

Pakistan - The Regional ICT Hub

TECH
*desti***NATION**
PAKISTAN

24th **ITCN**
ASIA
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Post Show Report

April 18th - 20th, 2024 - Lahore Expo Center, Pakistan

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Pakistan - The Regional ICT Hub

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26th Edition

09-11 MAY 2025
Lahore Expo Centre, Pakistan

27th Edition

23-25 September 2025
Karachi Expo Centre, Pakistan

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ITCN ASIA - THE BIGGEST TECH EVENT IN PAKISTAN

Nation Wide Impact of the Event

Worth **\$500 million**

MoUs in IT & ITeS investments

75+

Prominent International Delegates

1,739+

B2B Meetings

Presence of **Her Excellency Ms. Deemah Al Yahya**

Secretary - General of Digital Cooperation Organization - DCO as the Guest of Honor

Presence of Honorable **Ms. Shaza Fatima Khawaja**

Minister of State for IT & Telecommunication as the Chief Guest

Rwandan Police

Delegation

Investors / International Delegates

From KSA, USA, GCC, Turkey, China, Afghanistan, & Rwanda

80+

MoUs

95%

Exhibitors consider ITCN Asia as a key platform to increase IT Exports

200 Million+

USD Business Leads/Investments Generated

ITCN ASIA - THE BIGGEST TECH EVENT IN PAKISTAN

FACTS & FIGURES

750+

Booths

20+

Knowledge Sessions

250+

Speakers

55,000+

Visitors

500+

Government Leaders

15,000+

CXOs/Decision-Makers

30+

Countries

50+

Industries

100+

Startups

75+

Investors / International Delegates

50+

Partners

2,000+

Global Brands

20+

Mainstream Media Coverage

A BIG THANK YOU TO ALL OUR PARTNERS

TITLE PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



BRONZE PARTNERS - TECHNOLOGY



BRONZE PARTNERS - TELECOM



GLOBAL SECURITY SYMPOSIUM

INFOSEC COMMUNITY PARTNER



KEY SPONSORS



CYBER SECURITY PARTNER



STARTUP ASIA EXPO SPONSOR



A.I PARTNER



COMMUNICATION PARTNER



A BIG THANK YOU TO ALL OUR SUPPORTERS

OUTREACH PARTNERS



A BIG THANK YOU TO ALL OUR SUPPORTERS

DIGITAL PARTNER



SOCIAL MEDIA PARTNER



PODCAST PARTNER



TEA PARTNER



DIGITAL SIGNAGE PARTNER



AMBIANCE PARTNER



EXCLUSIVE AIRLINE PARTNER



OUT DOOR MEDIA PARTNER



OOH PARTNER



VR PARTNER



STRATEGIC IT INDUSTRY PARTNER



CO-ORGANIZER ICDH



STARTUP ASIA EXPO PARTNER



STRATEGIC PARTNER



INTERNATIONAL DELEGATION PARTNER



TECH LEADERSHIP ROUNDTABLE PARTNER



CO-ORGANIZER GLOBAL DIGITAL SUMMIT



OWNER & ORGANIZER



IN COLLABORATION WITH



SUPPORTERS



ABOUT ITCN ASIA

The main logo for ITCN ASIA, with 'ITCN' in a large, bold, sans-serif font above 'ASIA' in a similar font. A small map of Asia is integrated into the letter 'A' of 'ASIA'. Below the logo is the website address 'www.itcnasia.com'.

The IT Commerce Network Asia (ITCN Asia) (www.itcnasia.com) being held for more than two (02) decades is one of the region's most dynamic and significant ICT Events. It is the platform to explore business, investment & joint venture opportunities in Pakistan. It is the only UFI (Paris) approved Event of ICT sector in Pakistan organized by Ecommerce Gateway Pakistan (Pvt.) Ltd (www.ecgateway.net). UFI, The Global Association of the Exhibition Industry (www.ufi.org) is the association of trade show organizers.

OVERVIEW OF THE 24TH ITCN ASIA 2024 - LAHORE OPENING CEREMONY

The 24th edition of ITCN Asia - the biggest tech event in Pakistan presented by Tech Destination Pakistan was inaugurated by the Honorable Chief Guest Ms. Shaza Fatima Khawaja, Minister of State for the IT & Telecom along with Honorable Guest of Honor Her Excellency Ms. Deemah Al Yahya, Secretary General, Digital Cooperation Organization (DCO), Madam Aisha Humera, Additional Secretary (IT & Telecom)-Ministry of IT & Telecom, and Chief Executive Officer Pakistan Software Export Board, Mr. Zohaib Khan, Chairman-Pakistan IT Industry Association-P@SHA, Mr. Salim Ghauri, Founder & CEO-Netsol Technologies, Dr. Khursheed Nizam, President-Ecommerce Gateway Pakistan (Pvt.) Ltd, and other dignitaries at the opening ceremony.



