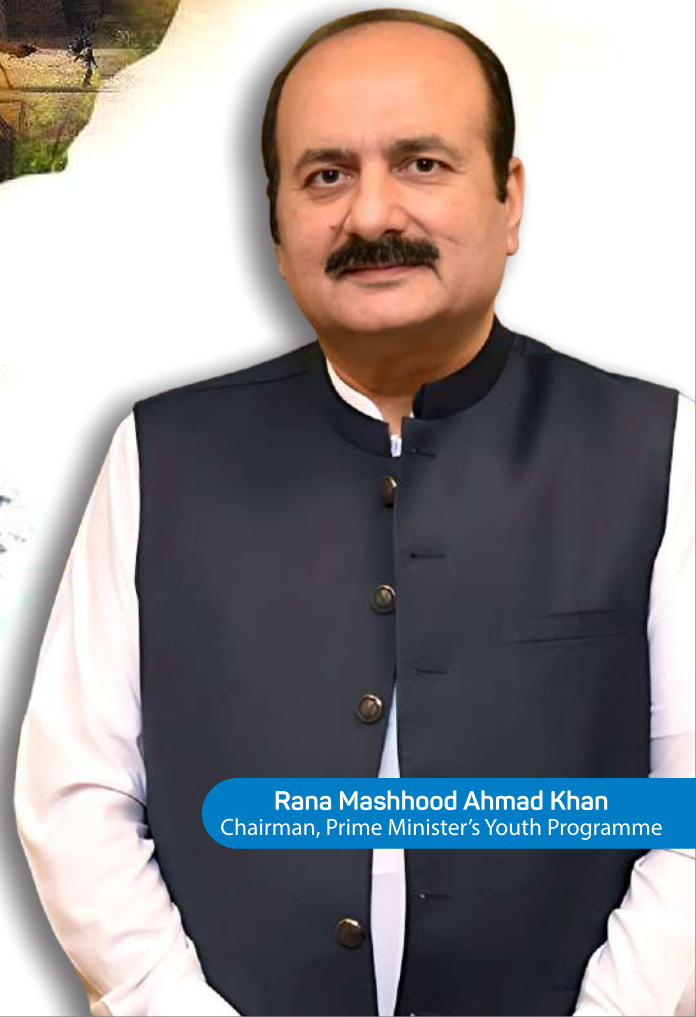
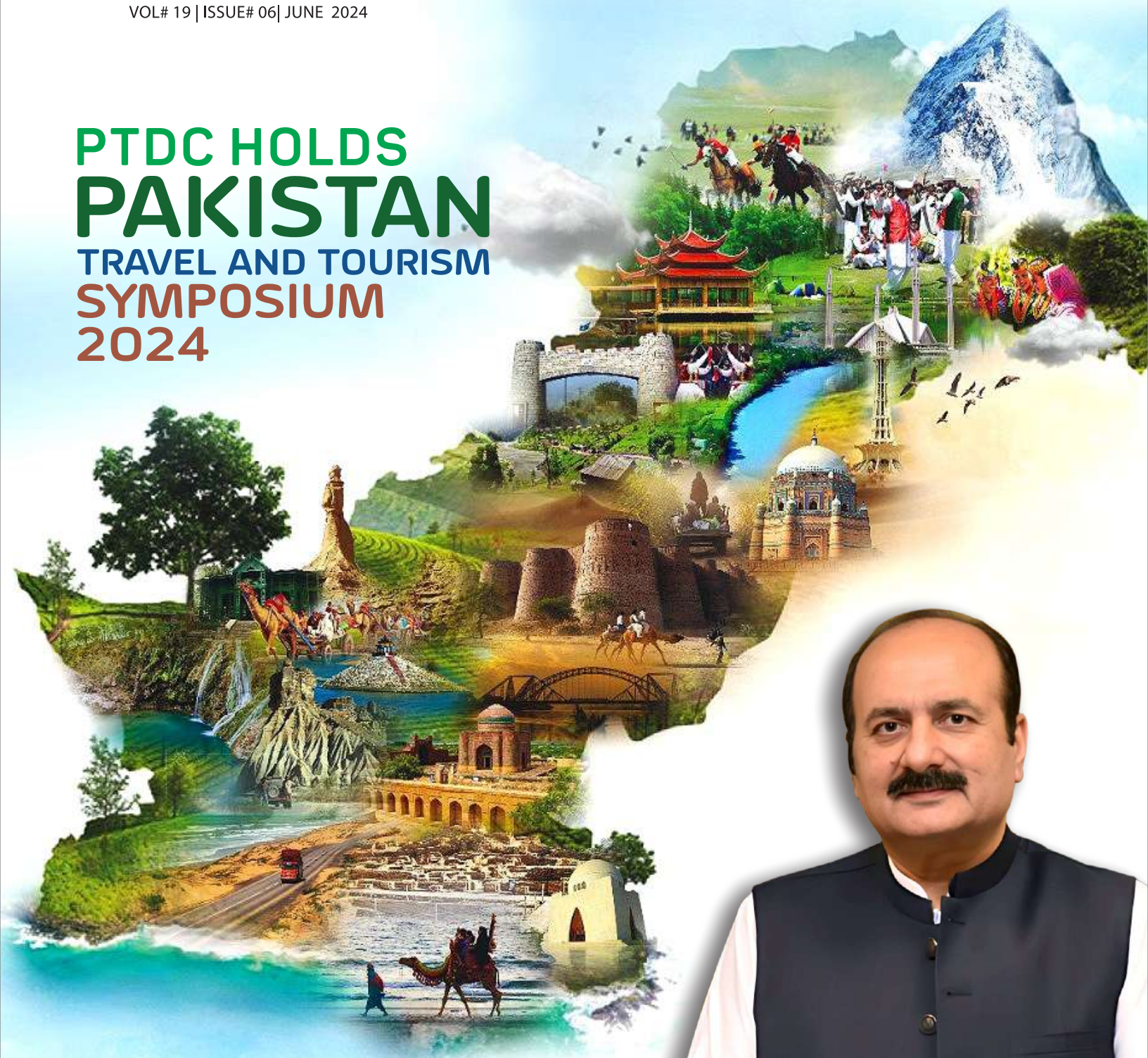


PAKISTAN'S PREMIER MAGAZINE FOR TOURISM, HOSPITALITY, RESTAURANTS, AIRLINES, TRAVEL & FOOD INDUSTRY

HOSPITALITY PLUS

VOL# 19 | ISSUE# 06 | JUNE 2024

PTDC HOLDS PAKISTAN TRAVEL AND TOURISM SYMPOSIUM 2024



Rana Mashhood Ahmad Khan
Chairman, Prime Minister's Youth Programme



TIME TO ORDER CHEEZY KHUSHIYAN



Cheezious



111 44 66 99
www.cheezious.com



EMBRACE THE IRRESISTIBLE FLAVORS WITH
SHAN FOODS SEASONINGS!



shanfoodspecialists



shanfoodspecialists



0800 19000



www.shanfoods.com

The National logo, featuring the word "National" in white, bold, sans-serif font on a red, curved background with gold borders.

THE CHEF'S MAGICAL INGREDIENT!



CONTENTS



Hospitality Plus

Vol#19/Issue#06| June 2024 | Reg#1391/20040102

Articles and other write-ups are contributed by different writers. Views published in the magazine do not necessarily reflect the management's policy.

Chief Editor/Publisher

Ahmad Shafiq

Deputy Chief Editor

Zaheer Ahmad

Executive Editor

Samina Ahmad

Editor

Fraaz Mahmud Kasuri

Joint Editor

Babar Sheikh

Associate Editor

Zainab Shafiq

News Editor

Muhammad Sharif

Social Media Manager

Sarmad Asif

Contributors

Masood Ali Khan

Aftab Rana

Akhtar Mummunka

Prof. Shuaib Raza

Director Art & Design

Aamir Kashif

IT Manager

Rizwan Hameed

Chief Photographer

Waqas Ali

Photographer

Zeeshan Ali

Printed by

Udoos Printing Press

394-Hunza Block, Allama Iqbal

Town, Lahore

For comments please write to us at:

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road,

New Garden Town, Lahore .

