

PAKISTAN - THE REGIONAL ICT HUB

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

ITCN ASIA

www.itcnasia.com

26th
May
9 - 11, 2025
Lahore Expo Center

27th
September
23 - 25, 2025
Karachi Expo Center

OWNER &
ORGANIZER



IN COLLABORATION
WITH



DIGITAL PAKISTAN

SUPPORTERS



RISING
PAKISTAN
SPECIAL INVESTMENT
INITIATIVE (SII)



MINISTRY OF IT & TELECOM



PAKISTAN IT
INDUSTRY ASSOCIATION

STRATEGIC IT
INDUSTRY PARTNER



PAKISTAN IT INDUSTRY ASSOCIATION

STRATEGIC
PARTNER



Quality Matters. Good People Matters.

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)



2ND

LARGEST CONTRIBUTOR OF ONLINE LABOR



3RD

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



2nd
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

77th

GLOBALLY IN THE 2024
GLOBAL STARTUP
ECOSYSTEM INDEX



PAKISTAN RANKS

4th

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



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

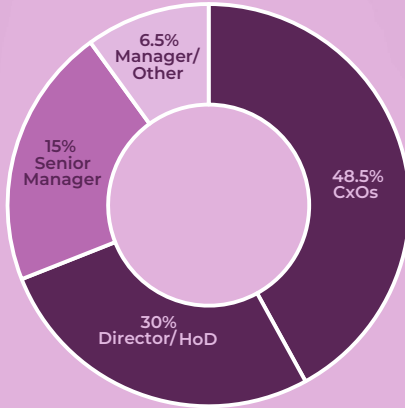


Exhibitors already confirmed their space in next year exhibition



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

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

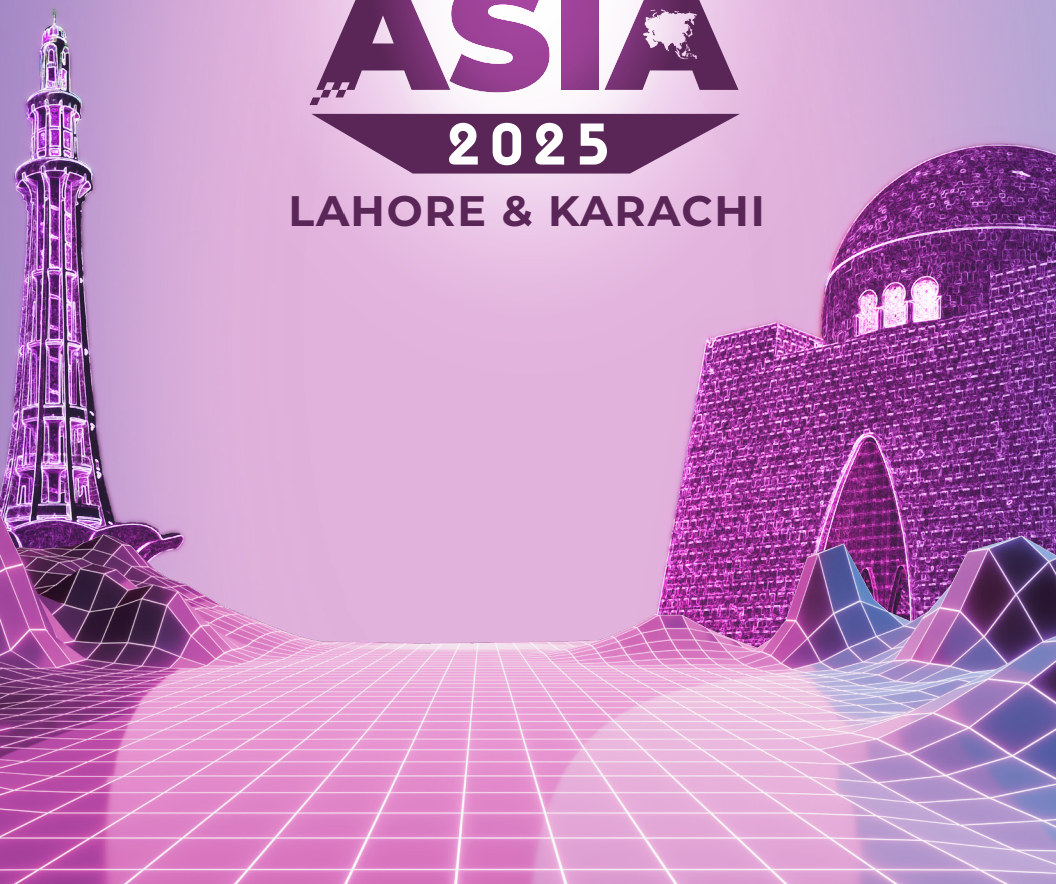


WHAT TO EXPECT FROM

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	Connect	Networking Dinner	
	Debates		ITCN Asia VIP Lounge	
	Workshops		Investors Lounge	
Grow		Founder Investor Meetup		
Pitch Competition		Showcase		
		ITCN Asia Exhibit Area	Startup Asia Expo	



ITCN ASIA

www.itcnasia.com

GET IN TOUCH WITH US!

Contact Event
Team



Follow us:

