

6th National Safe Food™ Conference 2007 to focus on Forging Public Private Partnerships

Karachi, February 27, 2007: English Biscuit Manufacturers (Pvt.) Limited & United Registrar of Systems Limited in collaboration with Pakistan National Accreditation Council jointly presenting **6th National Safe Food™ Conference 2007** on March 14, 2007 at the Marriott Hotel, Islamabad. The theme of this years' conference is **Forging Public Private Partnerships**.

This years' theme, 'Forging Public Private Partnerships' anticipates the converging of dynamic heads of leading companies, international experts, veteran nutritionists, researchers and teachers to retailers, consumers and related stakeholders on one platform to brainstorm, debate over issues and strive towards advancement of food safety.

"With the advent of WTO, it has become imperative for the Pakistani food industry to gear up and address the challenges of food safety to remain successful in the marketplace and be able to compete internationally," Mubashir Ansari, GM Marketing and Sales, EBM said, "EBM is fully committed to deliver healthy and wholesome safe food products to consumers, by having a strong quality assurance system from the stage of raw material selection to the final distribution of products to retail outlets. To fulfil this commitment, EBM upgraded their food safety systems and achieved HACCP certification in 2002, becoming the first company in the industry to achieve this significant milestone," he added.

English Biscuit Manufacturers (Pvt) Ltd. is the country's leading manufacturers of biscuits and cookies. The Company is the only one in the industry to have both the ISO 9001, 14000 and HACCP certifications. A solid company with quality products, EBM is well known for its Peak Freans master brand and its Pied Piper – the Legend Leads logo. A socially conscious company, EBM consistently supports various humanitarian causes in the areas of education, healthcare and help for the less privileged.