Mob: 0309-3332578

Tel: 042 35913580-81-82-83

E-mail: office@hospitalityplus.com.pk

Editorial

Skill-based education is the way forward

6

Cover Story

PTDC holds Pakistan Travel & Tourism Symposium 2024

7-13

Article

Addressing Food Waste in Pakistan: Initiatives & innovations leading the way

15-16

Article

D.A. Bragg announces return of 133 antiquities to the people of Pakistan

17-18

Article

United Nations Sustainable Development Goals Series

19-20

Article

Empowering women in Pakistan's hospitality industry

21-22

Award

COTHM Pakistan & Dubai Founder/President & CEO Ahmad Shafiq honored with Governor's Appreciation Certificate

23-24

Event

COTHM's Heartwarming Mother's Day Celebration

27-30

Article

South Punjab – a treasure trove of culture, heritage

31-33

Workshop

COTHM's 'Eid ul Adha Special Workshop' delivers flavorful culinary experience with 'The Spice Man'

35-36

Industry Highlights

39-42

ABC
CERTIFIED

Member CPNE

CPNE

APNS

ALL PAKISTAN NEWSPAPERS SOCIETY

آل پاکستان اخبار و رسائل

Price: Rs.200

PAGE
7



PAGE
17



EDITOR'S NOTE



AHMAD SHAFIQ | CHIEF EDITOR | shafiq@cothm.edu.pk



HOSPITALITY PLUS MAGAZINE (MONTHLY PUBLICATION)

Chief Editor:

•Hospitality Plus Magazine (ABC Certified Monthly Publication)

Chief Executive Officer:

- College of Tourism & Hotel Management (COTHM) Pakistan & Dubai
- Consult COTHM, Dubai UAE
- COTHM Travel Solutions
- COTHM Hospitality Foundation (CHF)
- COTHM Manpower International (CMI)

Director:

•Board of Directors of Pakistan Tourism Development Corporation (PTDC)

Member:

- Council of Pakistan Newspapers Editors (CPNE)
- All Pakistan Newspapers' Society (APNS)

Chairman:

•'Event Management Committee' of CPNE



PAGE
27



PAGE
31



SKILL-BASED EDUCATION IS THE WAY FORWARD



In the vibrant landscape of Pakistan's hospitality and tourism sectors, the call for skill-based education resonates more strongly than ever before. As we navigate a rapidly evolving global market and harness our rich cultural heritage to attract visitors, the need for a workforce equipped with practical, industry-specific skills becomes important.

Historically, education in Pakistan has often focused on theoretical knowledge, which, while important, must now be replaced with hands-on training and practical experience. This shift is not merely a trend but a necessity driven by the dynamic demands of the hospitality and tourism industries.

Skill-based education in Pakistan's context involves more than just classroom learning. It encompasses internships, apprenticeships, and immersive learning opportunities that allow students to develop proficiency in areas such as hospitality management, culinary arts, event planning, and sustainable tourism practices. These practical experiences not only enhance technical skills but also cultivate soft skills like communication, teamwork, and problem-solving—qualities that are indispensable in a service-oriented industry.

Furthermore, promoting skill-based education aligns with Pakistan's tourism strategy, which aims to showcase the country's natural beauty, historical sites, and cultural diversity to a global audience. By equipping our workforce with the right skills, we empower them to deliver authentic and memorable experiences that uphold our national identity and leave a lasting impression on visitors.

Moreover, from an economic standpoint, skill-based education contributes significantly to employment generation and economic growth. A skilled workforce attracts investment, stimulates entrepreneurship, and supports sustainable development across the hospitality and tourism sectors.

Therefore, as we chart the course for Pakistan's hospitality and tourism industries, let us embrace skill-based education as the cornerstone of our educational framework. By doing so, we not only prepare our youth for rewarding careers but also ensure that Pakistan emerges as a competitive player in the global tourism market.



PTDC HOLDS PAKISTAN TRAVEL & TOURISM SYMPOSIUM 2024

A two-day Pakistan Travel and Tourism Symposium organized by Pakistan Tourism Development Corporation (PTDC) in collaboration with World Bank Group Pakistan and other supporting partner organizations was held at PNCA Islamabad from 10 to 11 June, 2024.

The symposium having the theme "Building the National Economy through Tourism" was attended by more than 400 delegations from across Pakistan and more than 20 foreign delegates from USA, UK, Europe, Middle East and Far Eastern countries.

The mega event was designed to explore and enhance critical facets of the tourism sector, with a focus on green investments, improving connectivity, perception building of Pakistan as tourist destination, tourism education and research, promotion of responsible tourism, and the conservation of natural and cultural heritage.

The opening ceremony of the symposium was graced by the presence of the Chief Guest, Prime Minister's Youth Programme Chairman Rana Mashhood Ahmad Khan. While addressing the participants, Rana Mashhood

“
 The symposium
 having the theme
 "Building the National
 Economy through
 Tourism" was
 attended by more than
 400 delegations from
 across Pakistan and
 more than 20 foreign
 delegates from USA,
 UK, Europe, Middle
 East and Far Eastern
 countries.
 ”

Ahmad Khan said that the incumbent government is committed to develop tourism sector across the country and is also working on different projects in all the provinces to ensure the sustainable and eco-friendly growth of this sector for the socio-economic development and employment generation for the people of Pakistan.

He also said, "I am pleased to see the presence of a large number of stakeholders of Pakistan tourism industry who have joined us to share





COTHM Global, a leading tourism and hospitality training institute, organized a Culinary Show at the symposium where culinary arts students showcased their gastronomy skills.



their ideas for the growth of tourism section for the economic well-being of the country."

He also congratulated Aftab ur Rehman Rana, MD, PTDC and his team for working hard to organize this important event with the support of World Bank, Green Tourism and other partner organizations and expressed his satisfaction that this noble effort will be instrumental in shaping the future of tourism in Pakistan.

While speaking on the occasion, Cabinet Division Additional Secretary Hammad Shamimi said that we are committed to making Pakistan a top tourist destination. "Our efforts include improving infrastructure, facilitating connectivity, and fostering a business-friendly environment that encourages investment in the tourism sector".

PTDC MD Aftab ur Rehman in his keynote address welcomed all the distinguished guests and said this symposium serves as a platform for meaningful dialogue and collaboration among industry stakeholders, policymakers, and international experts. "It is through such collaborative efforts that we can devise innovative strategies, promote sustainable practices, and ensure that tourism contributes



The symposium featured eight different panel discussions in which national and international experts participated and shared their ideas and roadmaps for the promotion of tourism.



significantly to our national economy.”

ECO Deputy Secretary General Ambassador Jandos Asanov in his address extended his heartfelt gratitude to the Government of Islamic Republic of Pakistan, especially the PTDC for inviting their delegation to this important gathering.

He said that the Economic Cooperation Organization (ECO) aims to enhance its Member States' economies through sustainable development. He added that Pakistan offers very attractive opportunities for tourism investments, especially for adventure and mountain tourism.

The symposium featured eight different panel discussions on different topics. National and international experts participated in these panel discussions and shared their ideas and roadmaps for the promotion of tourism at various levels and for introducing Pakistan's tourist destinations and opportunities to the world.

The symposium also presented colorful cultural performances which entertained the audience depicting the music, heritage and cultures of the provinces and regions including Sindh, Punjab, KPK, Baluchistan, GB and AJ Kashmir.

The symposium also included a captivating "Tourism Expo" which provided an opportunity to the participants to explore the rich tourism potential of Pakistan and its different regions through booths and stalls showcasing diverse attractions by the provincial tourism departments and private tour operator, airlines and hospitality industry companies. Educational and hospitality training institutes like COTHM Global and Rifahah University were also a part of the expo.

Moreover, COTHM Global, a leading tourism and hospitality training institute, also organized



a Culinary Show where students showcased their culinary skills for two days.

