

# PAKISTAN - THE REGIONAL ICT HUB

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

# ITCN ASIA

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



DIGITAL PAKISTAN



SPECIAL INVESTMENT  
INITIATIVE COMPANY

SUPPORTERS



MINISTRY OF IT & TELECOM



PAKISTAN E-BUSINESS  
EXHIBITION

STRATEGIC IT  
INDUSTRY PARTNER



PAKISTAN IT INDUSTRY ASSOCIATION

STRATEGIC  
PARTNER



INTERNATIONAL CENTRE FOR  
COOPERATION IN COMMERCE

# 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** **300+** international delegates/investors from 18 countries. **1,987+** B2B Meetings  
MoUs in IT & ITeS investments

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

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

Global Brands like **Huawei, Google, Microsoft, TikTok, Odo, 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

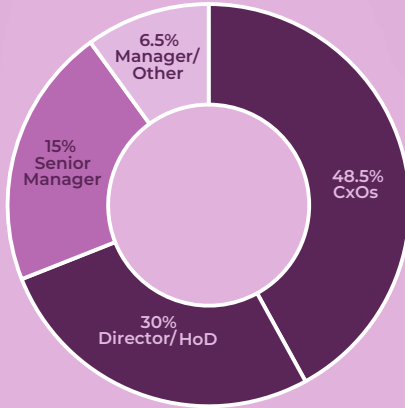


Exhibitors already confirmed their space in next year exhibition



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 PREVIOUS 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  
Technology Promotion  
Office (ITPO) - UNIDO - Bahrain



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



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



**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)



**H.E. Natavan Mammadova**  
Secretary General Chamber of  
Commerce & Industry  
Azerbaijan



**İhsan Övüt**  
Secretary General  
SMIIC  
Turkiye



**Izzat Bin Abdul Rahman**  
CEO  
Kayuh Industries Sdn Bhd  
(KISB)-Malaysia



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



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



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



**Tracey-Currell**  
Founder  
Introbiz  
UK

# SOME OF THE PREVIOUS 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



**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 PREVIOUS INTERNATIONAL DELEGATES



**Harold Sinnott**  
Technology Thought Leader  
TECH AHEAD



**Dr. Erdal Ozkaya**  
President  
Global CISO Forum



**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



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



**Tom Grond**  
Dubai  
United Arab Emirates



**Mohammad Mahdi Shafiei**  
CEO  
Trifid Media



**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

<b>Learn</b>	<b>Speaker</b>	<b>Connect</b>	<b>Networking</b> Dinner	
	<b>Debates</b>		<b>ITCN Asia</b> VIP Lounge	
	<b>Workshops</b>		<b>Investors</b> Lounge	
<b>Grow</b>		<b>Founder</b> Investor Meetup		
<b>Pitch</b> Competition		<b>Showcase</b>		
		<b>ITCN Asia</b> Exhibit Area	<b>Startup</b> Asia Expo	



# ITCN ASIA

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## GET IN TOUCH WITH US!

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Team



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