INAUGURAL SESSION



The event featured an inaugural session with keynote speakers from both public and private sectors the Honorable Ms. Shaza Fatima Khawaja, Minister of State for the IT & Telecom was the Chief Guest along with Her Excellency Ms. Deemah Al Yahya, Secretary General, Digital Cooperation Organization – DCO, as the Guest of Honor. The other dignitaries included Madam Aisha Humera, Additional Secretary (IT & Telecom) and CEO-PSEB, Mr. Jibrán Jamshad, Country Principal Officer & Education Lead-Microsoft, Mr. Zohaib Khan, Chairman-Pakistan IT Industry Association (P@SHA), Mr. Adeel Aijaz Shaikh, Chief Executive Officer-IGNITE and Mr. Umair Nizam, Group Director Ecommerce Gateway Pakistan (Pvt.) Ltd and Event Director- ITCN Asia.

EXHIBITION

The 24th ITCN Asia hosted an array of technology catering different verticals. The event provided a platform showcasing the latest tech solutions offered by global brands. Here are some of the verticals:



Cloud



A.I.



AR / VR



Telecom



FinTech



Government



Cyber
Security



Gaming



mVAS



commerce



RetailTech



HealthTech

CONFERENCES

The event hosted more than 20 knowledge sessions during the event.
Some of them are mentioned below:



E-commerce



Startups
Pitch



Digital
Education



IT Policy



Gaming



Skills
Development



Taxation



Entrepreneurship
& Freelancing



Investment



Agile



CISO Summit



Cyber Security

MADE IN PAKISTAN - TELECOM PAVILION



One of the event's highlights was the MADE IN PAKISTAN - TELECOM PAVILION, a collaborative effort between the Ministry of IT & Telecom - Telecom Division and Pakistan Telecommunication Authority (PTA). This pavilion showcased mobile devices manufactured in Pakistan, featuring SPARX smartphones, Inovi telecom, Air Link, United Communications, e-Tachi, and Calme Mobiles.

PSEB & IGNITE PAVILIONS



Other prominent pavilions includes the Pakistan Software Export Board and Ignite.

NETWORKING LOUNGE & RELAXATION AREA



The event offered multiple networking & relaxation opportunities in an informal environment. including, ITCN Asia VIP Lounge, and Relaxation Area.

GLOBAL BRANDS



The event provided a comprehensive platform for both national and international companies and brands, with notable participants like Microsoft, Inbox, Redhat, TP-Link, Lenovo, HP, Nétsol, Abacus, Dell, SAP, CORNING, Premier Cables, PTCL Cables, KPIT Board, STZA, Inotech Solutions, Trend Micro, and many more. It served as an excellent opportunity for businesses to showcase their products and services, as well as network with industry professionals.

ITCN ASIA CONFERENCES



Conferences are the key ingredient of ITCN Asia and this year conferences made a huge buzz in the industry. The event hosted more than 20 knowledge sessions catering key topics like e-Commerce, Gaming, Investment, Entrepreneurship, Freelancing, Cyber Security, Agile, Skills, and a lot more.

STARTUP ASIA EXPO



The startup Asia Expo was organized besides the lines of ITCN Asia. The expo hosted 100+ startups from across the country showcasing their innovative ideas & solutions catering different verticals. IGNITE was the Startup Asia Expo Sponsor whereas, PITB Incubation Wing was the Startup Pod Partner.

The expo provided a platform to all the participating startups to engage in a meaningful dialog and network with potential investors & partners for collaboration.

NETWORKING DINNER

The networking dinner was organized on the 1st day of the event at the Pearl Continental Hotel, hosted by Punjab IT Board & sponsored by ABACUS Consulting.

The dinner hosted government leaders, foreign diplomats, international delegates, CxOs, investors, venture capitalists, influencers, technology experts, partners, and exhibitors. It was attended by more than 550 guests from different verticals providing them an opportunity to network and collaborate in an informal environment.