During the event, the provincial tourism departments informed the participants about the tourism destinations in their provinces and the investment opportunities.

Rana Mashhood Ahmad Khan, in his closing remarks, said that he would put all the suggestions given by the participants and stakeholders of the conference before Prime Minister Shahbaz Sharif so that the problems faced in the tourism sector can be solved urgently.

In his closing address, Aftab ur Rehman Rana said the purpose of the event was to bring together tourism stakeholders to benefit from each other's experiences and develop a joint strategy. The recommendations coming out in the symposium would be shared with the relevant forums, he said adding that it is agreed in the symposium that the establishment of a full-fledged ministry regarding tourism in Pakistan is the need of the hour.







COTHM GLOBAL HOSTS SPECTACULAR PAKISTAN CULINARY SHOWCASING

AT PAKISTAN TRAVEL AND TOURISM SYMPOSIUM 2024



The success of the Pakistan Culinary Showcasing at the Pakistan Travel and Tourism Symposium 2024 reaffirms COTHM Global's pivotal role in shaping the future leaders of the hospitality industry.

COTHM Global showcased the rich culinary heritage of Pakistan in the two-day Pakistan Culinary Showcasing held at the Pakistan Travel and Tourism Symposium 2024 at PNCA Islamabad. The event, which took place from June 10-11, attracted a diverse audience of local and international delegates who admired the culinary talents on display.

A multitude of COTHM students participated enthusiastically in the Pakistan Culinary Showcasing, demonstrating their skills by preparing an array of exquisite dishes that exemplified Pakistan's culinary



Local and international delegates alike were impressed by the dedication and professionalism showcased by the students, underscoring COTHM Global's commitment to nurturing talent in the hospitality industry.

diversity and cultural richness. From traditional delicacies to innovative presentations, the participants captivated visitors with their creativity and mastery.

The Pakistan Culinary Showcasing served as a vibrant platform for guests to experience the culinary artistry deeply rooted in Pakistan's cultural fabric. Local and international delegates alike were impressed by the dedication and professionalism showcased by the students, underscoring COTHM Global's commitment to nurturing talent in the hospitality industry.





Visitors to the event had the opportunity to savor traditional flavors and experience the innovative techniques employed by the budding chefs. The Pakistan Culinary Showcasing underscored the significance of culinary arts in promoting cultural exchange and enhancing tourism potential.

The success of the Pakistan Culinary Showcasing at the Pakistan Travel and Tourism Symposium 2024 reaffirms COTHM Global's pivotal role in shaping the future leaders of the hospitality industry. As Pakistan continues to position itself as a premier tourist destination, initiatives such as these contribute significantly to showcasing the country's cultural richness and culinary prowess on the global stage.



ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

STAY CONNECTED WITH COTHM



www.cothm.edu.pk

DEPARTMENT OF **HOSPITALITY MANAGEMENT**

LEVEL 5-UK

Advanced Diploma in

- 1 **Hospitality Management** (UK)
14-Months (1-Semester) (Intermediate/a-levels/ Semester-i (Cothm Diploma))

LEVEL 7-UK

Executive Diploma in

- 2- **Hospitality & Tourism Management** (UK)
6-Months (1-Semester) (Entry Level: Bachelor's / Master's)
- 3- **Hospitality & Tourism Management** (USA)
Graduate Diploma in
14-Months + 4-Months Internship, (Entry Level: Intermediate)
- 4- **Hospitality & Tourism Management** (USA)
Postgraduate Diploma in
6-Months (2-Semesters) (Entry Level: Bachelor's / Master's)
- 5- **American Hospitality & Tourism Management Program** (USA)
12-Months with Internship, (Entry Level: Matric, A/O-Level)
- 6- **Professional Distance Learning Certification** (USA)
3-12 Months (Entry Level: Matric to Master's)

(DUAL-INTERNATIONAL QUALIFICATION)

INTERMEDIATE IN **HOTEL OPERATIONS**

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)

ASSOCIATE DEGREE IN **TOURISM & HOSPITALITY MANAGEMENT**

Entry Level: Intermediate: F.a/ F.Sc./ I.com/ A-levels Or Equivalent

Program Duration: 2-Years

UNIVERSITY OF THE PUNJAB AFFILIATED ASSOCIATE DEGREE PROGRAM



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden
Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road,
Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:

Mob: 0336-2226846

COTHM JOHAR TOWN:

Mob: 0309-8887111

COTHM ISLAMABAD:

Mob: 0309-3337775

COTHM MULTAN:

Mob: 0300-8639014

COTHM RAWALPINDI:

Mob: 0309-3330396

COTHM FAISALABAD:

Mob: 0321-8822640

NORTH NAZIMABAD

Mob: 0333-6624157

COTHM RAHIM YAR KHAN:

Mob: 0334-5877966

COTHM GUJRANWALA:

Mob: 0320-0004003

COTHM SAHIWAL:

Mob: 0321-1110045

COTHM BAHAWALPUR:

Mob: 0345-4219999

COTHM OKARA :

Mob: 0322-3090092



Addressing food waste is not just a moral imperative but also a strategic priority for Pakistan.

Food waste is a global challenge with significant economic, environmental, and social implications. In Pakistan, where millions struggle with food insecurity and poverty, tackling food waste is not just an environmental imperative but also a moral obligation. Fortunately, a growing number of initiatives and efforts are underway across the country to address this pressing issue and promote sustainable practices in food consumption and management.

One of the key strategies in combating food waste in Pakistan is through food redistribution programs. These initiatives focus on rescuing surplus food from restaurants, hotels, supermarkets, and other food establishments and redirecting it to those in need. Organizations such as Robin Hood Army, Edhi Foundation, and Akhuwat Foundation are leading the charge in this regard, mobilizing volunteers to collect excess food and distribute it to marginalized communities, orphanages, and shelters.

By harnessing the power of community mobilization and grassroots activism, these initiatives are not only reducing food waste but also alleviating hunger and food

insecurity in Pakistan.

Composting initiatives also play a crucial role in addressing food waste and promoting sustainable waste management practices. In Pakistan, where a significant portion of food waste ends up in landfills, composting offers



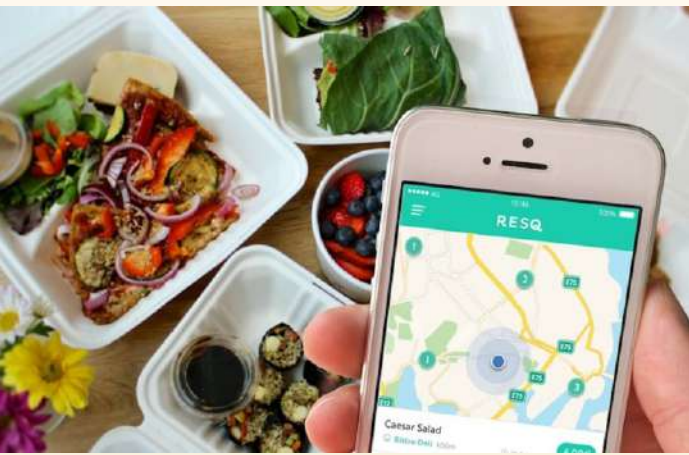
Apps and websites such as ResQ Club, Share My Dabba, and FoodCloud connect surplus food donors with local charities and individuals in need, facilitating the redistribution of excess food in real-time.



a viable solution to divert organic waste from disposal sites and convert it into nutrient-rich compost for agriculture and landscaping purposes.

Organizations such as Compostwali and Compost House are pioneering composting initiatives in urban areas, providing households, businesses, and communities with the tools and knowledge to compost food scraps and organic waste on-site. Through education and outreach efforts, these initiatives are raising awareness about the environmental benefits of composting and empowering individuals to take action against food waste at the grassroots level.

