

# PAKISTAN - THE REGIONAL ICT HUB

**THE FUTURE IS INTELLIGENT:  
AI - TRANSFORMING INDUSTRIES,  
EMPOWERING PEOPLE!**

# ITCN ASIA

[www.itcnasia.com](http://www.itcnasia.com)

**26<sup>th</sup>**

**May**

**9 - 11, 2025**

**Lahore Expo Center**

**27<sup>th</sup>**

**September**

**23 - 25, 2025**

**Karachi Expo Center**

**OWNER &  
ORGANIZER**



**IN COLLABORATION  
WITH**



**SUPPORTERS**



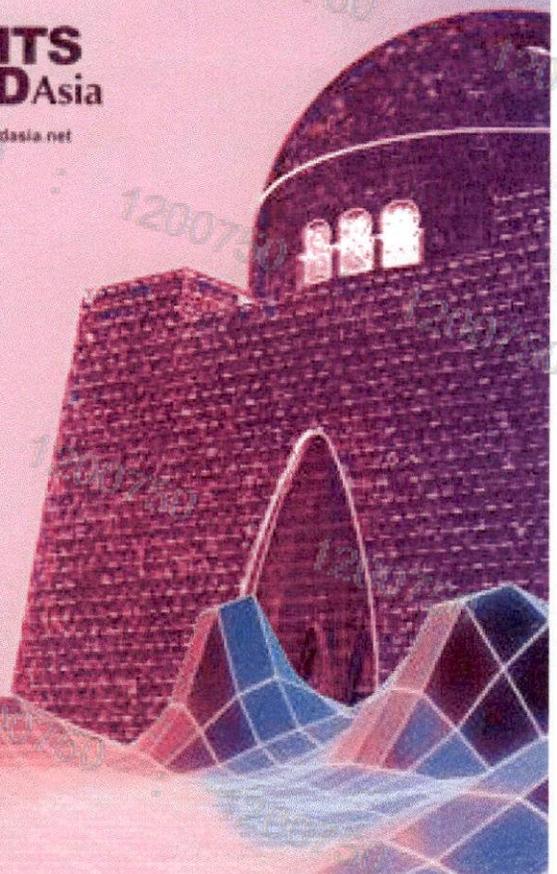
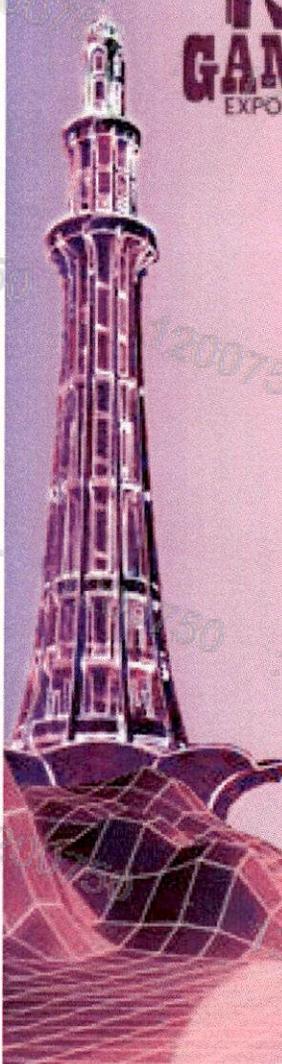
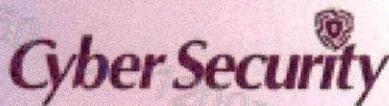
**STRATEGIC IT  
INDUSTRY PARTNER**