EXHIBITION STATISTICS



750+
Booths



2,000+
Global Brands



75+
International
Delegates



500+
Government
Leaders



15,000+
CxOs



250+
Speakers



55,000+
Trade Visitors



100+
Startups



70+
Investors



20+
Knowledge
Sessions

EXHIBITION REVIEWS



89%

Clients already secured
business deals



62%

Exhibitors already
confirmed their space in
next year exhibition



1357+

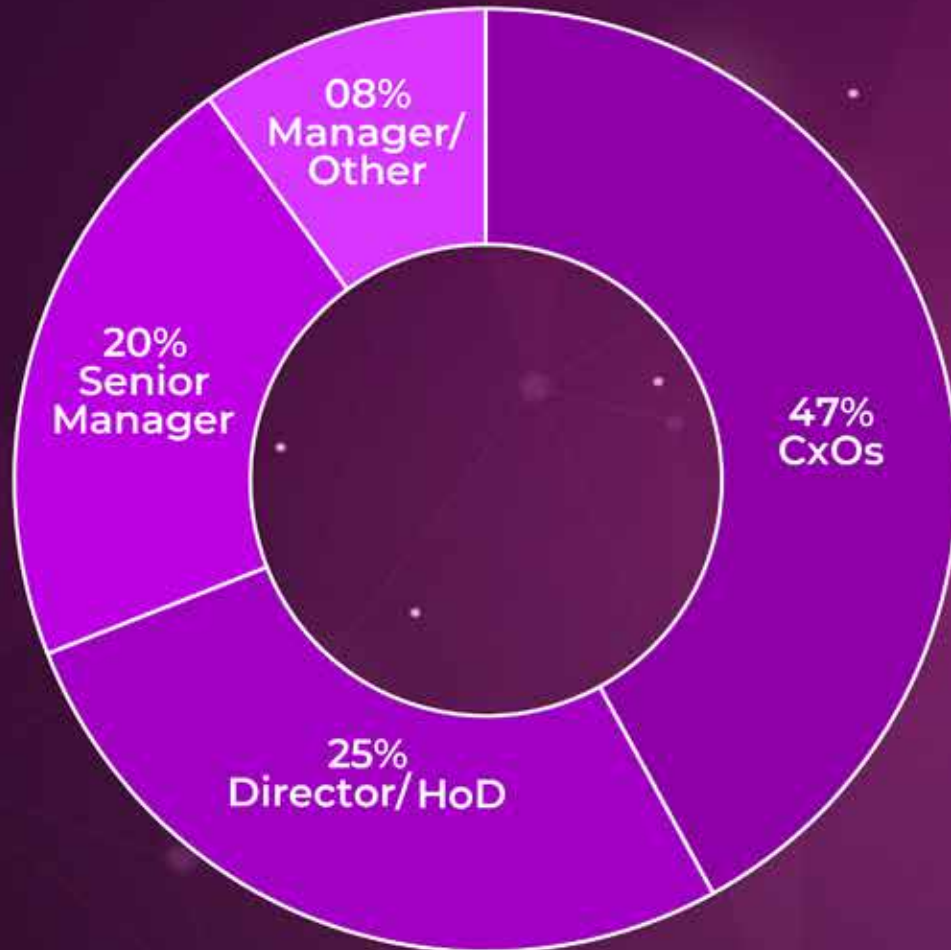
Confirmed meetings
between corporate buyers
& sellers



87%

Achieved their show
objectives

VISITOR STATISTICS



55,000+

REGISTERED TRADE VISITORS ATTENDED THE THREE DAY EVENT



47%
CxOs



25%
Director /
Head of Dept.



20%
Senior Manager



08%
Manager / Other

VISITOR REVIEWS



- Rated the show as outstanding & great
- Will be attending the event next year
- Recommend ITCN Asia to other colleagues & industry peers
- Satisfied with the Networking Opportunities
- Found ITCN Asia as a key business event



KNOWLEDGE SESSIONS

DAY - 1 18th April 2024

Inaugural Session
10:00 AM - 01:00 PM

A.I Summit
02:00 PM - 06:00 PM

World CISO Summit &
Awards 2024 -
Pakistan Edition
02:00 PM - 06:00 PM

A.I Workshops
02:00 PM - 06:00 PM

DAY - 2 19th April 2024

Global Digital Summit
10:00 AM - 05:00 PM

Proptech Convention-2024
02:00 PM - 05:00 PM

South Punjab IT Meet-up
10:00 AM - 02:00 PM

Investors Summit
02:00 PM - 05:00 PM

A.I Workshops
10:00 AM - 05:00 PM

AI and IoT Roundtable
10:00 AM - 01:00 PM

Digital Economy Skills
Development Action
Plan Roundtable
02:00 PM - 05:00 PM

Policy Jirga:
Taxation | Regulations
| Policy Directives
Roundtable
10:00 AM - 01:00 PM

CW40 Tech Leadership
Roundtable
02:00 PM - 05:00 PM

DAY - 3 20th April 2024

Global Digital Summit
10:00 AM - 05:00 PM

ITCN Asia
Freelancers Summit
02:00 PM - 05:00 PM

Product Owners Meetup
10:00 AM - 01:00 PM

Gameathon 2024
02:00 PM - 05:00 PM

Innovate 4.0
10:00 AM - 01:00 PM

Ecommerce Symposium
Exploring Opportunities
02:00 PM - 05:00 PM

Animation & Gaming
Roundtable
10:00 AM - 01:00 PM

BPO
02:00 PM - 05:00 PM

Bridging the Gender
Gap in Entrepreneurship
Roundtable
02:00 PM - 05:00 PM

International Conference
on Digital Health
10:00 AM - 01:00 PM

Women Empowerment
Through Technology
Roundtable
02:00 PM - 05:00 PM

INAUGURAL SESSION



INAUGURAL SESSION KEY TAKEAWAYS

Government's Focus on ICT Investment:

The government is actively encouraging investment in information and communication technologies (ICTs) through flagship projects such as Special Technology Zones (STZs), national fiberization plans, and initiatives to enhance access to fast broadband internet and digital devices.

