



Star Farm

Innovate, Grow & Transform

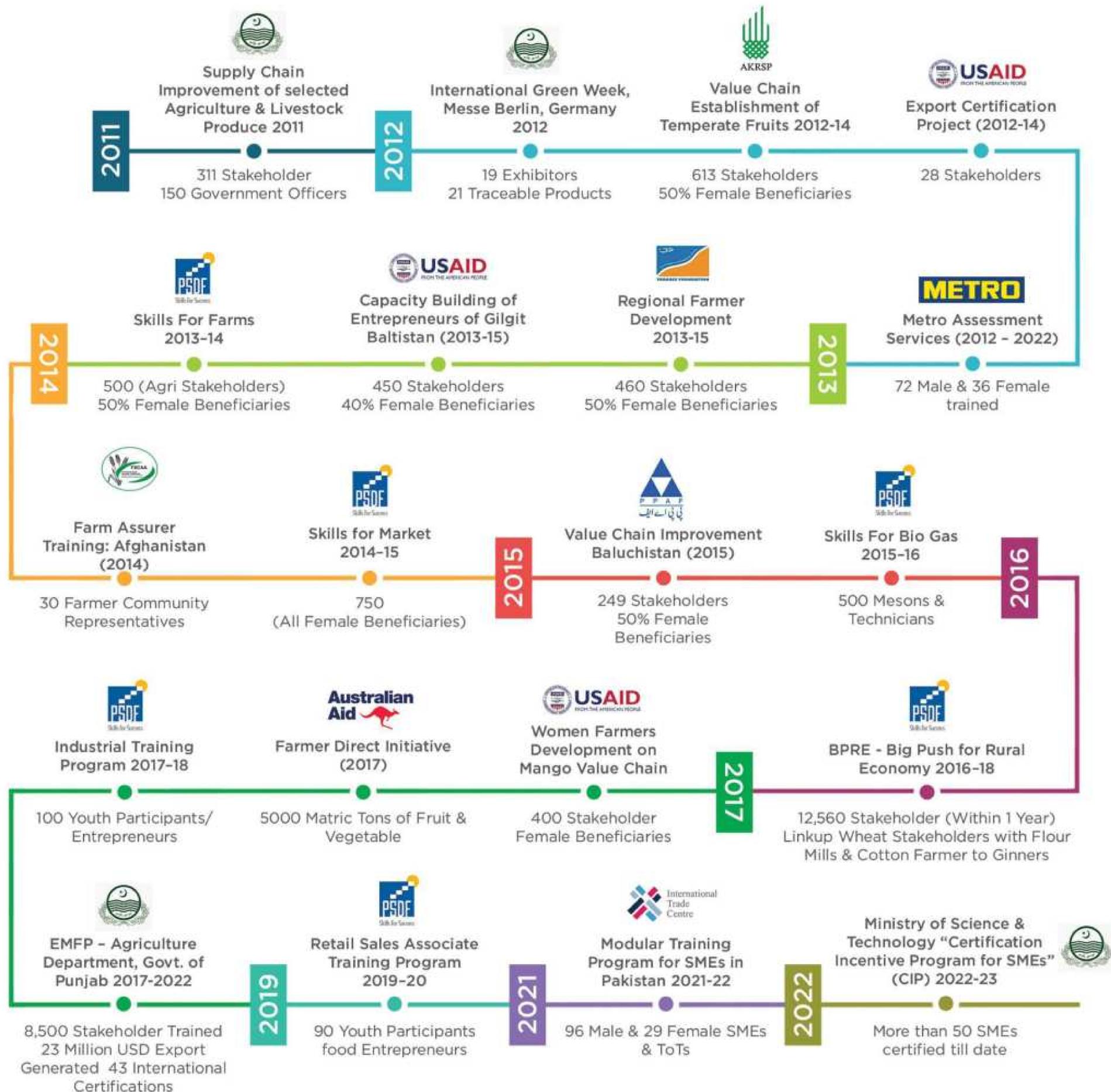


Member of:

METRO

A PROFESSIONAL
CONSULTING COMPANY
SINCE **2011**

JOURNEY OF SFPK



MANAGEMENT'S MESSAGE



Marek Minkiewicz | Managing Director

With sustained development sector, I look forward to a great future ahead of Pakistan. I welcome all food and non-food stakeholders to join hands with Star Farm Pakistan Private Limited for a sustainable and shining future.