**STRATEGIC  
PARTNER**



# CONCURRENT EVENTS



# AN UNMATCHED LEGACY OF 24 YEARS

## ITCN ASIA 2001 - 2024



Worth  
**US\$1Billion**  
MoUs



**50,000+**  
B2B Meetings



**100,000+**  
Exhibitors



**35,000+**  
Product Launches



**8,000+**  
Speakers



**5million+**  
Trade Visitors



**15,000+**  
Partners &  
Supporters



**85million+**  
Digital Reach

## THE BIGGEST B2B PLATFORM TO ACCESS PAKISTAN'S MARKET



**B2B  
MATCHMAKING  
MEETINGS**



**INDUSTRY  
MEETUPS**



**GOVERNMENT  
MEETINGS**

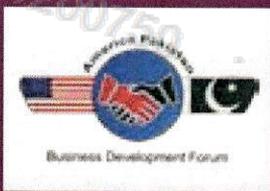
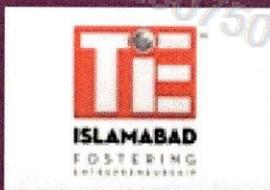
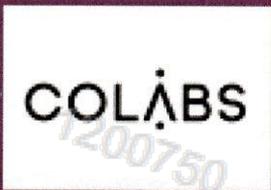
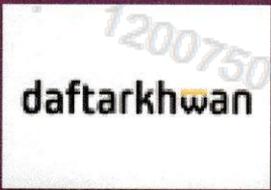
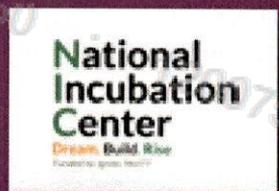
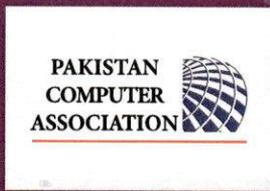
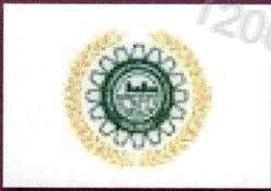
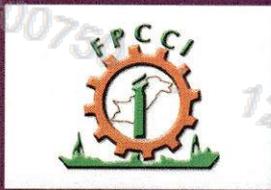