Promotion of Local Manufacturing:

There is an emphasis on expanding efforts for local manufacturing of laptops to provide affordable access to digital devices and boost exports.

Ecosystem for IT Companies and Investors:

The government is committed to providing a conducive ecosystem for both foreign and local IT companies and investors through policy-making, legislation, skill development, and infrastructure development.

Inclusivity and Female Participation:

Efforts are being made to promote inclusivity, particularly among the female population, by enhancing their participation in the economy through education and opportunities in the IT sector.

Role of Special Investment Facilitation Council (SIFC):

SIFC plays a crucial role in building trust among stakeholders in the IT industry and overcoming hurdles to facilitate business growth.

Formation of National Digital Commission:

The government established the National Digital Commission to drive digital growth across various sectors, offering opportunities for private sector involvement.

Membership in Digital Corporation Organization (DCO):

Pakistan aims to be a leading partner in the global IT ecosystem through its membership in DCO, focusing on digital transformation and economic growth.

Potential as a Tech Hub:

Pakistan seeks to enhance its contribution to the global tech footprint with government support, aiming to become a regional and global tech hub.

Attractiveness for IT Companies:

Pakistan is considered a lucrative destination for IT companies due to its talented human resources, strategic location, and investor-friendly policies.

Global Connectivity Potential:

Pakistan's IT sector has the potential to serve both eastern and western markets, offering cost-effective solutions and a digital corridor connecting the Middle East to Europe and Africa.

Overall, there is a strong commitment from both the government and industry stakeholders to drive digital transformation and economic growth in Pakistan's IT sector.

AI SUMMIT 2024



AI SUMMIT 2024 KEY TAKEAWAYS

Significant Turnout:

The event drew over 2000 registrations from various sectors including professionals, students, enthusiasts, and entrepreneurs, highlighting the growing interest and relevance of AI in Pakistan.

Platform for Innovation and Knowledge Sharing:

Since its inception in 2019, the AI Summit has been instrumental in fostering innovation and knowledge-sharing within the local tech community, providing a platform for industry leaders and innovators to explore the latest advancements and applications of AI.

Comprehensive Event Structure:

The 2024 AI Summit was a two-day event comprising a conference track, workshop track, and AI startup expo, ensuring attendees had ample opportunities for learning, networking, and exploring emerging technologies.

Diverse Range of Sessions:

The event featured insightful tech talks, thought-provoking panel discussions, and hands-on workshops conducted by over 30 distinguished speakers and trainers, covering topics such as GenAI, generative AI for corporate leaders, and accelerating digital transformation through AI innovations.

Promotion of AI Startups:

The AI Summit provided a platform for emerging AI startups to showcase their innovative products and solutions, attracting investments and fostering growth within the AI ecosystem.

Expert Insights:

Eminent AI experts shared their insights through tech talks and panel discussions, addressing topics such as leveraging AI for strategic business advancement and AI's innovative role in HealthTech.

Collaborative Experience:

The AI Summit served as a collaborative platform for driving progress and innovation in the field of artificial intelligence, with leaders like .10Pearls playing a pivotal role in driving forward this wave of innovation and progress.

GLOBAL SECURITY SYMPOSIUM and CISO AWARDS 2024 (PAKISTAN EDITION)



GLOBAL SECURITY SYMPOSIUM and CISO AWARDS 2024 KEY TAKEAWAYS

Strategy:

Develop a clear national cybersecurity strategy to guide government efforts and resource allocation.

Defense Doctrine:

Establish principles for responding to cyber threats, outlining roles, responsibilities, and strategies for deterrence and defense.

Partnerships:

Foster collaboration between government, private sector, academia, and international partners to share intelligence and resources.

International Cooperation:

Engage in diplomatic efforts and multilateral initiatives to address transnational cyber threats.

R&D Investment:

Invest in cybersecurity research and development to stay ahead of evolving threats and build a skilled workforce.

Legislation:

Enact laws and regulations to establish standards, requirements, and accountability mechanisms for cybersecurity.

Awareness and Education:

Conduct national awareness campaigns and education programs to empower individuals and organizations to recognize and mitigate cyber threats.

Incident Response Coordination:

Establish further strengthening mechanisms for coordinating incident response efforts at the national level to ensure a timely and effective response to cyber incidents.