In addition to food redistribution and composting, awareness campaigns and educational programs are essential components of efforts to combat food waste in Pakistan. These initiatives aim to raise awareness about the scale and impact of food waste, educate individuals and businesses about the importance of reducing food waste, and provide practical tips and tools for minimizing waste in daily life. Organizations such as the Food and Agriculture Organization (FAO) of the United Nations,



Share My Dabba, and FoodCloud connect surplus food donors with local charities and individuals in need, facilitating the redistribution of excess food in real-time. Similarly, smart food storage solutions and inventory management systems are helping businesses and households track and manage their food supplies more efficiently, reducing the risk of food spoilage and waste. By harnessing the potential of technology and innovation, these initiatives are streamlining food redistribution efforts and maximizing the impact of food waste reduction

initiatives in Pakistan.

Despite these efforts, challenges remain in effectively tackling food waste in Pakistan. Infrastructure constraints, lack of funding, and cultural attitudes towards food consumption and waste pose significant barriers to progress. However, with continued collaboration and commitment from government agencies, civil society organizations, businesses, and individuals, Pakistan has the potential to significantly reduce food waste and build a more sustainable and resilient food system for the future.



In a nut shell, addressing food waste is not just a moral imperative but also a strategic priority for Pakistan. Through a combination of food redistribution programs, composting initiatives, awareness campaigns, and technological innovations, the country is making strides towards reducing food waste and promoting sustainable food management practices. By working together and harnessing the power of collective action, Pakistan can build a more equitable, resilient, and sustainable food system for all.



WWF-Pakistan, and local NGOs like Rizq and Saylani Welfare International Trust are actively engaged in conducting workshops, seminars, and awareness campaigns on food waste reduction and sustainable consumption practices. By fostering a culture of mindfulness and responsibility around food consumption, these initiatives are driving behavior change and promoting a more sustainable approach to food management in Pakistan.

Moreover, innovative technologies and digital platforms are also emerging as powerful tools in the fight against food waste in Pakistan. Apps and websites such as ResQ Club,



D.A. BRAGG ANNOUNCES RETURN OF 133 ANTIQUITIES TO THE PEOPLE OF PAKISTAN

The pieces were seized pursuant to multiple investigations into trafficking networks targeting Pakistani antiquities, including SUBHASH KAPOOR and RICHARD BEALE.

Manhattan District Attorney Alvin L. Bragg, Jr., has announced the return of 133 antiquities collectively valued at \$14 million to the people of Pakistan. The pieces were seized pursuant to multiple investigations into trafficking networks targeting Pakistani antiquities, including SUBHASH KAPOOR and RICHARD BEALE.

The pieces were returned at a ceremony with Consul General Aamer Ahmed Atozai and Assistant Special Agent-in Charge Christopher Lau, Homeland Security Investigations, New York.

"I thank our team of outstanding investigators and prosecutors, along with our partners at HSI, for returning these more than 100 antiquities back to the people of Pakistan. We will continue to celebrate Manhattan's status as one of the cultural capitals of the world, while doing everything possible to ensure that the antiquities sitting in our galleries and museums arrived here legally," said Manhattan District Attorney Bragg.

"These artifacts are now being returned to where they belong. This repatriation is more than the return of physical objects; it is the restoration of a part of Pakistan's soul and identity," said Consul General Aamer Ahmed Atozai.

"It is an honor and a privilege to return these invaluable artifacts to the people of Pakistan, representing the very essence of their nation's profound heritage. These 133 pieces of stolen history were being sold through black-market deals at the hands of antiquities traffickers.

HSI stands at the forefront in investigating crimes related to the unlawful trafficking and dissemination of cultural treasures and ancient relics," said Special Agent in Charge Ivan J. Arvelo. "HSI New York remains resolute in our dedication to collaborate with foreign and domestic counterparts to safeguard against the plundering of irreplaceable antiquities."

One of the key items being returned today is a Gold Strato I Coin, minted circa 105-85 B.C.E. during the reign of the King Strato I, who ruled portions of the Indo-Greek empire, including Gandhara, in what is now northern Pakistan. The





Since its creation, the ATU has recovered almost 5,800 antiquities valued at over \$455 million and has returned more than 4,600 of them so far to more than 25 countries—with almost 1,000 scheduled to be returned in the coming months.



Coin first surfaced in 2021 with BEALE and was seized by the Antiquities Trafficking Unit in 2023 when he attempted to smuggle it into the U.S. via JFK airport. BEALE and his co-conspirator, ITALO VECCHI, were convicted of antiquities trafficking-related crimes in August of 2023. The broader investigation into the BEALE-VECCHI trafficking network is ongoing.

Another antiquity being returned is a monumental stone head of a



Bodhisattva wearing an elaborate headdress with central lotus flower. The stone head also comes from the Gandharan region—an important center of Buddhist art. Gandharan sculpture is renowned for its evolution of Buddha representations and iconographic features of the Bodhisattva. The stone head was recovered from a storage facility where it had allegedly been hidden by KAPOOR.

For over a decade, the District Attorney's Antiquities Trafficking Unit, along with law enforcement partners at Homeland Security Investigations, have investigated KAPOOR and his co-conspirators for the alleged illegal looting, exportation, and sale of artifacts from numerous countries in South and Southeast Asia, including Pakistan. As alleged, KAPOOR and his co-defendants generally smuggled looted antiquities into Manhattan and sold the pieces through KAPOOR'S

Madison Avenue-based gallery, Art of the Past. From 2011 to 2023 the D.A.'s Office and HSI recovered more than 2,500 items allegedly trafficked by KAPOOR and his network. The total value of the pieces recovered exceeds \$143 million.

The D.A.'s Office obtained an arrest warrant for KAPOOR in 2012. In November 2019, KAPOOR and seven of his co-defendants were indicted for their conspiracy to traffic stolen antiquities. KAPOOR's extradition from India is pending. Five of his co-defendants have already been convicted. This includes two of his indicted co-defendants as well as three other traffickers who had been charged separately.

During District Attorney Bragg's tenure, the ATU has recovered almost 2,100 antiquities stolen from more than 25 countries and valued at over \$250 million. Since its creation, the ATU has recovered almost 5,800 antiquities valued at over \$455 million and has returned more than 4,600 of them so far to more than 25 countries—with almost 1,000 scheduled to be returned in the coming



months.

Assistant District Attorney Matthew Bogdanos, Chief of the Antiquities Trafficking Unit and Senior Trial Counsel, supervised the investigations, which were conducted by Assistant District Attorney Yuval Simchi-Levi; Supervising Investigative Analyst Apsara Iyer, Investigative Analysts Hilary Chassé, Charlotte Looram, and Daniel Healey; District Attorney Investigator John Paul Labbat; and Special Agents Robert Fromkin and Brenton Easter of Homeland Security Investigations.

Courtesy: manhattanda.org



UNITED NATIONS SUSTAINABLE DEVELOPMENT

GOALS SERIES

GOAL 2:

2 ZERO HUNGER



Welcome to Hospitality Plus magazine's monthly feature on the United Nations Sustainable Development Goals (SDGs). This month, we delve into Goal 2: Zero Hunger, examining its significance for the hospitality industry and outlining pathways for collective action.

Goal Overview:

Goal 2 aims to end hunger, achieve food security and



improved nutrition, and promote sustainable agriculture by 2030. It recognizes that access to sufficient, safe, and nutritious food is fundamental to human development and well-being. This goal underscores the need for sustainable agricultural practices, equitable food distribution systems, and resilience to climate change impacts.

Hospitality Industry's Role:

The hospitality industry plays a crucial role in advancing Goal 2



produced foods, supporting small-scale farmers, and adhering to ethical and environmentally-friendly procurement standards. By reducing food waste and managing resources efficiently, hotels and restaurants can minimize their environmental footprint while ensuring food availability for all.

Promoting Nutrition and Health:

The hospitality sector can also contribute to improved nutrition outcomes by offering nutritious menu options, promoting healthy eating habits among guests and staff, and educating communities about balanced diets. Collaboration with nutrition experts and local health authorities can enhance initiatives aimed at addressing malnutrition and promoting well-being through food.