**SPEAKING  
OPPORTUNITIES**



**NETWORKING  
SESSIONS**

# SOME OF THE SUPPORTERS & PARTNERS



# WHY PAKISTAN?



**233M**  
TOTAL POPULATION  
(EQUAL TO JAPAN + GERMANY)



**2<sup>ND</sup>**  
LARGEST CONTRIBUTOR OF  
ONLINE LABOR



**3<sup>RD</sup>**  
LARGEST  
ENGLISH SPEAKING  
COUNTRY



**250+**  
HEC RECOGNIZED  
UNIVERSITIES



ACTIVE IT WORKFORCE  
OF  
**600,000+**



ANNUALLY  
**75,000**  
IT GRADUATES



**64%**  
YOUTH  
POPULATION



**130M**  
BROADBAND  
USERS



**46.3%**  
BROADBAND  
PENETRATION



**70%**  
SAVINGS ON ANNUAL  
OPERATIONAL  
EXPENSES  
COMPARED TO NORTH  
AMERICA



**100+**  
SOFTWARE  
TECHNOLOGY  
PARKS



**6**  
CLOUD SERVICE  
PROVIDERS



**20+**  
DATA CENTERS



**10**  
SUBMARINE  
CABLES



**250+**

STPs &  
Co-Working  
Spaces

**100+ Tech Parks** in major cities of Pakistan

Islamabad Special Technology  
Zone to attract FDI

# PAKISTAN'S GROWING TECH INDUSTRY



**\$2.6 Bn**  
IT Exports  
(\$10-\$18 Bn by 2028)



**5000+**  
IT EXPORTING  
COMPANIES



**178%**  
IT EXPORTS GROWTH  
IN LAST 5 YEARS



**2<sup>nd</sup>**  
MOST FINANCIALLY  
ATTRACTIVE  
OUTSOURCING  
DESTINATION

# PAKISTAN'S TELECOM ECONOMY



**150-250M**  
INVESTED



**10X**  
MARKET  
REQUIREMENT



**US\$ 632M**  
DURING JUL-DEC  
FY23 OF WHICH US\$40M  
AS FDI



**1.34 M kms**  
CABLE PRODUCED



**10K+**  
MONTHLY FIBER OPTIC  
CABLE PRODUCTION  
CAPACITY



**130K+**  
FIBER OPTIC CABLE  
EXPORTED

## RAPIDLY EXPANDING STARTUP ECOSYSTEM



**\$1B+**  
INVESTED SINCE 2020



**\$36B+**  
PROJECTED WORTH  
BY 2025



**\$100M**  
B2B COMMERCE  
INVESTMENTS



PAKISTAN RANKS  
**77<sup>th</sup>**  
GLOBALLY IN THE 2024  
GLOBAL STARTUP  
ECOSYSTEM INDEX



PAKISTAN RANKS  
**4<sup>th</sup>**  
IN SOUTH ASIA IN THE  
2024 GLOBAL STARTUP  
ECOSYSTEM INDEX



TURKEY-BASED PAPARA  
BOUGHT SADAPAY FOR  
**\$50M**

## RAPIDLY EXPANDING CONSUMER SECTOR



**\$7B**  
REVENUE FROM  
CONSUMER ELECTRONICS  
IN 2024



**\$170B**  
REVENUE FROM THE  
RETAIL SECTOR IN 2023



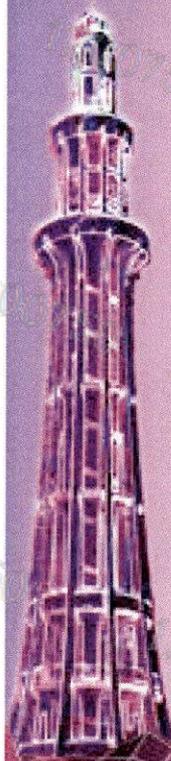
**\$3B**  
E-COMMERCE  
TRANSACTIONS IN  
2023



**5.4%**  
PROJECTED GROWTH OF  
CONSUMER ELECTRONICS  
SECTOR (2023-2027)

# A RECAP OF ITCN ASIA

[www.itcnasia.com](http://www.itcnasia.com)



# FACTS & FIGURES

Worth **\$500 million** MoUs in IT & ITES investments  
**300+** international delegates/investors from 18 countries.  
**1,987+** B2B Meetings

Participation from **KSA, UAE, TURKIYE, China, Iran, Germany, Singapore,** etc.