A.I WORKSHOP SESSIONS BY 10PEARLS



A.I WORKSHOP SESSIONS BY 10PEARLS KEY TAKEAWAYS

Hands-on Learning Opportunities:

The workshops provided participants with practical, hands-on learning experiences to develop and refine their skills in utilizing the latest AI tools and techniques.

Diverse Range of Topics:

The workshop sessions covered a diverse range of topics, including understanding Kaggle competitions, training large vision models, data storytelling, and image generation with diffusion models, catering to different interests and skill levels of participants.

Expert-Led Sessions:

Each workshop was led by an expert in the respective field, ensuring that participants received high-quality instruction and guidance from professionals with practical experience and expertise.

Overwhelming Response:

The workshops received an overwhelming response, with over 350 professionals and students actively participating, indicating a strong demand for interactive learning opportunities in AI-related fields.

Practical Skill Development:

Participants had the opportunity to learn practical skills that are directly applicable to their work or studies, enhancing their proficiency in AI and preparing them to tackle real-world challenges and projects effectively.

Networking Opportunities:

The workshop sessions also provided valuable networking opportunities, allowing participants to connect with peers and experts in the field, exchange ideas, and build professional relationships within the AI community.

GLOBAL DIGITAL SUMMIT



PROPTech CONVENTION-2024



PROPTECH CONVENTION-2024 KEY TAKEAWAYS

Tech Integration and Development:

Discussed the integration of advanced technologies in real estate and the importance of training and coaching to empower professionals, enhancing efficiency and customer engagement.

Sustainable Real Estate practices:

Discussed the integration of sustainable development practices, focusing on net-zero building technologies and energy-saving solutions to promote eco-friendly real estate developments.

Networking & Collaborations:

Emphasized the importance of networking for real estate professionals to share ideas, initiate collaborations, and build a strong community focused on innovative real estate solutions.

Future Trends:

Explored the influence of AI, VR, blockchain, and fractional investments on real estate, emphasizing how these technologies make housing more affordable and accessible while transforming market dynamics.

Development of Technology Zones:

Considered the potential of technology zones to drive innovation and economic growth, supporting the development of tech-driven real estate markets and sustainable urban environments.

SOUTH PUNJAB IT INDUSTRY MEETUP



KEY TAKEAWAYS

- South Punjab is developing as a Hub for innovative tech companies
- There needs to be a concrete focus on bringing the companies from the region into the national fold
- Companies from south Punjab are ready to increase exports by 25 percent in the next 1 year.

INVESTORS SUMMIT



INVESTORS SUMMIT KEY TAKEAWAYS

PITB Incubation Wing's Role:

PITB's incubation wing, with 22 incubation centers nationwide, plays a significant role in supporting the entrepreneurial ecosystem in Pakistan by promoting an entrepreneurial culture and nurturing investable startups.

Purpose of Investor Summits:

Biannual investor summits organized by PITB Incubation Wing aim to connect promising startups with local and international investors while providing insights into Pakistan's growing startup landscape.

Collaboration with ITCN Asia:

The inaugural investor summit of 2024 was organized in collaboration with ITCN Asia, providing an excellent platform and venue for startups to showcase their products and services to both local and international investors.

Startup Selection Process:

Over 60 online applications were received, prioritizing sustainable innovation, indigenous solutions, revenue generation, and scalability. 20 startups were shortlisted, with 13 chosen for pitching and networking.

Key Highlights of the Investor Summit:

- Successful pitches characterized by market validation, scalability, team credibility, and financial viability.
- Diverse investor participation, including local and international accelerators, private equity firms, venture capitalists, and angel investors.
- Knowledge sharing between investors and startups, contributing to ecosystem strengthening.
- Contribution to the strengthening of Pakistan's entrepreneurial landscape through foreign direct investments and partnerships.

DIGITAL ECONOMY SKILLS DEVELOPMENT ACTION PLAN ROUNDTABLE BY P@SHA



CW40 TECH LEADERSHIP ROUNDTABLE



CW40 TECH LEADERSHIP ROUNDTABLE KEY TAKEAWAYS

Digital Economy Landscape:

Pakistan's technology sector is experiencing growth in IT exports, but there are concerns about declining startup investments in early 2024.

Holistic Approach:

Experts emphasize the need for a comprehensive approach to digitalization, covering areas such as electronic governance, enterprise technology, financial technology, cybersecurity, policy frameworks, nation branding, local product development, startup ecosystem health, ecommerce & retail, and integration of technology into sectors like education, healthcare, agriculture, and climate change.

Actionable Items:

- Boost local market adoption by encouraging Pakistani startups to develop solutions tailored to domestic needs.
- Shift focus to intellectual property (IP) development through innovation incentives, university-industry collaboration, and IP protection.
- Explore high-impact sectors beyond e-commerce and fintech, including climate change & sustainability, tourism, and emerging areas in healthcare, agriculture, and education.