Pervaiz Akhtar | Director



I would like to extend my appreciation to Star Farm's team for their relentless effort over these 11 years resulting in implementation of Traceability System, SMEs Development, Market Link-up, International Food Safety & Quality Standards, best of luck to the team and keep it up.



Asim Isar | Director

Considering the incredible potential of Pakistan's industry with diversified climate, steadfast workforce and a variety of products, Star Farm Pakistan has brought a tremendous development through trainings & capacity building of Entrepreneurs and value addition in different Supply Chains.

M. Zeeshan Saqib | Chief Operating Officer

Team Star Farm Pakistan works collaboratively with different clients to deliver the best possible value for their investment and in doing to build an inseparable relationship with customers. We also invite all food and non-food stakeholders to be part of national economic strength.



Member of

METRO

INTERNATIONAL PRESENCE

- 1 | 6 Master Trainers trained **Chinese Supplier** on Quality Management System (QMS) in Food & Non-Food Sector during **2010-11**
- 2 | International Green Week **Berlin Germany - 2012** with 21 traceable product categories
- 3 | International Training Farm Services Centre Association of Afghanistan Global GAP Farm Assurer
- 4 | 5 Exhibitions on International Standards during **2018-20 (Lahore-Pakistan)** Generated Export Businesses of \$23 Million
- 5 | Participation AgriTech **Doha, Qatar 2019** with 10 Pakistani export companies
- 6 | Participation with 3 exporters World of Perishable, **Dubai, UAE 2019**
- 7 | Meeting on Pakistani Export With 14-Potential Buyers and Ceylon Chamber of Commerce **Colombo Sri Lanka 2019**
- 8 | Malaysian Mango Promotional Campaign 32-Different Stores with 3 Exporters in **Kuala Lumpur, Malaysia 2019**
- 9 | 2nd Agriculture & Food Forum **Jakarta Indonesia - 2020** & Meeting with Chamber of Commerce Jakarta with Pakistani Exporters



NATIONWIDE PROJECTS

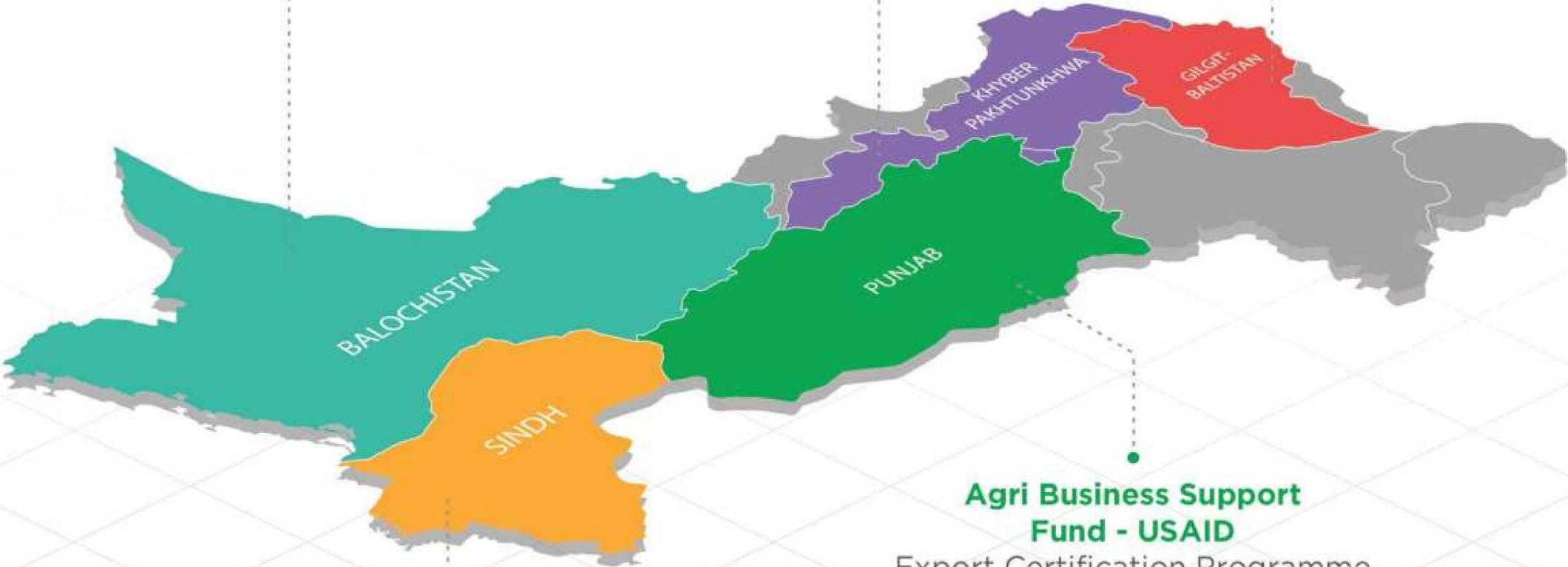
Agha Khan Rural Support Program
Supply Chain Development
of Temperate

