

PAKISTAN - THE REGIONAL ICT HUB

25th

ITCN ASIA

www.itcnasia.com

AUGUST 2024
27th - 29th

Karachi Expo Center, Pakistan

Concurrent Events:


Enterprise
Asia Expo


com
ASIA EXPO
& SUMMIT


Consumer
Electronics Asia
www.consumerelectronicsasia.com


STARTUP
Asia Expo
DESTINATION PAKISTAN


Digital Signage
& Printing Asia
www.digitalsignage-asia.com


LIGHTS
& LED Asia
www.lightsledasia.net


BLOCKCHAIN


Cloud &
Datacentre
Expo & Summit


Cyber Security


DIGITAL
BANKING


Developers &
Freelancers Summit


GAMING
EXPO SUMMIT


FINTECH FORWARD
FORUM
WHERE CASH MEETS COMMERCE


ARTIFICIAL
INTELLIGENCE


Networking
& Hardware

OWNER &
ORGANIZER


Member
ufi
Ecommerce Gateway
Pakistan (Pvt) Ltd

IN COLLABORATION
WITH


Ministry of Information Technology
& Telecommunication
DIGITAL PAKISTAN

SUPPORTERS


RISING
PAKISTAN


TECH
destination
PAKISTAN


PAKISTAN
PEB
EXPORTERS & IMPORTERS BOARD


PTA

STRATEGIC IT
INDUSTRY PARTNER


P@SHA
PAKISTAN IT INDUSTRY ASSOCIATION

EXHIBITION STATS



800+
Booths



2,500+
Global Brands



350+
International
Delegates



750+
Government
Leaders



18,000+
CxOs



75,000+
Trade Visitors

PARTICIPATING COUNTRIES



Saudi Arabia



China



U.A.E



Australia



Singapore



Turkey



United Kingdom



Indonesia



Thailand



U.S.A



Bahrain



Kuwait



Jordan



Qatar



Morocco



Nigeria



Rwanda



Oman



Sri Lanka

EXHIBITION SECTORS



Artificial
Intelligence



Telecom



Cloud



eGovernment



Fintech



Infosec



Agri Tech



Retail Tech



Gaming



Ecommerce



ERPs



mVAS



Ed Tech

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



ITCN Asia Freelancers
Summit



World CIO
Summit



Pakistan Fintech
Summit



Investors
Summit



Developer
Summit

ITCN ASIA - THE BIGGEST TECH EVENT IN PAKISTAN

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

TECH SECTOR OVERVIEW



64%
YOUTH
POPULATION



3RD
LARGEST
ENGLISH SPEAKING
COUNTRY



253
HEC RECOGNIZED
UNIVERSITIES



2ND
LARGEST
CONTRIBUTOR OF
ONLINE LABOR



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



ANNUALLY
25,000+
IT GRADUATES



ACTIVE IT WORKFORCE
OF
600,000+



80%
TRADE
Surplus

POTENTIAL - IT SECTOR



8
INTERNATIONAL
CABLES



127 M
BROADBAND
USERS



6
CLOUD SERVICE
PROVIDERS



20+
DATA CENTERS



87%
TELEDENSITY



57%
BROADBAND
PENETRATION



250+
STPs &
Co-Working
Spaces

40+ Tech Parks in
major cities of Pakistan

Islamabad Special
Technology
Zone to attract FDI

SOME OF THE INTERNATIONAL DELEGATES



Her Excellency Ms. Deemah AlYahya
Secretary-General
Digital Cooperation Organization –
Kingdom of Saudi Arabia



Joshua Johnson, MBA
Founder
Bibl.Games
Austin, Texas, United States



Carl Grant III
Founder & Partner
Consulting Vc
Austin, Texas Metropolitan Area



DereK Watson
Founder
N2 Technology
Dubai, United Arab Emirates



Romanna Dada
Head of Ventures
PWC



Deborah Lee
Co-Founder
DebBonAire Consulting
Pittsburgh, Pennsylvania, United States



Cherie Werner
Co-Founder, Chief Kindness Officer
KOYA Innovations Inc
Austin, Texas, United States

MAJOR PARTICIPANTS

UNIFONIC

Delinea

Microsoft

Kodak

kaspersky

ASUS

SOPHOS

Red Hat

FORTINET

Honeywell

Hewlett Packard
Enterprise

HUAWEI

Avision

Barracuda

citrix

SEAGATE

DELL Technologies

ORACLE

TREND
MICRO

vmware

ADATA

APC

tp-link

ZKTeco

MikroTik

H3C

ivanti

veeAM

hp

GLIMPSES OF THE EVENT



SOCIAL MEDIA



45K Followers

825K Reach

1.8M Impressions

DIGITAL MEDIA



4.79M+
Website Visitors

ELECTRONIC MEDIA



250+
Minutes Airtime

PARTICIPATION PACKAGES



Shell Scheme Stalls (min 9 sqm)

- Shell Scheme (size 3m x 3m) comes complete with basic stand structure with:
 - Floor carpets within the stand area
 - Two (02) Chairs
 - Three (03) Spot Lights
 - One (01) Information Counter
 - Fascia Board with your company/brand's name on it. (Max 20 Alphabets)
 - One Power Socket
- Placement of 200 words profile of the Exhibiting organization in the Exhibition E-Catalog

US\$ 400 per sqm + 13% Tax



Bare Space inside Halls (min 18 sqm)

- Each Bare space stall covers floor size 3m x 3m
- Placement of 200 words profile of the Exhibiting organization in the Exhibition E-Catalog

US\$ 350 per sqm + 13% Tax

Contact Event
Director



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EXHIBITION REVIEWS



89%

Clients already secured business deals



1357+

Confirmed meetings between corporate buyers & sellers



62%

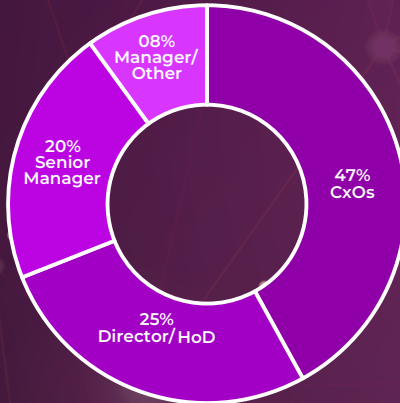
Exhibitors already confirmed their space in next year exhibition



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



8%
Manager / Other

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		

ITCN ASIA COVERAGE STATS

Pre-Event

11 Newspapers
12 eNews papers/blogposts

DAY-01

6 News Papers
18 Digital Media
10 News Channels

DAY-02

3 News Papers
7 Digital Media
4 News Channels

DAY-03

4 News Papers
5 Digital Media
5 News Channels