Delegation from **Afghanistan Chamber of Commerce & Industry.**

Global Brands like **Huawei, Google, Microsoft, TikTok, Odoo, etc.**

Hosted the **World CIO 200 Summit held in more than 50 countries.**

**90+**  
MoUs

**96%**  
Exhibitors consider ITCN Asia a key platform to increase Exports

**220 Million+**  
Business Leads/Investments Generated

**800+**

Companies

**20+**

Knowledge Sessions

**300+**

Speakers

**70,000+**

Trade Visitors

**800+**

Government Leaders

**18,000+**

CXOs/Decision-Makers

**18+**

Countries

**50+**

Industries

**100+**

Startups

**300+**

Investors / International Delegates

**50+**

Partners

**2,500+**

Global Brands

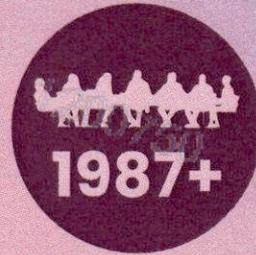
**20+**

Mainstream Media Coverage

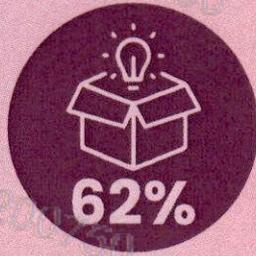
# EXHIBITION REVIEWS



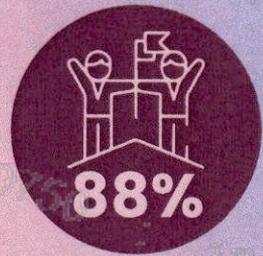
Clients already secured business deals



Confirmed meetings between corporate buyers & sellers

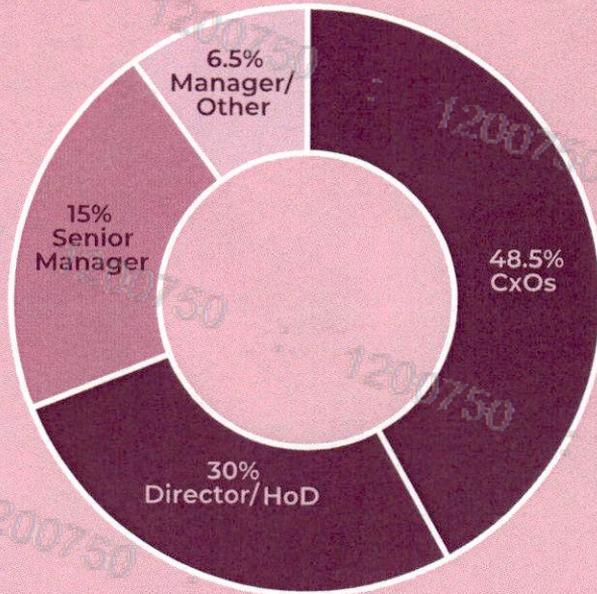


Exhibitors already confirmed their space in next year exhibition



Achieved their show objectives

# VISITOR STATISTICS



**70,000+**

**REGISTERED TRADE**

**VISITORS ATTENDED**

**THE THREE DAY EVENT**



48.5%  
CxOs



30%  
Director /  
Head of Dept.



15%  
Senior Manager



6.5%  
Manager / Other

# TRADITIONAL MEDIA COVERAGE

## Pre-Event

5 Newspapers  
14 Digital Media

### DAY-01

4 News Papers  
12 Digital Media  
4 News Channels

### DAY-02

4 News Papers  
5 Digital Media  
18 News Channels

### DAY-03

7 News Papers  
13 Digital Media  
18 News Channels

### Int'l Media Coverage from:

ARAB News, Urdu News, Press TV Iran

### Exclusive Coverage from:

ECONOMIX by the DCO,  
Discover Pakistan, VCAST, etc.