Collaboration:

Collaboration among industry leaders, academic institutions, government bodies, and startups is essential for success. Import rationalization, technical skill development, knowledge sharing, and facilitating investment and funding are crucial elements of collaboration.

Building a Stronger Digital Pakistan:

The roundtable provided a platform for strategic thinking and emphasized the importance of addressing key challenges collaboratively. By implementing the identified actionable items and fostering collaboration, Pakistan can unlock its transformative potential and become a regional leader in the digital economy.

GLOBAL ENTREPRENEURSHIP & FREELANCING SUMMIT



GLOBAL ENTREPRENEURSHIP & FREELANCING SUMMIT KEY TAKEAWAYS

Assessing Business Model:

One crucial aspect is identifying what may be missing in the business model. This involves constant evaluation to ensure alignment with market needs and opportunities for growth.

Focus on USP:

The foundation of any business should revolve around its Unique Selling Proposition (USP). While scalability is important, it should come after establishing a solid USP. The goal is to achieve exponential growth without the constant oversight of the founder.

Preference for Software Products:

Software products are generally more scalable than services due to their automation potential. While services are human-associated and limited by manpower, products can be scaled up limitlessly through technology.

Building a Scalable Business:

This depends on three main components: foundation, structure, and company culture. Establishing a strong foundation, creating an efficient organizational structure, and fostering a culture conducive to growth are essential.

Brand Identity and Loyalty:

Creating a strong brand identity and fostering brand loyalty are crucial but challenging tasks. Attention to detail and understanding the cost of return rates are important considerations in this process.

Investment in Talent:

While there is talent in the youth demographic, there is often a lack of success due to insufficient emphasis on character-building and work ethics. Local companies must invest in nurturing skilled individuals to achieve scalability.

Addressing Skill Gaps:

There is a need to address skill gaps in the youth population through education and training programs. Schools should focus on imparting skills that are relevant to the industry, creating a pool of skilled individuals capable of driving business growth.

KEY TAKEAWAYS FROM THE INVESTMENT PANEL :

Importance of Stability:

Economic and political stability are crucial for investment to thrive in Pakistan. Investors seek assurance in stable environments for long-term commitments.

Role of SIFC:

The panel likely highlighted the significant role of SIFC in facilitating investment and infrastructure development in Pakistan. The government is willing to support initiatives that attract foreign investment but the right people need to come forward and grab this opportunity and project Pakistan on global platforms.

Youthful Population and Digital Shift:

Pakistan boasts a young, consumer-oriented population that is increasingly embracing digital avenues, presenting opportunities for digital-focused investments.

Investment in Key Industries:

The injection of funds into industries like quick commerce and B2B ecommerce supply chains indicates strategic investment priorities for the country.

High Return on Investment (ROI) and Risk Premium:

Investors seek higher returns to justify the perceived higher risk associated with investments in Pakistan.

Promotion of Pakistan Globally:

Efforts to promote Pakistan on the global stage are essential for attracting foreign investment, particularly in energy initiatives and the IT sector.

Export-Focused Companies:

Investments in companies with export-focused operations can contribute to Pakistan's economy by generating remittances and boosting foreign exchange reserves.

Opportunities in the IT Sector:

The IT sector of Pakistan offers valid investment opportunities due to its growth potential and skilled workforce.

PANEL SESSION ON IT STARS IN CONVENTIONAL MEDIA KEY TAKEAWAYS :

- In Pakistan, there's a growing concern that the government's approach to IT industry policy-making is flawed, hindering the country's potential for growth. Despite having a significant advantage with a large, youthful population, the necessary reforms to foster ease of business in the IT sector are lacking. While IT exports are on the rise, there's a notable absence of supportive policies to facilitate domestic growth.
- One major initiative, the SIFC (Software Technology Parks of Pakistan) program, has shown promising results, contributing to exponential growth. However, the IT sector remains heavily reliant on exports, with insufficient attention given to cultivating domestic capabilities. To emulate the success of economies like Indonesia, Pakistan needs to transition towards a more export-driven model, but this transition has been impeded by political instability and a lack of consistent policy support.
- Recent efforts, such as the government's 5 million program to incentivize the establishment of IT hubs and coworking spaces through interest-free loans, indicate a recognition of the importance of the IT sector. However, more sustained and comprehensive policy reforms are needed to fully harness its potential.
- The media also bears responsibility in this regard. Instead of sensationalizing other topics for ratings, there's a need to prioritize coverage of the IT industry's achievements and challenges. Platforms like OPEN, which provide a consolidated platform for IT professionals and startups, deserve greater recognition and promotion in the media.
- Moreover, the absence of IT personalities in mainstream media further compounds the issue. Highlighting IT stars and their contributions can make the industry more appealing and aspirational, encouraging young talent to pursue careers in IT. Media channels should be encouraged, if not obligated, to showcase individuals who are driving innovation and progress in the IT sector.
- By collectively addressing these issues - through coherent policy-making, media promotion, and spotlighting IT personalities - Pakistan can leverage its IT potential as a catalyst for economic growth and prosperity.

