is in a smaller, bold, black, sans-serif font. At the bottom, the words "SINCE 1970" are written in a bold, black, sans-serif font, with a small registered trademark symbol (®) to the right.

# NutriCon 2015 in Pictures



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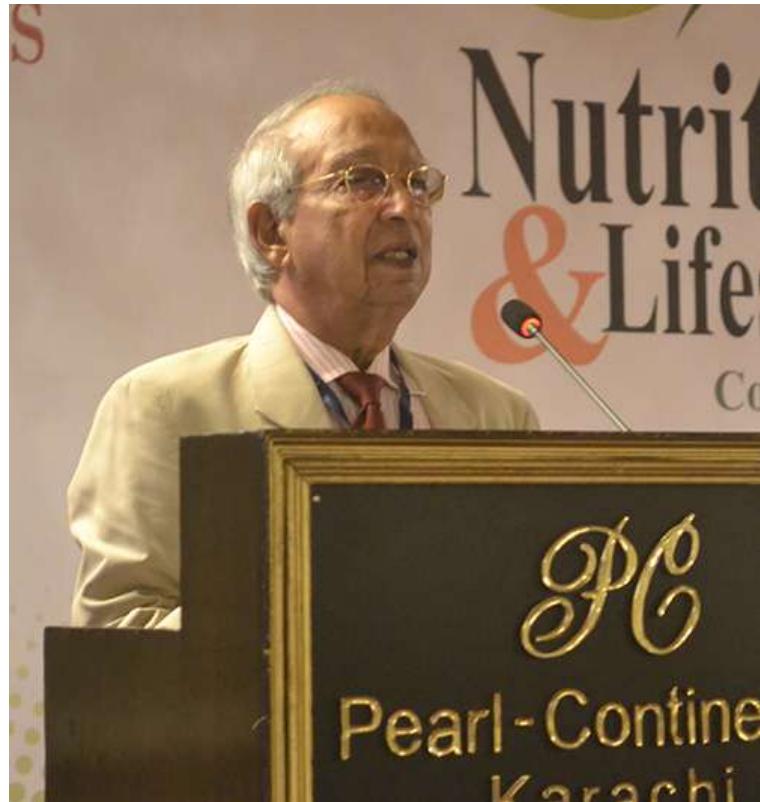


# SPEAKERS PROFILE & TOPICS



# Mr. Abdul Majeed, *Chairman, National Foods Limited*

- Mr. Abdul Majeed, graduated from F.C. College, Lahore with a B.Sc. in Physics and Mathematics. He was selected by the British Council for Higher Studies in Textile Engineering and completed a B.Sc. (Hons.) in Technology from Manchester University in 1959.
- He is the Founder, Director and Chairman of National Foods Limited and Associated Textile Consultants (Pvt.) Ltd. Alongside, he is also the Chairman of Precision Rubber Products Ltd. and Nazaria-e-Pakistan Trust, Sindh. Currently, he is also the Member of Academic Council of Textile Institute of Pakistan, Board of Governors of National Textile University, Faisalabad. Also a Professional member of World Future Society, Bethesda, USA and Chancellor Textile Institute of Pakistan (TIP).



# Dr. Iqbal Choudhary, Director ICCBS Botanicals for Better Life

- Dr. M. Iqbal Choudhary is a Professor of Organic Chemistry and Director at International Center for Chemical and Biological Sciences (H. E. J. Research Institute of Chemistry and Dr. Panjwani Center for Molecular Medicine and Drug Research). He is among the most prominent scientists of Pakistan, recognized for his original contributions in the fields of natural products and bioorganic chemistry. He has written and edited 37 *books*, most of which have been published in USA and Europe. He is also the author of over 900 *research papers and chapters* in top international science journals of the West, as well as 32 US patents. The cumulative impact factor of his publications is over 1,650. This is by far the largest number of quality publications from any scientist in Pakistan. He has been among the most cited scientists of Pakistan in last five years with citations exceeding 8,400 (*h*-Index: 35). He is the *Volume Editor* of many international book series and journals. He has served as a visiting faculty in many prestigious universities of the world, including Cornell University (New York), Purdue University (Indiana), Pennsylvania State University (Pennsylvania), Scripps Institution of Oceanography (San Diego, California), The University Rhode Island (Rhode Island) and various top Universities of UK, Saudi Arabia, Malaysia, Kazakhstan and Iran.



