

Requirement Part - B

9.4 Stakeholder Experience & Satisfaction • Surveys and structured feedback from: Pakistani exhibitors, international buyers/delegates, speakers/chefs, government counterparts (DPP, AQD, PHA, provincial entities), media, and TDAP/PHDEC staff. • Net Promoter Score (NPS) or equivalent metrics.	
9.5 Media, Branding & Outreach Impact □ Media coverage (local/international), social media reach/engagement, influencer impact, and overall brand elevation of Pakistan's agro-food sector.	
9.6 Comparative Benchmarking □ Comparison of FoodAg 2026 quality and outcomes against leading international agro-food exhibitions on dimensions such as: – Exhibitor and buyer calibre – Business conversion rates – Service standards and visitor experience – Innovation, sustainability, and value-addition focus – Regulatory facilitation and post-event follow-up mechanisms – Overall professional execution and ROI for participants.	
9.7 Post-Event Momentum □ Assessment of immediate follow-up actions, factory visit outcomes, and pipeline conversion potential within 4–6 weeks after the event	