Especial Edition

Sunday
Nov 3, 2024

International

THE TRIBUNE

LCCI EXHIBITS INNOVATION IN DRAIRY AND FOOD SECTOR IN PAKISTAN

LAHORE – The Lahore Chamber of Commerce and Industry Saturday successfully organized a product and catalogue show spotlighting the dairy and food industry. The companies showcased the sector's advancements and their products. LCCI President Mian Abuzar Shad, flanked by Senior Vice President Engineer Khalid Usman and Vice President Shahid Nazir Chaudhry inaugurated the event. Former LCCI President Mian Anjum Nisar, FPCCI KPK VP Aun Ali, Founding President Sargodha Chamber of Small Traders Sheikh Mohammad Asif, LCCI Executive Committee Members Syed Hassan Raza, Omer Sarfraz Sheikh, Shouban Akhtar, Khurram Lodhi, Ahad Amin Malik, Firdous Nisar along with a substantial number of industry leaders and were present on the occasion.

It would be worth mentioning here that LCCI Executive Committee Member Syed Hassan Raza has played an important role in the success of Catalogue Show. This gathering underscored the dairy and food sector's importance as a cornerstone of Pakistan's economy and its role in ensuring nutrition and food security. LCCI President Mian Abuzar Shad said that the Lahore Chamber of Commerce and Industry is working as a platform where stakeholders can display their products and connect with potential business allies. He said that the dairy and food industry holds immense potential not just for fulfilling domestic requirements but also for boosting exports. The LCCI is dedicated to supporting policies that encourage sustainable development and investment in this field."

He lauded the participating companies for their innovation and commitment to quality and stressed the importance of embracing modern technologies to improve productivity and efficiency. He said that the industry needs to stay dynamic and competitive by adopting new technologies and best practices. The LCCI remains committed to initiatives that elevate industry standards and bolster economic stability." The LCCI office-bearers said that the events like these are vital for fostering knowledge exchange and collaboration among industry stakeholders. The strong attendance today reflects the keen interest and commitment to advancing our dairy and food sectors." **Our Commerce Reporter**















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AIR POLLUTION IN LAHORE SOARES ON MORE THAN 80 TIMES OVER LEVEL DEEMED ACCEPTABLE



Air pollution in Lahore soared on Saturday more than 80 times over the level deemed acceptable by the World Health Organisation (WHO), with an official calling it a record high.

For days, Lahore has been enveloped by smog, a mix of fog and pollutants caused by low-grade diesel fumes, smoke from seasonal agricultural burning and winter cooling. The level of deadly PM2.5 pollutants — fine particulate matter in the air that causes the most damage to health — peaked at 1,067, before dropping to around 300 in the morning, with anything above 10 considered unhealthy by the WHO."We have never reached a level of 1,000," Jahangir Anwar, a senior environmental protection official in Lahore said.

MUHAMMAD ADIL HAS EMERGED AS A PROMINENT LEADER IN FIELD OF PRODUCT DESIGN



LAHORE: In the bustling metropolis of Dubai, where innovation and progress are constants, Muhammad Adil has emerged as a prominent leader in the field of product design. As a Pakistani professional, his journey to the forefront of Dubai's tech scene is both inspiring and indicative of his exceptional talents . Muhammad Adil's career is distinguished by his comprehensive approach to product design, combining strategic vision with meticulous execution.