

PRESS RELEASE



Media Partner in Pakistan

IIMP® partners Future Agro Challenge (FAC) Pakistan

The International Institute of Marketing Professionals (IIMP®) has joined as a digital media partner for Pakistan's First "Future Agro Challenge" Business Plan Competition– FAC, in Islamabad, brought by e-maginationz-Pakistan.

Toronto, Canada — August 24, 2015 — The International Institute of Marketing Professionals (IIMP®) associates to e-maginationz as a digital media partner for national finale of Pakistan's First Future Agro Challenge that will take place on August 28th, at the Pakistan Agriculture Research Council, In Islamabad, Pakistan.

The future of agriculture will be discussed and team members will be presenting a challenging business plan to find new solutions for more sustainable agro industry and food security. The increase of food demand, diet changes and population growth are driving transforming this economic sector. Around 500 people are expected to be in this event, from team members for the challenge, students, academics, donors, Government officials and media. And it's one of its own kind of initiative in the Agro business industry in Pakistan that has been supported by Govt. and private organizations equally.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said: *"IIMP® is pleased to be partner for this event focusing on important issues related to sustainability and the future of upcoming generations, such as food security and innovation."*

Farhan Majeed, VP Marketing & Communications (IIMP®) for Pakistan, and Regional Consultant (IIMP®) for UAE and Pakistan, said: *"Being one of the associate with e-maginationz-Pakistan and digital media partner for Future Agro Challenge (FAC) Pakistan is a wonderful experience for IIMP® to support its vision while promoting different business sectors globally. We always seek opportunities to bring unique and innovative projects for better business world."*

About FAC:

Future Agro Challenge (FAC) is a field of interaction for agro innovators and investors that addresses the future of healthy food from the farmer to the consumer, and furthers the agricultural revolution that is underway. As there is not one simple solution to any of the complex global challenges of feeding the estimated growing population of 9 billion people by 2050. FAC takes root in each joining nation, the knowledge base is enriched with a transfer of ideas and solutions. Each nation and region brings a new perspective, having overcome different obstacles and offering different facets of innovation. FAC supports agro visionaries, startups, farmers, manufacturers, and distributors from countries across several continents. The most promising ideas and ventures are selected to compete in the Global Championships in Greece, which, at the crossing of three continents, is rich in diversity in both wild and cultivated plant species, has developed its botanical and agricultural practices for millennia, and the source of the famous Mediterranean diet.

About e-maginationz-Pakistan

E-maginationz helps your brand become that reality while you focus on your core business. Our belief in teamwork, which include the brands we work with, enables us to specifically tailor and shape your brand. The moment you collaborate with us, we become part of your team. We help you achieve just that by offering a complete one stop solution for all your branding needs, taking your company from the start and beyond a perceived end.

Website: <http://www.e-maginationz.com/>

About the International Institute of Marketing Professionals (IIMP®):

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organisation, which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board, which represents the G-20 countries; the IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP), which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP). Website: <http://www.theiimp.org/>

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