Supporting Sustainable Agriculture:

Through partnerships with agricultural communities, hospitality businesses can support sustainable farming practices that enhance productivity while preserving natural resources. Investments in agricultural infrastructure, technology, and training programs can empower farmers and foster resilience against climate change impacts.

Challenges and Opportunities:

Despite efforts, challenges such as food insecurity, unequal access to nutritious food, and environmental degradation persist. The COVID-19 pandemic has exacerbated these challenges, underscoring the urgency of resilient food systems and equitable access to food resources.

Call to Action:

As stakeholders in the hospitality industry, we have a responsibility to integrate Goal 2 into our business strategies and operational practices. By championing sustainable food systems, promoting nutrition education, and supporting local agricultural communities, we can contribute to achieving Zero Hunger and building resilient food systems that benefit communities worldwide.

Achieving Goal 2: Zero Hunger requires collective action and commitment from the hospitality industry. By aligning our efforts with sustainable development principles, we can play a pivotal role in ensuring food security, promoting nutrition, and fostering a future where hunger is eradicated for all.

Join us next month as we explore another critical aspect of sustainable development in the hospitality industry. Together, let's make a positive impact and contribute to a world where everyone has access to nutritious food and opportunities for a healthy life.

through its influence on food production, consumption patterns, and community engagement. Hotels, restaurants, and food service providers are significant consumers and distributors of food, thereby influencing supply chains and consumer behavior.

Addressing Food Security:

Hospitality businesses can contribute to food security by promoting sustainable food sourcing practices. This includes sourcing locally-

EMPOWERING Women IN PAKISTAN'S HOSPITALITY INDUSTRY



Women leadership not only promotes diversity and inclusivity but also creates a supportive and empowering work environment for all employees.



In Pakistan's dynamic hospitality landscape, women are increasingly making significant strides, challenging traditional gender roles, and leaving an indelible mark on the industry. From entrepreneurship to culinary arts and leadership, women are breaking barriers, driving innovation, and reshaping the narrative of Pakistan's tourism sector.

In the realm of entrepreneurship, there is a growing cohort of women who are redefining the concept of hospitality. Through vision and determination, they are transforming heritage properties into

boutique hotels, reviving neglected cultural sites, and creating unique guest experiences that celebrate Pakistan's rich heritage. These women not only contribute

to the economic growth of their communities but also empower local women through employment and skills development initiatives.

Similarly, in the culinary sphere, women chefs are challenging stereotypes and pushing boundaries with their creativity and passion for food. Trained in both traditional Pakistani cuisine and international culinary techniques, these chefs are reimagining classic dishes, experimenting with local ingredients, and elevating Pakistani gastronomy to new heights. Their culinary prowess and innovative approach have earned them



Organizations and industry stakeholders are implementing initiatives to support women's advancement, including mentorship programs, leadership development workshops, and networking forums.



recognition and acclaim, inspiring future generations of aspiring chefs.

Moreover, women are also assuming leadership roles within the hospitality industry, driving organizational success and fostering a culture of excellence. As general managers, department heads, and senior executives, they bring a unique perspective, empathy, and strategic vision to their roles, leading teams to achieve exceptional results and exceed guest expectations. Their leadership not only promotes diversity and inclusivity but also creates a supportive and empowering work environment for all employees.

Despite their achievements, women in Pakistan's hospitality industry continue to face challenges and barriers to advancement. Cultural norms, societal expectations, and gender biases often impede their professional growth and limit



From entrepreneurship to culinary arts and leadership, women are breaking barriers, driving innovation, and reshaping the narrative of Pakistan's tourism sector.



their opportunities for leadership and career progression. However, these challenges have only fueled their determination to defy stereotypes, overcome obstacles, and carve out their

own paths to success.

In response to these challenges, there is a growing recognition of the importance of gender diversity and inclusivity in the workplace. Organizations and industry stakeholders are implementing initiatives to support women's advancement, including mentorship programs, leadership development workshops, and networking forums. These initiatives not only provide women with the skills and resources they need to succeed but also foster a culture of empowerment and equality.

As Pakistan's tourism sector continues to evolve and expand, the role of women in driving its growth and development cannot be overstated. Their resilience, creativity, and dedication are essential to the industry's success, driving innovation, enhancing guest experiences, and contributing to economic prosperity. As we celebrate their achievements, let us also reaffirm our commitment to creating a more inclusive and equitable hospitality industry where all individuals, regardless of gender, have the opportunity to thrive and succeed.



COTHM PAKISTAN & DUBAI FOUNDER/PRESIDENT & CEO

AHMAD SHAFIQ HONORED WITH GOVERNOR'S APPRECIATION CERTIFICATE



Governor's Appreciation Certificate highlights Ahmad Shafiq's exceptional leadership and dedication in advancing the hospitality and tourism sectors within Pakistan.



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES



Ahmad Shafiq, the esteemed Founder/President & CEO of COTHM Pakistan & Dubai, has been awarded the prestigious Governor's Appreciation Certificate by Muhammad Baligh ur Rehman, Governor of Punjab.

The certificate underscores Ahmad Shafiq's



Under Ahmad Shafiq's leadership, COTHM has emerged as a cornerstone institution in the hospitality and tourism education sector, fostering a new generation of professionals equipped to meet the industry's evolving demands.



exceptional leadership and dedication in advancing the hospitality and tourism sectors within Pakistan. His visionary initiatives at College of Tourism & Hotel Management (COTHM) have significantly elevated industry standards and contributed to the country's economic growth.

"Ahmad Shafiq exemplifies the spirit of service and excellence that strengthens our nation," stated Punjab Governor Muhammad Baligh ur Rehman. "His efforts in advancing hospitality and tourism have not only elevated standards but have also contributed to the growth of our economy and the promotion of Pakistani culture globally."

Under Ahmad Shafiq's leadership, COTHM has emerged as a cornerstone



Ahmad Shafiq's efforts in advancing hospitality and tourism have not only elevated standards but have also contributed to the growth of our economy and the promotion of Pakistani culture globally, states Punjab Governor Muhammad Baligh ur Rehman.



institution in the hospitality and tourism education sector, fostering a new generation of professionals equipped to meet the industry's evolving demands.

Ahmad Shafiq, known for his visionary leadership and commitment to education and community development, expressed gratitude for the recognition. "I am deeply honored to receive this certificate from Governor Muhammad Baligh ur Rehman," he remarked. "This recognition fuels our passion to continue innovating and contributing to the growth of Pakistan's hospitality and tourism sectors."





مزیدار بریانی
انتہائی آسان



All Natural Chicken®



Scan to view
simplified
cooking



Biryani Stok[®]

**Complete Biryani
spice-mix infused
with safe and healthy
chicken stock**

**No need for onion,
ginger & garlic paste,
or dry spices**

For Free Home Delivery
Please call **0800 111 56** [0900am~0800pm]
Online: **shop-kandns.pk/**
Follow us   

CULINARY LOVE

COTHM's Heartwarming

Mother's Day Celebration



Pioneer in Professional Education
COTHM
College of Tourism & Hotel Management
GROUP OF COLLEGES



Haier

PAOLA'S
Cosa Nostra



The event showcased the culinary talents of COTHM students as they prepared and served a delightful three-course meal for their mothers, who were treated to a day of pampering and appreciation.

College of Tourism & Hotel Management (COTHM) recently celebrated International Mother's Day with a heartwarming event that brought together students, faculty, and their beloved mothers for a memorable culinary experience. The event showcased the culinary talents of COTHM students as they prepared and served a delightful three-course meal for their mothers, who were treated to a day of pampering and appreciation.

The event, organized by COTHM Events, aimed to honor mothers and express gratitude for their unconditional love and support. Students enthusiastically took on the challenge of crafting a special menu for their mothers, showcasing their culinary

skills and creativity under the guidance of their instructors. From appetizers to desserts, each dish was prepared with love and care, with students pouring their hearts into every recipe.