# SOCIAL MEDIA OUTREACH



TikTok



YouTube

50K Followers

983.7K Reach

2.39M Impressions

#### DIGITAL MEDIA



5.37M+  
Website Visitors

#### ELECTRONIC MEDIA



250+  
Minutes Airtime  
on more than  
20+ channels

#### PUBLISHING MEDIA



13+  
News Papers  
covered  
ITCN Asia

# SOME OF THE MAJOR PARTICIPANTS

 HUAWEI  Google Cloud  tp-link

 TIKTOK  CORNING  EPSON

 Canon  odoo  Microsoft

 Delinea  Kodak  kaspersky

 ASUS  SOPHOS  Red Hat

 FORTINET  Honeywell  Hewlett Packard Enterprise

 Avision  Barracuda  citrix

 SEAGATE  DELL Technologies  ORACLE

 TREND MICRO  vmware  ADATA

 APC  ZKTeco  Mikrotik

 H3C  ivanti  veeam  hp

# SOME OF THE INTERNATIONAL DELEGATES



**Deemah AlYahya**  
Secretary-General  
DCO  
KSA



**H.E. Yousef Hasan Khalawi**  
Secretary General  
Islamic Chamber of  
Commerce & Development - KSA



**H.E. Dr. Hashim Hussein**  
Head Investment - ITPO  
UNIDO  
Bahrain



**Ougfaly Badji**  
Lead Global Food Security  
Specialist Islamic Development  
Bank (IsDB) - KSA



**Frances Leung**  
Customer Engineer  
for Cloud BI solutions  
Google - Singapore



**Zara Basharat**  
Head Public Policy  
Programs & Partnerships  
TIKTOK - UAE



**Rassarin Chinnachodteeranun**  
PhD, founder and CEO  
Listen Field (Thailand)



**Firnando Buenayre Sirait**  
Co-founder & COO  
Hara (Indonesia)



**Ms. Natavan Mammadova**  
Member of COP29  
Organizing Committee



**İhsan ÖVÜT**  
Secretary General  
SMIIC  
Turkiye



**Izzat Rahman**  
Kayuh Industries,  
CEO & Founder  
Malaysia



**Mr. Saleh Lootah**  
CEO  
Islamic Food Processing  
Association - UAE



**H.E. Florence Rolle**  
Country Representative  
FAO  
Pakistan



**Chor Chee Hoe**  
Co-Founder & CEO  
Qarbotech  
Malaysia



**Daniel Castaneda**  
Software Geek  
Business Entrepreneur  
Kwan Technology Inc.

# SOME OF THE INTERNATIONAL DELEGATES



**Sumair Jawaid**  
CEO  
Syntax Technologies  
USA



**Melody Hussaini**  
Founder & CEO  
InspirEngage International  
UK



**Hanane Benkhallouk**  
Founder  
Tawazoun  
UAE



**Alexander Daniel**  
Managing Partner  
New World Investments  
USA



**Emad Ibrahim**  
Chief Executive Officer  
Dot Net Factory  
USA



**Jessica Potee**  
Private Equity Specialist  
Phoenix Financial Services  
USA



**Leo Kittay**  
Partner  
Fross Zelnick Lehrman & Zissu  
USA



**Jon Werner**  
Managing Partner  
VentureRanch  
USA



**Ray Saiyed**  
Vice President  
Robert Hoff  
USA



**Mania Kia**  
Chief Executive Officer  
SaveFast Training Academy



**Carl Grant III**  
Chief Executive Officer  
Connexa Partners  
USA



**Tracey-Currell**  
Founder  
Introbiz  
UK



**Jack Whelan**  
Director  
International Accelerator  
USA



**Cherie Werner**  
Founder & CEO  
KOYA Innovations Inc.  
USA



**Romanna Dada**  
Head of Ventures  
PwC  
Middle East

# SOME OF THE INTERNATIONAL DELEGATES



**Harold Sinnott**  
Technology Thought Leader  
TECH AHEAD



**Chor Chee Hoe**  
Co-Founder & CEO  
Qarbotech  
Malaysia



**Dr. Muhammad Sharif**  
Advisor Science & Technology  
ICESCO  
Morocco



**Hoda Rizk**  
Special Edition  
Lebanon



**Oscan Sakindi**  
ACP Rwanda Police  
Commissioner for  
Information Technology



**CSP KABASHA KHALID**  
Head of International Relations  
Rwandan police



**Mohamad Yonass Hossain**  
First Vice Chairman  
Afghanistan Chamber of  
Commerce & Investment



**Khan Jan Alokozai**  
ACCI Board Member &  
Chairman of  
Pak-Afghan Joint Chamber of  
Commerce & Industry



**Mohammad Mahdi Shafiei**  
CEO  
Trifid Media



**Erol YILMAZ**  
General Manager  
Çekino Information Technologies Inc.  
TURKEY



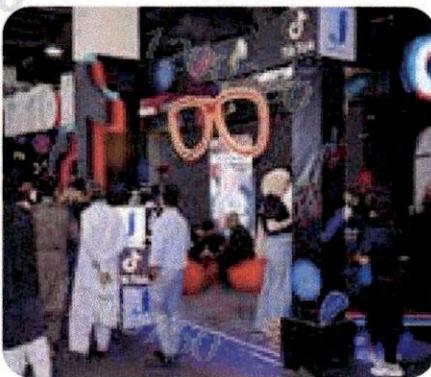
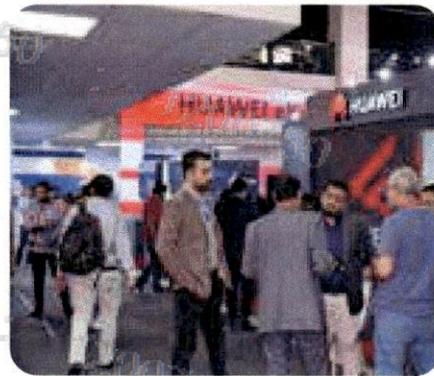
**Tom Grond**  
Dubai  
United Arab Emirates