# ....Dr. Iqbal Choudhary, Director ICCBS Botanicals for Better Life

- Prof. Choudhary has won several national and international awards, such as *Hilal-e-Imtiaz*, *Sitara-e-Imtiaz* and *Tamgha-e-Imtiaz* by the President of Pakistan, Pakistan Academy of Sciences Gold Medal, National Book Foundation Prize on best book and the Third World Academy of Sciences Young Scientist Prize. He received the prestigious title of "Distinguished National Professor" from the Higher Education Commission in 2004 and Meritorious Professor by the University of Karachi 2013. He is a member and fellow of many prestigious societies including Fellow of The Academy of Sciences for the Developing World, Islamic Academy of Sciences, Chemical Society of Pakistan, Royal Society of Chemistry (London) and LEAD-International. He is also the recipient of the 1<sup>st</sup> Khawarizmi International Award and Prize from the President of Islamic Republic of Iran, Economic Cooperation Organization (ECO) Award in Education by the President of Azerbaijan, and COMSTECH Award in Chemistry by the Prime Minister of Pakistan.



# Dr. Rashida Ali

Founder Chairperson, Dept of Food & Technology

University of Karachi

**“NUTRACEUTICALS IN HEALTH & DISEASES”**

- Dr Rashida Ali is a Ph.D. in Protein Chemistry, M.Phil. in Plant Proteins and an M.Sc. in Thesis on Provitamin antioxidants . Presently, she is serving as Chairperson, Department of Food Science & Technology, Jinnah Women University and consultant at the H. E. J. Research Institute of Chemistry, ICCBS, University of Karachi and English Biscuit Manufacturers, Karachi. She has served as an Eminent Professor in the Higher Education Commission (HEC) “Expansion Program for Hiring of Eminent Educationists and Researcher having Ph.D.”. She has also served as Professor and Head of the Department of Nutrition and Food Technology at the Faculty of Health Sciences, Baqai Medical University, Karachi. She has numerous articles and publications to her name.



Prof Abdullah Umer (Prof Peter Baillie)  
Dean, Dept of Nutrition, Baqai Medical University

## ‘Nutrition Implications of the 21<sup>st</sup> century’

- He completed his MBBCH degree and Post-Graduate training from the University of Cape Town. He became the Nuffield Dominions Fellow at Oxford University in 1968 and a consultant to the United Oxford Hospital in Obstetrics and Gynecology. He is highly qualified in Fetal Physiology, Endocrinology and Oncological Surgery, and is the recipient of an Outstanding Research award. In 1996, he was appointed as the Head of Tawam Hospital of Obstetrics and Gynaecology in the Middle East. Dr. Baillie is a visiting Professor at more than 20 leading universities across all 5 continents, including Oxford, Sydney and Cape Town. He is the Author of two books and his work is published in several international journals. He is presently the dean Baqai Medical University.



# Mr Zahid Majeed

Director National Foods Limited

- Mr. Zahid Majeed joined National Foods Limited in 1987 as Plant Director. From 1993 onwards, he has been responsible for the Textile and Trading Business within the group as well as International Business expansion.
- As a graduate of Philosophy, Politics and Economics from Oxford, Mr. Majeed enjoys the entrepreneurial challenge of Business Development and Transformation. Mr. Majeed has pioneered the introduction of an active and sustainable Corporate Social Responsibility (CSR) culture within the company.
- He has also acquired the International Certification in Company Direction from the Institute of Directors (IOD) London.



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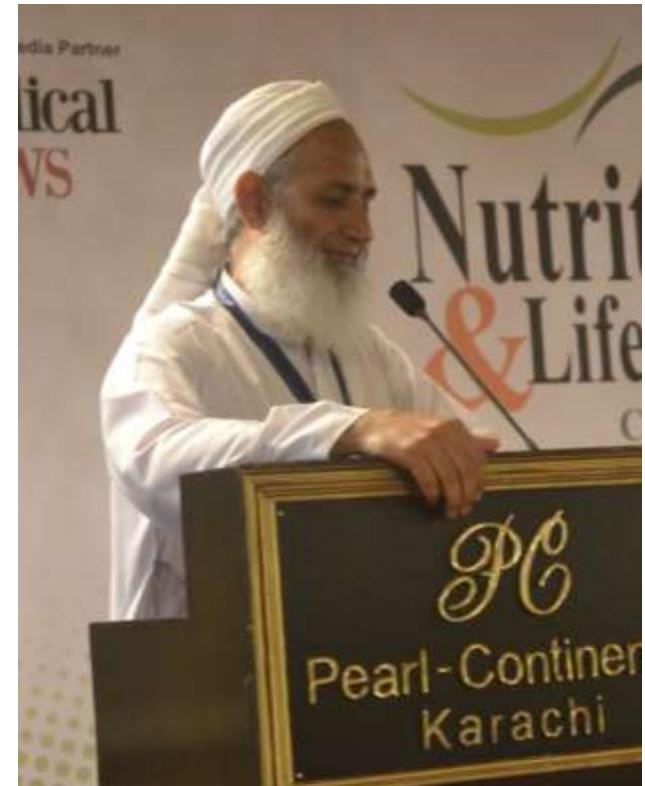