USAID Ambassadors Fund Programme
Entrepreneurship Development in GBC

International Trade Center
Modular Training
Program For SMEs

Pakistan Poverty Alleviation Fund
Capacity Building of Local Communities

Government of Punjab
Supply Chain Improvement
Project



Agri Business Support Fund - USAID
Export Certification Programme

Metro Pakistan Pvt. Limited
Metro Assessment System

Pakistan Poverty Alleviation Fund
Capacity Building of Local Communities

Punjab Skills Development Fund
Skills For Farm, Market & Biogas

Agri Business Support Fund - USAID
Export Certification Programme

Member of



SFPK DOMAINS



INNOVATE

- Trainings & Capacity Building
- Skills Development



GROW

- Entrepreneurship Development & Business Start-ups
- Supply Chain & Traceability System



TRANSFORM

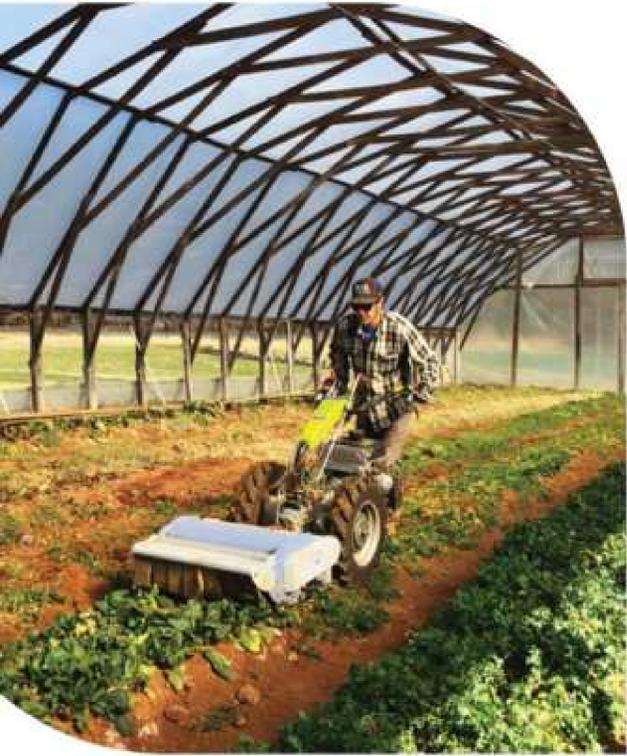
- International Standards Certifications
- Link-up to High-end Market

WHO WE ARE?

Star Farm Pakistan (Private) Limited, a Metro Group Company - Germany, started its operations in Pakistan on April, 2011. METRO Group is an international leader in self-service wholesale supermarkets with 95,000 employees in over 30 countries with 700 stores serving our 17 million customers.