**Vlogger**  
Algiers



# HIGHLIGHTS FROM LAST EDITION



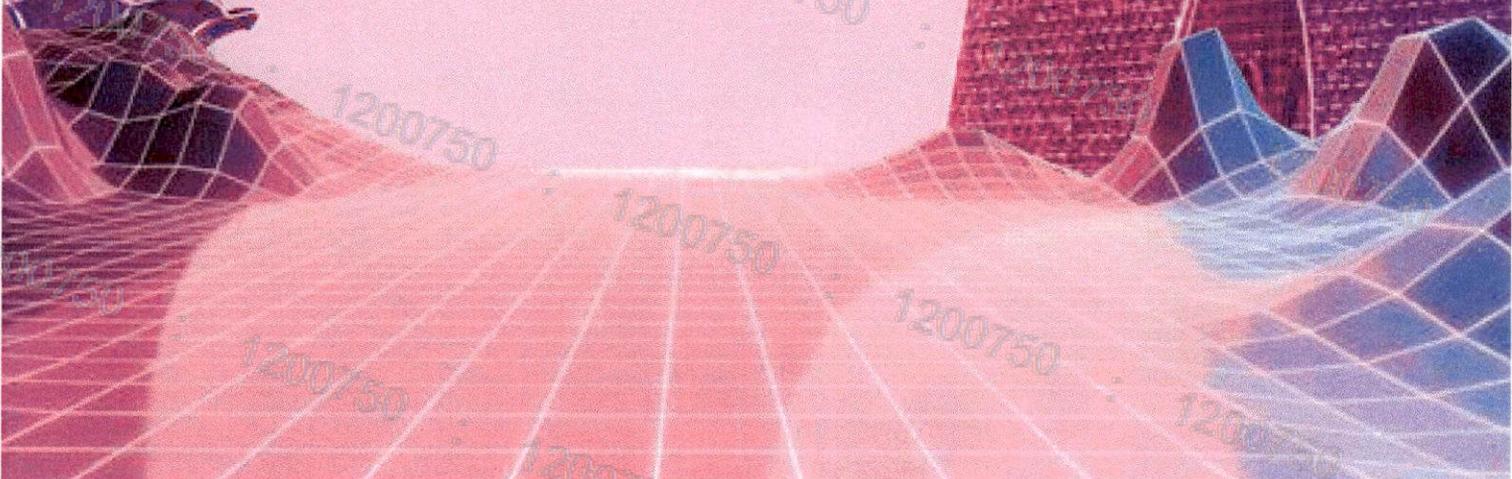
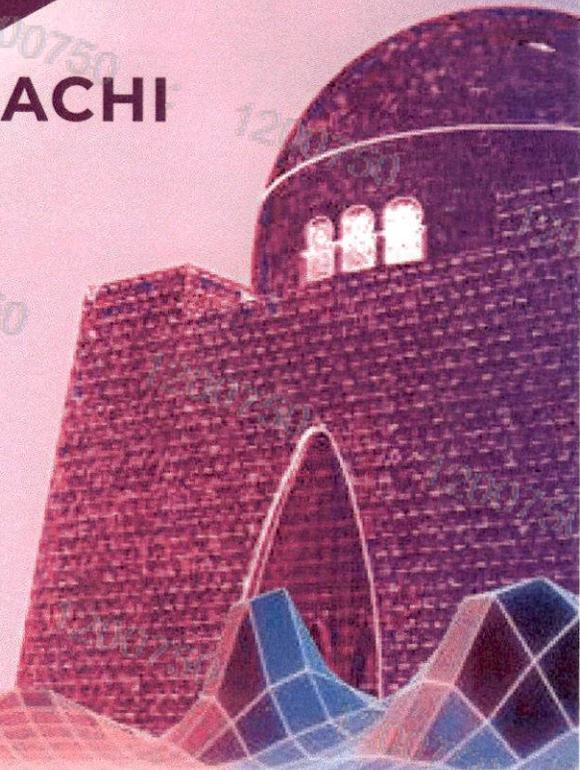
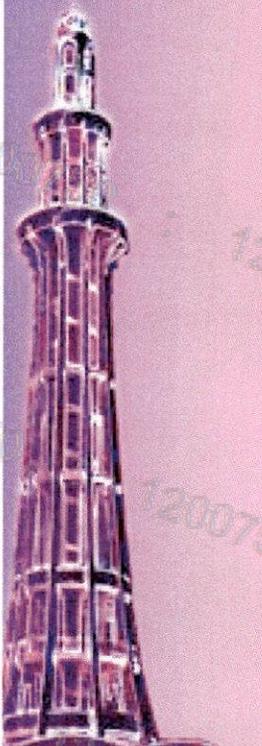
WHAT TO EXPECT FROM