# Prof Abdul Basit

Director, Baqai Institute of Diabetology & Endocrinology

## “Diabetes and its Primary Prevention “

- He is an icon in his specialty and is a Professor of Medicine with F.R.C.P from London. He established Baqai Institute of Diabetology & Endocrinology and due to his untiring efforts BIDE today has developed into a tertiary care centre of excellence. He is also the Editor of the Journal of Diabetology (DASG Journal), Chairman Pakistan working group of diabetic foot, Country representative of IWGDF and a Member of Regional Council IDF.



# Dr. Tahira Mohsin

Assistant Professor, Department of Food Science & Technology, University of Karachi

## “Future Prospects of Resistant Starch in Low Calorie Foods”

- She is a Ph.D and is currently working as an Assistant Professor, Department of Food Science & Technology, University of Karachi.
- She is the recipient of National Foods' Gold Medal & Brooke Bond Gold Medal.
- She is HEC approved supervisor and has a long list of national and internationally published articles and is also a “Reviewer of Numerous International Journal”.
- She has won many research and travel grants besides attending many international workshops and trainings.
- She is a Member Pakistan Council for Science and Technology, Member of Departmental Research Committee and Member Board of Studies



# Sarah Ikram

Clinical Dietician

Aga Khan University of Hospital

“Obesity a lifestyle or a disease?”



- She is a Registered dietitian with significant experience in all clinical aspects of nutritional support therapy, capability in the management of critically adult and pediatric population. Possess interpersonal skills of effective communication and effectively interact with individuals of all groups. Strong commitment to the organization to reach international standard evolved with the practice of nutrition .Valued not only as a trusted representative but as an extended team player to the organization she is presently working at Aga Khan University Hospital Karachi as Clinical Dietician providing In patient for the management of the critically ill Mechanically Ventilated Patients, management for pediatric critically ill patients, outpatient clinical consultation services at AKUH. She instigated development of nutrition support protocols and organization of guidelines for nutritional support in adult Intensive care unit. Nutrition support management of pediatric post op surgical patients with congenital diseases in affiliation with Cardiothoracic Surgery department. Nutritional management of patients undergoing General Surgery and conducting Workshops Every 3 months for Nursing Services at AKUH.
- She is member of Pakistan Nutrition and Dietician Society (PNDS) and has PROFESSIONAL LICENSURE Registered Dietician (PNDS) and CPR Certification/ BLS.



Prof M. Hafizur Rahman  
Professor, PCMD, ICCBS  
University of Karachi

## “Role of Herbs in Healthy Life and Management of Diabetes”

- Dr. M. Hafizur Rahman, Assistant Professor in Dr. Panjwani Center for Molecular Medicine and Drug Research (PCMD), International Center for Chemical and Biological Sciences (ICCBS), University of Karachi. Dr Rahman did his PhD in Molecular Genetics from Kumamoto University, Japan and MSc Biochemistry and BSc Biochemistry from University of Dhaka. His distinguished Teaching Experience includes Molecular Medicine course for the MPhil/PhD students at PCMD, ICCBS, University of Karachi, Pakistan.
- Also Taught Biotechnology in Master of Science (MS) course, North South University, Dhaka, Bangladesh
- He has got more than 22 Publications published and submitted to his name in the journals of international repute and standing. He has presented more than 30 Papers as invited speaker in local and international conferences. Based on his outstanding work he has been awarded many Research Grants. Besides many Awards and Honors to his name he is the member of, European Association for the Study of Diabetes, Japanese Universities Alumni Association in Bangladesh, Diabetes and Endocrine Society of Bangladesh, Asian Network of Research on Anti-diabetic Plants and Core Member, Kumamoto International Education Progress, Japan.



# Dr. Abid Hasnain

Chairman , Department of Food Science and Technology,  
University of Karachi

## “New Lifestyle and our Health”

- He has had a distinguished career spanning more than 2 decades. He has also served as Director in Students Guidance, Placements and Overseas Exams., University of Karachi. He is the recipient of many AWARDS including Chinot Beradri Research Fellowship, University of Karachi, British Council Fellowship, English Biscuits Manufacturers Fellowship and Research Productivity award

His International Publications with a TOTAL IMPACT FACTOR of 33.966 have been published or accepted in International Journals . He has had many local Publications to his credit as well. He has participated in many International& National conferences. His Projects have been widely acknowledged and he has won large grants for his projects.