KEY TAKEAWAYS FROM THE PANEL SESSION ON FREELANCERS AND THE PAKISTAN ECONOMY:

Significant Role of Freelancers:

Freelancers play a crucial role in driving Pakistan's economy forward, offering opportunities for remote work and self-employment.

Potential for Export Income:

Pakistan's freelance sector has the potential to generate substantial export income for the country without significant setup costs.

Increasing Awareness:

There is a growing awareness in Pakistan regarding the earning potential of freelancers and the professional nature of freelancing as a career path.

Income Potential:

Freelancing can provide a significant income stream, with earnings ranging from 100 to 200 thousand rupees easily achievable for consistent and focused individuals, especially at a young age.

Areas for Exploration:

Other areas of interest within freelancing need to be explored, beyond traditional fields. This includes fields like performance marketing, scaling, and other verticals.

Size of Freelance Community:

Pakistan constitutes 9 percent of the global freelancing community, with a large population under 30, which presents a significant pool of potential freelancers.

Work Ethic and Trust:

Despite the potential, there are challenges such as lacking work ethics and trust among local freelancers. Preference for foreign freelancers over local ones is an issue that needs to be addressed.

Collaboration and Growth:

Freelancing groups have the potential to evolve into software houses, contributing to job creation and economic growth by focusing on the larger good.

Starting Point and Growth:

Beginners are advised to spend time learning skills like performance marketing and exploring various verticals. Product-based freelancing is seen as a pathway to significant economic growth.

Youth Motivation:

Overall, the youth in Pakistan are motivated to adopt freelancing as a career option, which bodes well for the future of the sector and the economy.

PRODUCT OWNERS MEETUP



PRODUCT OWNERS MEETUP KEY TAKEAWAYS

Hub of Knowledge Exchange and Problem-Solving:

The meetup provided a platform for 50 professionals from diverse organizational backgrounds to exchange knowledge, discuss challenges, and collaborate on problem-solving in the dynamic market landscape.

Emphasis on Collaboration:

Collaboration was highlighted as a key factor for success, with Secretary General Naveed Ramzan emphasizing the importance of collaboration models and appreciating the partnership between ITCN and Agile Pakistan.

Hands-On Experience:

Participants engaged in interactive sessions, gaining hands-on experience in crucial aspects such as user story mapping, team building, and defining acceptance criteria, which are essential skills for effective product ownership.

Recognition of Efforts:

Sheikh Waqas, President Agile Pakistan, presented a token of appreciation to ITCN Asia for organizing the event and partnering with Agile Pakistan. The tireless efforts of Agile Pakistan and ITCN volunteers were acknowledged for their role in making the event successful.

Engaging Activities:

The meetup featured engaging activities centered around enhancing product quality and stakeholder satisfaction, providing practical insights for attendees to apply in their roles as Product Owners.

Acknowledgment of Speakers and Panelists:

Speakers and panelists, including Tahir Shehzad, Syed Junaid, Danish Hameed, Roshan Sheikh, and Arslan, were recognized and presented with shields for their valuable discussions and insights.

Testament to Collaboration and Knowledge Sharing:

The event served as a testament to the power of collaboration and knowledge sharing in driving innovation and success in the realm of product ownership, as highlighted by the organizer's statement.

Gratitude to Participants, Speakers, and Sponsors:

The organizers expressed gratitude to all participants, speakers, and sponsors for their support, indicating a commitment to future events and initiatives aimed at fostering growth and excellence in product ownership.

GAMEATHON-2024



GAMEATHON-2024 KEY TAKEAWAYS

EMERGING MARKET:

Pakistan's gaming industry is a burgeoning market with significant potential for growth. With a large young population and increasing internet penetration, the country offers a fertile ground for gaming companies and developers.

LOCAL CONTENT:

There's a growing demand for games that reflect Pakistani culture, history, and societal norms. Developing games with local themes not only resonates well with the audience but also creates opportunities for indigenous developers to showcase their talent on a global stage.

INFRASTRUCTURE CHALLENGES:

Despite the potential, infrastructure challenges such as limited access to high-speed internet and lack of reliable payment gateways hinder the industry's growth. Addressing these challenges is crucial for unlocking the full potential of the gaming market in Pakistan.

EDUCATION AND AWARENESS:

There's a need for greater education and awareness about gaming, both as a form of entertainment and as a viable career option. Initiatives aimed at promoting gaming literacy and providing resources for aspiring developers can help nurture talent within the country.