"We wanted to create a meaningful and memorable experience for our students and their mothers," said Zaheer Ahmad, COO at COTHM. "International Mother's Day provided the perfect opportunity to celebrate the important role that mothers play in our lives and to showcase the culinary talents of our students."

The event was made possible through the generous support of event partners Dawn Bread, Pure Foods, Paola's Cosa Nostra, and Haier. Dawn Bread, Pure Foods, and Paola's Cosa Nostra also sent thoughtful





gifts for all the mothers and participants, adding an extra touch of appreciation to the occasion.

"We are grateful to our event partners for their support and contribution to making this event a success," added Zaheer Ahmad. "Their generosity helped to make the day even more special for our students and their mothers."

At the end of the activity, all the mothers were invited to the Chocolate Academy where they all along with Chocolate Academy CEO Zainab Shafiq cut the cake.

The International Mother's Day celebration at COTHM was a resounding success, with all the mothers expressing their appreciation for the thoughtful gesture and delicious meal. The event served as a reminder of the importance of family and the joy of coming together to celebrate cherished relationships.







South Punjab

A TREASURE TROVE OF CULTURE, HERITAGE

“

Dubbed as the treasure trove of cultural and historic heritage in Pakistan, South Punjab had been the cradle of Indus Valley Civilization and a home to remains of ancient Buddhist site at Mound Dillu Roy in Dera Ghazi Khan.



Standing out as a land of fine quality cotton, aromatic and tasty mangoes, exquisite monuments and craftsmanship, the South Punjab region also enjoys rich cultural heritage that the people cherish and keep close to their hearts.

Dubbed as the treasure trove of cultural and historic heritage in Pakistan, South Punjab had been the cradle of Indus Valley Civilization and a home to remains of ancient Buddhist site at Mound Dillu Roy in Dera Ghazi Khan. Under the influence of Islamic empires, Islamic architecture and the way of life, the monuments depicting Islamic architecture were aplenty in this area.

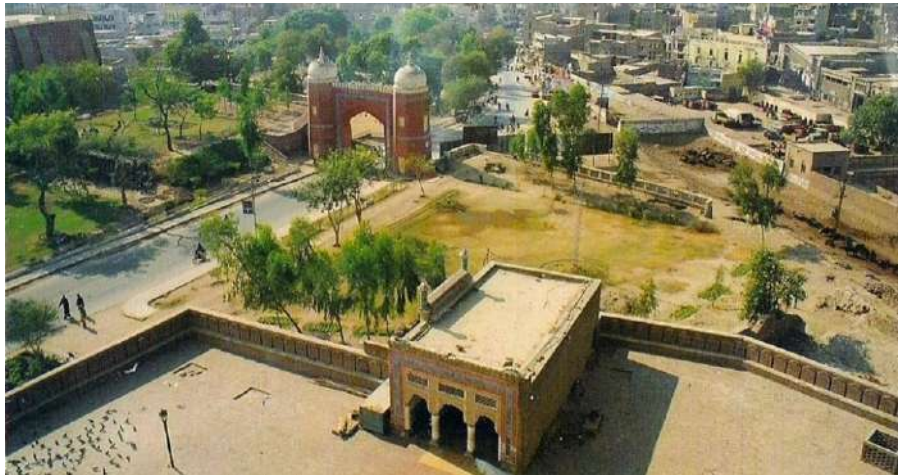
Remaining off the human eye for a long time, remains of Indus Valley Civilization in Cholistan

desert of Bahawalpur at Ganweriwala were discovered by country's eminent archaeologist Dr. Rafiq Mughal during a survey spanning over four years from 1974 to 1977.

According to archaeologist and Punjab Archaeology Department Director (Retd) Saleem ul Haq, the site is being excavated these days by a team led by Dr. Rafiq Mughal and comprising Saleem ul Haq and other experts.

Excavations at Ganweriwala resumed in March 2024 after a gap of four decades since its discovery as archaeologists attribute this delay to unavailability of water, lack of funding, road access and manpower at Ganweriwala to dig out remains of settlements – believed to be the third





largest of Indus Valley Civilization between Harappa and Mohenjo-Daro, belonging to an era of 2600 BC.

“Dr. Rafiq Mughal had discovered 414 sites including Ganweriwala during survey

conducted in 1976 on 400-450 kilometer area from Fort Abbas to Sindh boundary along the bed of now dried-up ancient Hakra river,” informed Saleem ul Haq.

He said some remains of ancient civilizations exist around 200-300 kilometer from each other while another site at Kundwala was at least 100 kilometres away from Ganweriwala, having ruins from mature and late Harappan periods. “Remains from two sites denote mature Harappan period and early Harappan period.”

The archaeologist said that Mature Harappan period was an era when the civilization was at the zenith of its evolutionary development in 2600 BC, some 4600 years ago that later started declining – a process that culminated in 1950 BC and is described as late Harappan period.





“The surface finds from Ganweriwala in 1975 showed it was a mature Harappan site and we cannot rule out the possibility of finding remains of early period in case of deeper excavation,” Saleem Ul Haq said and hoped the report on excavation at Ganweriwala would be finalized by the end June 2024.

Mound Dillu Roy, another site excavated at the boundary of Rajanpur and Dera Ghazi Khan districts by Director Archaeology South Muhammad Hassan a few years back revealed that it was Buddhists site and among 1370 small artifacts was a masterpiece of typical Gandharan style small figure of lion, a clay female statue and seals with one having a Hellenistic figure embossed on it.

“Excavation at Mound Dillu Roy site added valuable information about Hindu-Shahi,



Gupta, Sassanian and Kushan dynasties,” Muhammad Hassan said. “The diggings produced material evidence that helped to link missing gaps of Gupta, Sassanian and Kushan period.”

Besides underground treasures of ancient civilizations, South Punjab landscape was also decorated with numerous monuments like Derawar fort, one of the most beautiful and strategic edifice depicting a unique architecture.

Credited with restoration and conservation of around 50 monuments in South Punjab during his service, Ghulam Muhammad said reports on unprotected monuments are prepared routinely to take steps for preservation of historic sites to promote tourism.

“Most of these monuments are located in Dera Ghazi Khan with some in Muzaffargarh, Vehari and Lodhran.”

Among protected monuments, he listed the mausoleums of Hazrat Bahauddin Zakariya Multani, Hazrat Shah Rukn-e-Alam atop the historic Qasim fort mound in main Multan city, Darbar Hazrat Ali Akbar at Suraj Miani, mausoleum of

Hazrat Khawaja Ghulam Fareed at Kot Mithan, Hazrat Bibi Pak Daman, Hazrat Bibi Jawindi, Sawi Masjid, Hazrat Musa Pak Shaheed, Multan clock tower, Harand fort and others.

APP/ifi/maz (APP Feature Service)



COCKTAIL



Quality Tableware

“**COCKTAIL**” offers an excellent and affordable collection of ‘Gift Sets of Cutlery’. These ‘Gift Packs’ are an ideal souvenir for occasions such as Wedding, House warming, Eid, Birthday, Business delegation and other special events or just to say ‘Thank you’ to someone. You may have your personalized message printed/ inscribed inside the gift box.



26 Pcs Cutlery Set (6 Persons)
 34 Pcs Cutlery Set (6 Persons)
 50 Pcs Cutlery Set (6 Persons)
 62 Pcs Cutlery Set (6 Persons)



36 Pcs Cutlery Set (8 Persons)
 46 Pcs Cutlery Set (8 Persons)
 66 Pcs Cutlery Set (8 Persons)
 80 Pcs Cutlery Set (8 Persons)



52 Pcs Cutlery Set (12 Persons)
 68 Pcs Cutlery Set (12 Persons)
 100 Pcs Cutlery Set (12 Persons)
 124 Pcs Cutlery Set (12 Persons)



**14/18/28 Pcs
 Pastry Set**



**10/12/20 Pcs
 Soup Set**



2/3 Pcs Service Set



13/17/25 Pcs Bar B.Q. Set



**13/17/26 Pcs
 Ice Cream Set**



3 Pcs Baby Set

Lahore
 0301-8445931
 0302-8445931

Rawalpindi
 0300-8505931
 0300-8585931

Karachi
 0301-8215931
 0301-8245931

Dar Cutlery Works^{REGD.}

10-B, S.I.E. Sialkot-51310 Pakistan. Phone:(052)3255931,3554401,0301-8615935 Fax:(052)3552500
 dar@cocktail.com.pk www.cocktail.com.pk



COTHM'S 'EID UL ADHA SPECIAL WORKSHOP' DELIVERS FLAVORFUL

● CULINARY EXPERIENCE ● WITH 'THE SPICE MAN'

Chef Mian Saqib, a culinary maestro and CEO of The Spice Man, led participants through the preparation of signature dishes such as Raan Roast, Arabian Laham Mandi, and Kaleji Fry, demonstrating the versatility and richness of The Spice Man's spice blends.