# Saima Rasheed

*M.Sc Food and Nutrition, RD, PNDS, Consultant Dietitian,  
Vice President, Pakistan Nutrition and Dietetic Society(PNDS)*

## “Women & Child Health”

- She has done MSc (Foods and Nutrition) with over 15 years of Clinical Experience and has worked in Baqai Institute of Diabetology and Endocrinology as Senior Clinical Dietitian and Certified Diabetes Educator. She has also worked at Park Lane Heart Center for 4 years. She is presently the Vice president & Registered Dietitian of Pakistan Nutrition and Dietetics Society (PNDS) and is currently working as a Consultant Dietitian at National Medical Center.
- She has done Research Work participated in International Workshops and Conferences as well as National workshops and courses. During the course of her career she has done numerous Presentations and Lectures including delivering talks related to Public Awareness regarding Nutrition at DAWN News Channel, Indus TV, FM 100 and FM 91 and also in Schools.



# Mr. Shakaib Arif

Chief Operating Officer  
National Foods Limited



- Mr Shakaib Arif is a Chartered Accountant by profession. He is the Chief Operating Officer at National Foods Ltd since 2008. Over the years he has played his due role in the success of National Foods Ltd.



# Mr. Adnan Tariq

Deputy Manager  
National Foods Limited

**“Role of food industries to overcome Malnutrition”**

- Adnan Tariq is the Deputy Manager Quality, Research & Development at National Foods Ltd.



# Meena Iqbal

Research and Development Department  
National Food Limited

## "Stress & Diabetes"

She is presently doing her M.Phil. in Public Health and is the

Research and Development officer at National Foods Ltd.



# Acknowledgements



- Food Science & Technology Department, Karachi University.
- Food Science & Technology Department, Jinnah Women University.
- Baqai Institute of Diabetology and Endocrinology, Baqai Medical University.
- H.E.J. Research Institute of Chemistry, ICCBS, Panjwani Center, Karachi University.
- National Foods Limited.
- Guard Rice.



# Media Citations



پالیسٹیاں کی فیصلہ نظری کی دو چار 58 کا آبادی عذری کی سے پچھے اور تین زیادہ منتشر



# Medical News



# Media Citations

۱۴۰۴-۰۹-۱۴



پاکستان کی 58 فیصد آبادی غذائی قلت کا شکار

سالم خواتین میں نہ اپنی قلت کی وجہ سے بیکے بھی بیماریوں میں بیٹھا ہو رہے ہیں

بہتر اور معیاری نتائج میں استعمال کریں، بکانٹرنس سے فاکرہ نان اور ڈاکٹرخفر کا خطاب

کر پی (اندیشہ پیور) پاکستان نے گزینی کی تھی۔ سماں کی میں کیا ہے؟ اس کے بارے میں کہا جاتا ہے کہ گزینی کی مدد کے لئے 70 ہزار روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 50 ہزار روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 20 ہزار روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 10 ہزار روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 5 ہزار روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 2 ہزار روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 1 ہزار روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 50 روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 25 روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 10 روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 5 روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 2 روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 1 روپے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 50 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 25 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 10 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 5 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 2 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 1 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 50 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 25 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 10 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 5 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 2 پیسے کی مدد کی جائے گی۔ اس کے بعد گزینی کی مدد کے لئے 1 پیسے کی مدد کی جائے گی۔

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# Media Citations



سنڌ کی 70 نیصد آبادی غذا کی تکت کا ٹکارے، فائزہ خان

نذری ایکت سے امریں پڑھ دے ہیں پھر فراز کے عجھ کالا راس سے لا کر چھپا اس کا طلب  
نکالی ایکت کی وجہ سے اس کے پیچے گئی جو اپنے اپنے 15 اونچی  
کر کریں (کاروں پر پہنچ کر) اپنے اکٹھان بیٹھ دے اپنے 15 اونچی  
سماں کی صد و سو ایکٹھان لے کر کامے کے اکٹھان کی  
55 اونچی اور سو اونچی 70 اونچی اپنی نکالی ایکت کا افہم  
ہے جس کی وجہ سے آئے دروازک چار بیان میں ہے  
اہری ہے جس کی ریک قائم کے لئے کھڑت کوڑی  
وچھ دھوپا پتھریں پاٹ جانیں سے لے کر گھر کوڑی اور گردی  
کے طبقیں بیک میں گھل فڑا دکی ہاپ سے منٹ  
کا لانس سے لانک رکتے ہے کی گی۔ فراز مکان نے  
کہا کہ ریک ایکت دیا ہو ہے جس میں  
بیک ہو ریک ایکت دیا ہو ہے ماند اسکی میں

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See you in  
March 2016



Thank you

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