COLLABORATION AND NETWORKING:

Collaboration between local developers, international gaming companies, and government bodies can foster innovation, skill development, and investment in the gaming ecosystem. Networking events, conferences, and workshops play a vital role in bringing stakeholders together and facilitating collaboration.

REGULATORY FRAMEWORK:

Establishing a clear regulatory framework is essential for the sustainable growth of the gaming industry. Policies that support innovation, protect intellectual property rights, and ensure fair competition can create a conducive environment for both local and international players in the market.

INNOVATE 4.0



INNOVATE 4.0 KEY TAKEAWAYS

- Innovate 4.0 serves as a platform to promote innovation among student entrepreneurs by providing them with an opportunity to pitch their ideas in the domains of the fourth industrial revolution.
- Collaborating with ITCN Asia 2024, the largest tech event in Pakistan, highlights Edversity's commitment to fostering partnerships with industry stakeholders to support and promote innovation in the tech ecosystem.
- By organizing a pitching competition at ITCN Asia 2024, Edversity is encouraging entrepreneurship among students and fostering a culture of innovation and creativity.
- Through Innovate 4.0, Edversity is empowering future leaders by providing them with a platform to showcase their ideas, gain exposure, and connect with potential investors and mentors.
- The competition attracted applications from student entrepreneurs across the country, showcasing the widespread interest and talent in emerging technologies and entrepreneurship.
- Initiatives like Innovate 4.0 contribute to driving economic growth by nurturing a new generation of tech entrepreneurs who have the potential to create innovative solutions and contribute to the digital economy.

ECOMMERCE SYMPOSIUM EXPLORING OPPORTUNITIES



E-COMMERCE SYMPOSIUM EXPLORING OPPORTUNITIES KEY TAKEAWAYS

E-commerce Symposium:

Deployers.pk organized a dynamic e-commerce symposium at ITCN Asia 2024 Lahore, bringing together leading e-commerce brands to delve into the sector's growth in Pakistan.

Panel Discussion:

Eminent representatives from the e-commerce industry, alongside policymakers and retail chain associations, engaged in insightful panel sessions. They explored the intricacies of e-commerce policy-making and the progress achieved thus far.

Policy Making Insights:

Participants gained invaluable insights into the formulation of e-commerce policies in Pakistan. The panel shed light on the collaborative efforts between the private sector and policymakers, highlighting their contributions to the sector's growth and development.

Private Sector Contributions:

The symposium showcased the significant contributions of e-commerce representatives from the private sector. Their expertise and input have played a pivotal role in shaping policies conducive to the expansion of e-commerce in Pakistan.

Fostering Growth:

Through collaborative dialogue and knowledge sharing, the event underscored the importance of fostering a conducive ecosystem for e-commerce growth in Pakistan. It served as a platform for stakeholders to collectively strategize and propel the sector forward.

Networking Opportunity:

In addition to insightful discussions, the symposium provided a valuable networking platform for key stakeholders in the e-commerce ecosystem, including software providers, payment gateways, courier services, brand owners, startups, and agencies. This facilitated collaborative partnerships and fostered synergies essential for the continued growth and innovation of the e-commerce sector in Pakistan.

INTERNATIONAL CONFERENCE ON DIGITAL HEALTH - REGIONAL STAKEHOLDERS MOOT



INTERNATIONAL CONFERENCE ON DIGITAL HEALTH - REGIONAL STAKEHOLDERS MOOT KEY TAKEAWAYS

- Identify the need of a platform to gather all stakeholders on a single platform for common goals of digital health in Pakistan and around the region.
- Encourage the need and development of a platform for sharing resources, expertise, and best practices among all the stakeholders of Digital Health.
- Highlight the importance of digital health innovations, such as telemedicine or electronic health records, Repositories and health research hubs in Pakistan and around the region.
- Promote the benefits and opportunities of capacity building and fostering digital literacy and technical skills among healthcare professionals and relevant stakeholders.
- Allocate resources towards research projects aimed at evaluating the effectiveness and impact of digital health interventions.
- Formulate the comprehensive policies and guidelines for the ethical and responsible use of digital health technologies, ensuring alignment with international standards and best practices.

WOMEN EMPOWERMENT THROUGH TECHNOLOGY ROUNDTABLE BY P@SHA



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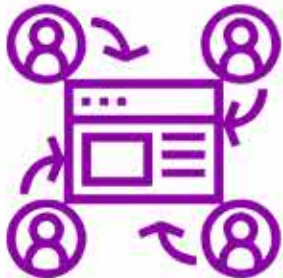


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825K Reach

1.8M Impressions

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4.79M+
Website Visitors

ELECTRONIC MEDIA



250+
Minutes Airtime

OUTDOOR MARKETING



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