College of Tourism & Hotel Management (COTHM) recently hosted an Eid ul Adha Special Workshop in collaboration with The Spice Man, an emerging leader in organic spices. The workshop, held on June 12, 2024, provided the attendees with an immersive culinary experience, featuring renowned Chef Mian Saqib as the guiding force behind a lineup of tantalizing recipes.

The workshop, powered by The Spice Man's premium organic spices, aimed to celebrate the spirit of Eid ul Adha by showcasing traditional meat-based dishes infused with aromatic flavors and wholesome goodness. Chef Mian Saqib, a culinary maestro and CEO of The Spice Man, led participants through the preparation of signature dishes such as Raan Roast, Arabian Laham Mandi, and Kaleji Fry, demonstrating the versatility and richness of The Spice Man's spice blends.





Arabian Laham Mandi, and Kaleji Fry, demonstrating the versatility and richness of The Spice Man's spice blends.

Throughout the workshop, attendees had the opportunity to learn invaluable culinary techniques and insights from Chef Saqib, as well as gain hands-on experience in crafting delectable Eid ul Adha delicacies. The Spice Man also distributed its spices among the participants for their further experience and hands-on training.

The event not only highlighted the artistry of cooking with high-quality organic spices but also emphasized the importance of sustainable and wholesome ingredients in culinary practices.



STAY CONNECTED WITH COTHM



www.cothm.edu.pk

ADMISSIONS
OPEN

INTERNATIONAL HOSPITALITY
QUALIFICATIONS
EXCLUSIVELY OFFERED
BY COTHM

DEPARTMENT OF **CULINARY ARTS**

**DEGREE
SKILLS**
With

1- Graduate Diploma in International Culinary Arts	(2-Years)	UK
2- Advanced Diploma in Culinary Arts	(18-Month)	UK
3- Diploma in Culinary Arts	(9-Month)	UK
4- Certificate in Professional Cookery	(3-Month)	UK
5- Certificate in Cuisines of the World	(3-Month)	COTHM
6- Certificate in Food and Nutrition Science	(3-Month)	COTHM
7- Certificate in Pakistani Cuisine	(6-Month)	COTHM
8- Specialization in Pakistani Cuisine	(3-Month)	COTHM
9- Certificate in Food Stylist	(3-Month)	COTHM

(DUAL-INTERNATIONAL QUALIFICATION) **INTERMEDIATE IN CULINARY ARTS**

Entry Level: Matric

Program Duration:

2-Year (Theory /Practical + 3-Month Internship)

ASSOCIATE DEGREE IN CULINARY ARTS

Entry Level: Intermediate: F.a/ F.Sc./ I.com/ A-levels Or Equivalent
Program Duration: 2-Years

UNIVERSITY OF THE PUNJAB AFFILIATED ASSOCIATE DEGREE PROGRAM



Pioneer in Professional Education

COTHM
College of Tourism & Hotel Management

HEAD OFFICE/CANAL CAMPUS:

185, Abu Bakar Block, Canal Road, New Garden Town, Lahore . Mob: 0302- 4090092
E-mail: info@cothm.edu.pk

COTHM JAIL ROAD:

5-C, Main Gulberg II, Ayesha Saddiqa Road, Jail Road, Lahore. Tel: +92-42-35870012-13, 35875851
Mob: 0322- 4090092 Email: info@cothm.edu.pk

COTHM KARACHI:

Mob: 0336-2226846

COTHM JOHAR TOWN:

Mob: 0309-8887111

COTHM ISLAMABAD:

Mob: 0309-3337775

COTHM MULTAN:

Mob: 0300-8639014

COTHM RAWALPINDI:

Mob: 0309-3330395

COTHM FAISALABAD:

Mob: 0321-8822640

NORTH NAZIMABAD

Mob: 0333-6624157

COTHM RAHIM YAR KHAN:

Mob: 0334-5877966

COTHM GUJRANWALA:

Mob: 0320-0004003

COTHM SAHIWAL:

Mob: 0321-1110045

COTHM BAHAWALPUR:

Mob: 0345-4219999

COTHM OKARA :

Mob: 0322-3090092

HOSPITALITY

UNIFORMS & APPAREL



HOSPITALITANTS

12 Salik Street Old Muslim Town (behind Punjab Colleges) Lahore. Mob: 0300 4531090, 0304 4145538
hospitalitants@gmail.com (visit hospitalitants store at daraz.pk)



COTHM CELEBRATES INTERNATIONAL BARBEQUE DAY WITH FREE-STYLE BBQ COMPETITION



College of Tourism & Hotel Management (COTHM) celebrated International Barbeque Day 2024 in style with free-style barbecue competition held on May 18, 2024.

The competition, sponsored by Coca Cola, KnN's and Islanders Choice by ODR Foods, featured an array of mouthwatering chicken

and meat dishes expertly prepared by the talented participants. KnN's provided premium-quality chicken, while Islanders Choice by ODR Foods contributed an assortment of premixes and sauces.

In addition to the delectable barbecue offerings, Coca Cola generously provided complimentary soft drinks, adding to the

festive ambiance and keeping participants and spectators refreshed throughout the event.

The International Barbeque Day Competition showcased the culinary excellence and creativity of COTHM students, while also fostering camaraderie and a sense of community among participants.

FLY JINNAH LAUNCHES NON-STOP FLIGHTS TO ANOTHER COUNTRY IN MIDDLE EAST



Fly Jinnah, Pakistan's low-cost carrier, has launched non-stop flights between Islamabad and Bahrain, further expanding its network after initiating flights to the UAE and Oman.

The airline celebrated the inauguration of this new route with a pre-departure ceremony at Islamabad International Airport, attended by representatives from both Fly Jinnah and the

airport. The new route will initially operate with two weekly flights.

Fly Jinnah's spokesperson commented on the launch of their fourth international route, stating: "We are proud to introduce our fourth international route, connecting Islamabad and Bahrain.

This strategic expansion reflects our

commitment to providing our customers with affordable and value-driven air travel options both domestically and internationally. The new route enhances our rapidly growing international network, offering greater connectivity and convenience to our passengers."

HIGHLIGHTS

COTHM & CHEEZIOUS JOIN HANDS TO CELEBRATE WORLD ENVIRONMENT DAY



College of Tourism & Hotel Management (COTHM) and Cheezious, a leading food industry player in Pakistan, collaborated to commemorate World Environment Day on June 5, 2024, with an awareness walk and a vibrant plantation drive aimed at highlighting environmental awareness and sustainability. The event witnessed esteemed guests

including Cheezious CEO Imran Ijaz, Ex Minister of State on Investment Tahir Javed, and Pakistan Muslim League (N) Senior Leader Majid Zahoor, who graced the occasion as guests of honor. Ahmad Shafiq, Founder/President & CEO of COTHM, extended a warm welcome to the guests and provided them with an insightful orientation to the various departments of the college.

Expressing his appreciation for the collaborative effort, Imran Ijaz reiterated Cheezious' commitment to supporting initiatives that contribute positively to society. He commended COTHM for its dedication to celebrating World Environment Day and encouraged similar endeavors in the future.