- ▶ Capacity Building
- ▶ Training Services
- ▶ Skills Development
- ▶ SMEs Development
- ▶ International Standards Certifications
- ▶ Entrepreneurship Development & Business Start-ups
- ▶ Supply Chain & Traceability System Development
- ▶ Link-up to National & International High-end Market





CORE EXPERTISE



1

TRAINING SERVICES

Star Farm Pakistan provides the training services to all stakeholders involved in food and non-food industry, resulting in improved income generation & enable them to play a positive role in the economy.

2

CAPACITY BUILDING

Star Farm Pakistan is recognized to enhance the capacity of food & non-food industry with business management skills & modern marketing techniques to boost-up the businesses with high-end markets.

3

SKILLS DEVELOPMENT

Star Farm Pakistan is engaged in various Skills Development Projects related to food & non-food industry to enhance the livelihood as well as the employment opportunities of less privileged areas of the region. A multiple short/long courses have been crafted according to the regional requirements and opportunities.



4

SMEs DEVELOPMENT

Star Farm Pakistan always focus to develop Small and Medium Enterprises (SMEs), which are important contributors to job creation and global economic development. SMEs also enhance the competition amongst the peers and heat up the market scenario.

Adding value to Supply Chain



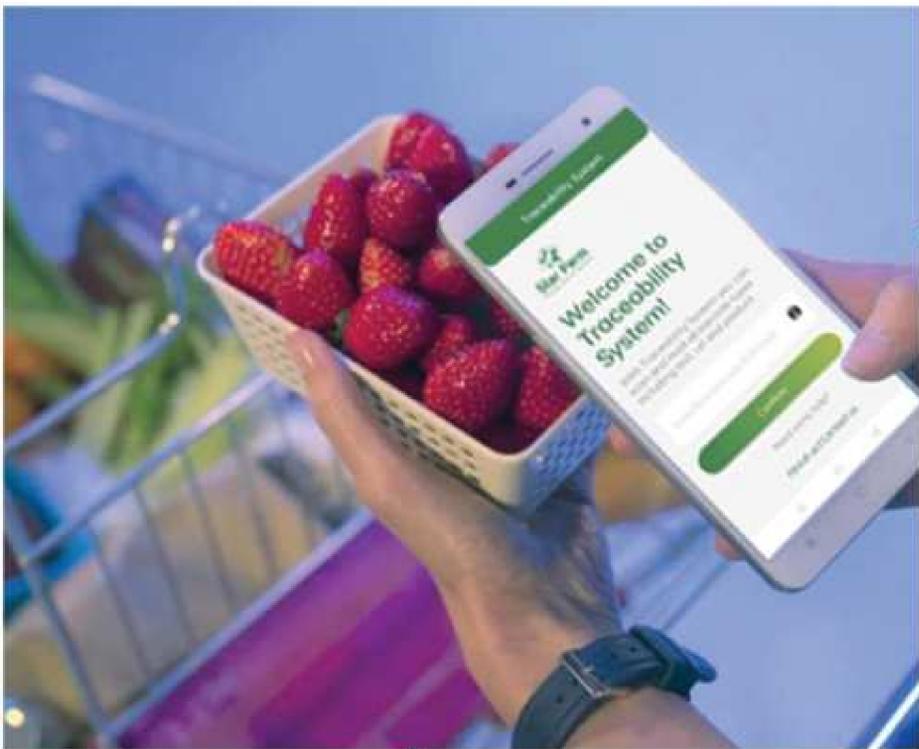
5

INTERNATIONAL STANDARDS FOOD/NON-FOOD & ENVIRONMENT

Star Farm Pakistan is facilitating with more than 30 International different Certifications for food and non-food industry. Also having special focus on Food Safety & Quality at each supply chain level by developing the system of various International Standards like Global GAP, IFS, BRC ISO 22000, HACCP & Halal. Environmental concerns are also being dealt by Star Farm Pakistan through training and implementation of ISO 14000 & 14001.



CORE EXPERTISE



6

SUPPLY CHAIN & TRACEABILITY SYSTEM DEVELOPMENT

Star Farm Pakistan has always provided best services to the industry regarding their improved quality control, higher efficiency, keeping up with the demand, improved risk mitigation, improved cash flow and no more delays in processes.