**ITCN**

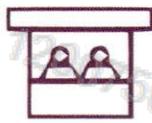
**ASIA**

**2025**

**LAHORE & KARACHI**



# A **B2B Platform** for **Investment, Exports, Joint Ventures, &** **Business Opportunities**



850+  
Companies



3,000+  
Global Brands



350+ Investors/  
International  
Delegates



850+  
Government  
Leaders



18,500+  
CXOs/  
Decision Maker



350+  
Speakers



75,000+  
Trade Visitors



200+  
Startups



25+  
Knowledge  
Sessions

## SOME OF THE PARTICIPATING COUNTRIES



Saudi Arabia



China



U.A.E



Australia



Singapore



Turkey



United Kingdom



Thailand



U.S.A



Bahrain



Kuwait



Jordan



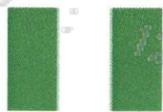
Qatar



Morocco



Indonesia



Nigeria



Rwanda



Oman

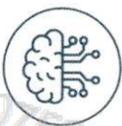


Sri Lanka



Azerbaijan

## SOME OF THE EXHIBITION SECTORS



Artificial  
Intelligence



Telecom



Cloud



eGovernment



Fintech



Infosec



Agri Tech



Data Center



Retail Tech



Gaming



Ecommerce



ERPs



mVAS



Ed Tech

# A Platform for Knowledge Exchange, Networking, & Growth

## TECHNOLOGY INDUSTRY ROUNDTABLE



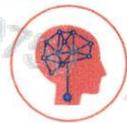
Skill Development & Training



IT Exports



Make in Pakistan



Artificial Intelligence



Internet of Things (IOT)



Policy



Export Marketing



Special Technology Zones



Blockchain



Diversity & Inclusion

## CONFERENCES



Artificial Intelligence



Cloud & Data Center



Digital Banking



Ecommerce



Startup Asia Summit



Information Security



Freelancers Summit



World CIO Summit



World CISO Forum



Investors Summit



Developer Summit



Best of Entrepreneurship Asia



ERP / Digital Transformation



ITCN ASIA GameCon

## WHO TO EXPECT?

### Sectors

- Government
- Software
- Hardware
- Telecom
- EdTech
- Banking
- FinTech
- Cloud
- Datacenter
- Cybersecurity
- E-Commerce
- IT Services and Consulting
- Networking and Connectivity
- HealthTech
- Smart Tech / IoT
- Artificial Intelligence
- Transportation
- Non-Profit
- Consumer Electronics

### Job Profile

- Government & Public Sector Officials
- Diplomats
- C Level Executives
- Investors
- International Delegates & Trade Representatives
- Founder/CEO
- Marketing & Communications
- Developers
- Freelancers
- Technology & IT Professionals
- Entrepreneurs & Startups
- End-Users & Industry Leaders
- Business Development & Sales
- Product & Project Management
- Researchers & Academicians
- Industry-Specific Experts
- Business Analysts & Consultants
- Media & Influencers
- Job Seekers
- Fresh Graduates

# Event Activities

**Learn**

**Speaker**

**Debates**

**Workshops**

**Grow**

**Pitch**

Competition

**Connect**

**Networking**

Dinner

**ITCN Asia**

VIP Lounge

**Investors**

Lounge

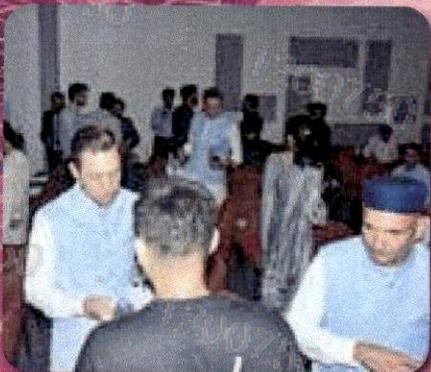
**Founder**

Investor Meetup

**Showcase**

**ITCN Asia**  
Exhibit Area

**Startup**  
Asia Expo



# EXCLUSIVE BOOTH OFFER

On Booking of One Pre-Constructed Shell Booth (9sqm in Size)

# US\$3,600

Enjoy following Exclusive Perks for Free



3Nights /4Days  
hotel stay on twin  
sharing basis



Visa Invitation  
Letter



Local  
Transportation



Security Protocol



Business  
Match-Making  
Privilege



Access to  
Networking  
Lounge



One Complimentary  
Conference  
Registration



One Full-Page  
Color Advertisement  
in the Exhibition  
e-Catalog



Announcement on  
Social Media

## How to Apply?

- Scan the QR code.
- Fill the form and submit.
- Our sales team will contact you.



In case you need more information, please feel free to contact:

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☎ +92 300 0568719

📱 umairq\_1719

Note: \*The available spaces are limited, and the principle of "First Come, First Served" will be applied.

# ITCN ASIA

www.itcnasia.com

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Team



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