AIRSIAL EXPANDS INTERNATIONAL ROUTES WITH NEW PLANES



A local private airline has announced an expansion of its international flight operations to serve more passengers traveling abroad from Pakistan. According to a report, AirSial has decided to ramp up its international flight operations following the acquisition of five modern aircraft on lease.

The report added that the airline's management has been in touch with several aviation companies to secure the purchase of these new planes. Furthermore, the private airline plans to hire additional staff, including pilots and cabin crew, to support its expanded operations. Recently, the cabinet approved AirSial to

operate flights on seven new international routes. These routes include destinations in China, Malaysia, Sri Lanka, Thailand, Turkey, the United Kingdom, and Kuwait.



AHMAD SHAFIQ APPOINTED AS DIRECTOR AT TOURISM DEVELOPMENT CORPORATION OF PUNJAB



Ahmad Shafiq, renowned for his leadership in hospitality and tourism, has been appointed as an independent director at the Tourism Development Corporation of Punjab (TDCP). With a distinguished career spanning decades, Ahmad Shafiq brings a wealth of experience and expertise to his new role.

His appointment as an independent director at TDCP underscores his pivotal role in influencing strategic policies for tourism development, not only in Punjab but across the nation.

As an independent director, Ahmad Shafiq will collaborate closely with existing board members to contribute towards TDCP's mission of fostering sustainable tourism

growth, enhancing visitor experiences, and driving economic development through tourism initiatives.

Ahmad Shafiq has said that he is committed to leveraging his experience to support TDCP's mandate, contributing towards the advancement of tourism policies.

COTHM & HALEEB FOODS CELEBRATE INTERNATIONAL TEA DAY WITH A SPECTACULAR EVENT



College of Tourism & Hotel Management (COTHM) and Haleeb Foods came together to celebrate International Tea Day with an event showcasing the diverse flavors of tea. The event, held at COTHM Head Office, witnessed enthusiastic participation from students who presented an impressive array

of 21 different types of tea.

Guests of honor and judges for the event included Khawaja Asad, Marketing Head of Haleeb Foods, and Syeda Zameen, Special Initiatives Head at Haleeb Foods. They were joined by Executive Chef Naeem Jamil from Sweet Affairs, adding culinary expertise to the judging panel.

Participants were recognized for their efforts with participation certificates and exclusive gifts from Haleeb Foods. The highlight of the event was the announcement of winners who were awarded generous cash prizes for their exceptional contributions.



HIGHLIGHTS

PAKISTANI CLIMBER SAMAR KHAN CLIMBS EUROPE'S HIGHEST PEAK



Pakistani climber Samar Khan has successfully scaled Mount Elbrus, the highest peak in Europe, and descended the peak by snowboarding. Hailing from Dir, area of Khyber Pakhtunkhwa, Samar Khan becomes the first Pakistani to reach the summit of Mount Elbrus, standing tall at 5,642 meters in

Russia. With the support of the Frontier Corps North, Khyber Pakhtunkhwa, Samar Khan accomplished this remarkable feat and proudly hoisted the Pakistani flag on the summit. Samar Khan also holds the distinction of being the first female cyclist to ride through

Kilimanjaro in Africa, the third largest non-polar glacier in the world. She also claimed first position in Redbull Homerun Snowboarding Race in 2021 and made Pakistan proud.

COTHM & CHEEZIOUS RAISE AWARENESS ABOUT FOOD SAFETY PRACTICES ON WORLD FOOD SAFETY DAY



COTHM & Cheezious raise awareness about food safety practices on World Food Safety Day. College of Tourism & Hotel Management (COTHM) and Cheezious Pakistan observed World Food Safety Day with an event aimed at raising awareness about food safety practices. The event saw active participation from numerous students who engaged in

various activities including poster-making, delivering speeches in English and Urdu, and writing articles, all centered around the theme of food safety. Sana Durrani, CEO of Sana Durrani Studio and a renowned visual artist, graced the occasion as a judge. Her expertise and insights enriched the evaluation process of the participants' creative works.

Participants were recognized for their dedication with participation certificates and thoughtful gifts provided by Cheezious. The highlight of the event was the announcement of winners, who were awarded with generous cash prizes in recognition of their exemplary performances.



EXEMPLARY EXPERTISE

WHERE CULINARY
COLLIDES WITH
CREATIVITY

GRAND DIPLÔME EN

1 CHOCOLAT ET PÂTISSERIE

DURATION: 4 MONTHS

GRAND DIPLÔME EN

2 CULINARY & FINISHING ARTS

DURATION: 4 MONTHS

3 CAKE DECORATION AND FONDANT ART

DURATION: 1 MONTH

4 BARISTA SKILLS

DURATION: 1 MONTH (3 DAYS A WEEK)

5 WEEKLY WORKSHOPS FOR ADULTS

DURATION: 1 DAY, 2 DAYS, 3 DAYS, WEEK-LONG(2-3 HOURS)

6 KIDS WORKSHOP (Happening every Saturday)

DURATION: 1 DAY, (2-3 HOURS) ELIGIBILITY: (AGES FROM 4 TO 15 YEARS)



REGISTER NOW

185, Abu Bakar Block, Facing Canal, New Garden Town, Lahore, Pakistan. info@chocolateacademy.com.pk



0309-3336142- 0324-8842000

KARACHI

F22, Street No.1 Dawood Colony,
Stadium Road, Karachi.
Call or WhatsApp: 0333-6669828

ISLAMABAD

Plot No.14-B, 2nd Floor Sadiq Plaza,
Sector G-9 Markaz, Islamabad.
Call or WhatsApp: 0326-8079985

RAWALPINDI

57-A Iran Rd, Opposite PSO Pump,
Block A Satellite Town, Rawalpindi.
Call or WhatsApp: 0309-3336144

FAISALABAD

House No. 72, Officers Colony
No. 1, Madina Town, Faisalabad
Call or WhatsApp: 0309-7778646



Introducing New Packaging

CORPORATE | SEASONAL GIFTS | CELEBRATIONS





Special Recipes
for Eid Ul Azha



بیف اسٹیک وڈ مشروم سوس

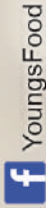


عید الاضحیٰ المبارک



**MAYO
DIP SAUCE**

Dip Karo... Food Ko Excite Karo!



**New
Flavors**



Brings Excitement to Food!

ONLY MWO WITH ROTISSERIE FUNCTION IN PAKISTAN





THE PERFECT MIX OF CHOCOLATE & CRISPY WAFER



TOPPING



FILLING



DECORATING



SHAKES



THE TOP CHOICE OF QSRs, FSRs, BAKERIES & CAFÉS



NESTLÉ Pakistan Limited,
 Packages Mall, Shahrāh-e-Roomī, Lahore - 54760, Pakistan.
 ☎ 0800-62282 (0800-NAATA) ☎ 03000-637853
 ✉ NAATA@pk.nestle.com 🌐 www.nestle.pk
 @nestle.professional.pk 📍 Nestlé Professional Pakistan



Knorr®
PROFESSIONAL

**WHITE SAUCE
MIX**

**SMOOTH
&
CREAMY
TEXTURE**

READY IN LESS THAN
5MINS

YIELDS
12 L
SAUCE

U Unilever
Food
Solutions

900 g

Serving Suggestion

**W
S
CH**



**Scan to
Unlock**

Knorr
PROFESSIONAL

WHITE SAUCE MIX

CHEFS KA **PERFECT PARTNER**



HOTEL . RESTAURANT . FAST FOOD . CAFE . BANQUET . BAKERY . SUPERMARKET



5-A FZAL ELAHI ROAD, REHMAN PURA LINK
FEROZEPUR ROAD, LAHORE, PAKISTAN.
TEL: +92 432 7595333-4
MOB: +92 332 4313104
EMAIL: acke.sales1@gmail.com

www.ambassador.pk
UAN: +92 42 111 313 106



Stainless steel is one of the most
hygienic surfaces available, so any
food that come into contact with
the surface or material do not
attract dirt or germs.