Star Farm Pakistan is the pioneer company in introducing the development of traceability system in supply chain. All necessary business information for the clients and buyers from high-end markets is accessible through a barcode via smart phone app, website & KIOSK.

Adding Value to Food Supply Chain



GROWER



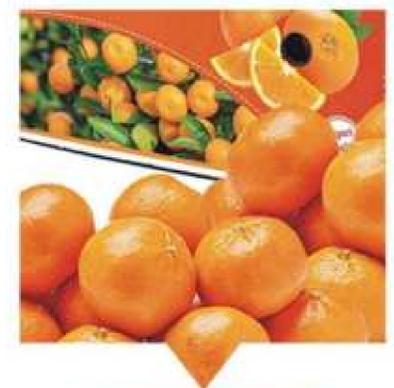
PROCESSOR



**PACKAGING/
EXPORTERS**



LOGISTICS



EXPORT

Adding value to Livestock Supply Chain



GROWER



PROCESSOR



PACKAGING



LOGISTICS



MARKET

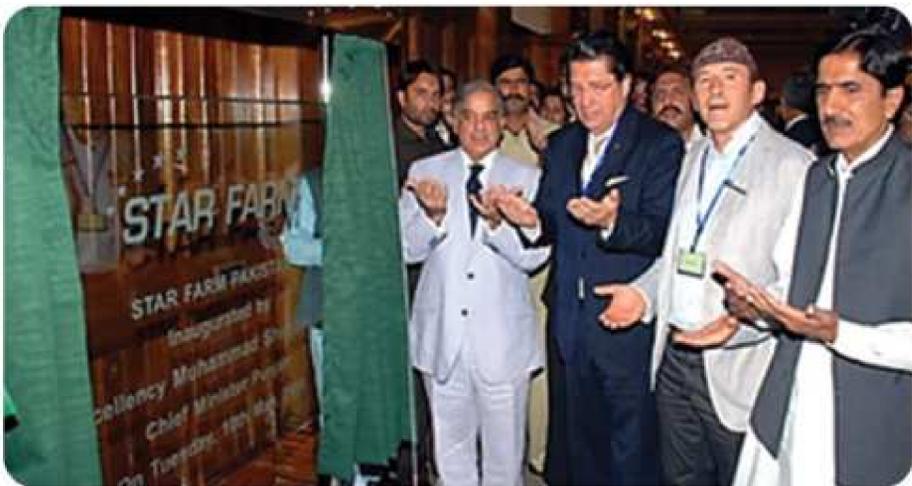
7 LINK-UP TO NATIONAL & INTERNATIONAL HIGH-END MARKET

Star Farm assists food & non-food industry about modern marketing techniques and supply chain tools to develop their business network with the Buyers / Importers. Also providing platform for Pakistani produce into export market through different International Exhibitions. Being a METRO Group company, Star Farm Pakistan has excellent opportunity to promote the products in 30 METRO Countries with more than 700 stores. Provide support to conduct market research to identify and assess the potential of new avenues is another key strength of the Company.

8 WOMEN ENTREPRENEURSHIP DEVELOPMENT & BUSINESS START-UPS

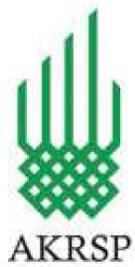
Star Farm Pakistan always focus and leads to more job creation for women which ultimately helps in reducing the gender gap in the workforce. Women entrepreneurs account for improved economic growth & stability within a country. SFPK supports for the start-ups and inclusive businesses to build their capacity in the areas of Planning, Designing, Financing, Operations & its further Management.

GLIMPSES OF PROJECTS





PARTNERS / CLIENTS



TEAM OF PROFESSIONALS

Together, we define a confident ambition and accomplish extraordinary outcomes that redefine industries. We bring a fresh assessment and contagious energy to every client affiliation. Our emphasis on teamwork, trust and tolerance for diverging opinions helps clients focus on their opportunities, build their capabilities and win the future. Together, we attain results that bridge what is with what can be.





Be in Touch:

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Traceability App Available

