

PAKISTAN - THE GLOBAL ICT HUB

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

26th

ITCN ASIA

www.itcnasia.com

September
23 - 25, 2025
Karachi Expo Center
Pakistan

OWNER &
ORGANIZER



IN COLLABORATION
WITH



SUPPORTERS

















STRATEGIC IT
INDUSTRY PARTNER



STRATEGIC
PARTNER







WHY PAKISTAN?

 233M TOTAL POPULATION <small>(EQUAL TO JAPAN + GERMANY)</small>	 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 <small>COMPARED TO NORTH AMERICA</small>	 100+ SOFTWARE TECHNOLOGY PARKS	 6 CLOUD SERVICE PROVIDERS
 20+ DATA CENTERS		 10 SUBMARINE CABLES

PAKISTAN'S GROWING TECH INDUSTRY

 \$2.6 Bn IT Exports <small>(\$10-\$18 Bn by 2028)</small>	 5000+ IT EXPORTING COMPANIES	 178% IT EXPORTS GROWTH IN LAST 5 YEARS	 2nd MOST FINANCIALLY ATTRACTIVE OUTSOURCING DESTINATION
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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



250+ STPs & Co-Working Spaces

100+ Tech Parks in major cities of Pakistan

Islamabad Special Technology Zone to attract FDI

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 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



Dr. Erdal Ozkaya
President
Global CISO Forum



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



İhsan ÖVÜT
Secretary General
SMIC
Türkiye



Mr. Saleh Lootah
CEO
Islamic Food
Processing
Association - UAE



Frances Leung
Customer Engineer
for Cloud BI solutions
Google - Singapore



H.E. Florence Rolle
Country Representative
FAO
Pakistan



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



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



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



Hoda Rizk
Special Edition
Lebanon



Erol YILMAZ
General Manager
Çekino Information
Technologies Inc.
TURKEY



Ray Yu
Vice CEO
Huawei Technologies
Pakistan



LIKE (Frederick)
Huawei eKit Country
Manager
Huawei Technology



Amir Najafi Emami
Int'l Sales Specialist
CEKINO Info. Tech. Inc.
Türkiye



Tamilla MIRISHLI
Int'l Sales Specialist
CEKINO Info. Tech. Inc.
Türkiye

RECAP OF ITCN ASIA 2024

FACTS & FIGURES

Worth **\$500 million** **300+** **1,987+**
MoUs in IT & ITes investments international delegates/investors from 18 countries. 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+ **96%** **220 Million+**
MoUs Exhibitors consider ITCN Asia a Business Leads/Investments Generated
key platform to increase Exports

800+ **20+** **300+** **70,000+**
Companies Knowledge Sessions Speakers Trade Visitors

800+ **18,000+** **18+** **50+**
Government Leaders CXOs/Decision-Makers Countries Industries

100+ **300+** **50+**
Startups Investors / International Delegates Partners

2,500+ **20+**
Global Brands Mainstream Media Coverage

EXHIBITION REVIEWS



Clients already secured business deals



Exhibitors already confirmed their space in next year exhibition

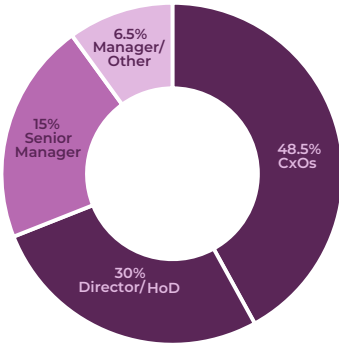


Confirmed meetings between corporate buyers & sellers



Achieved their show objectives

VISITOR STATISTICS



70,000+
REGISTERED TRADE VISITORS ATTENDED THE THREE DAY EVENT

TRADITIONAL MEDIA COVERAGE

Pre-Event

32 Newspapers
27 Digital Media

DAY-01

13 News Papers
21 Digital Media
30 News Channels

DAY-02

11 News Papers
21 Digital Media
32 News Channels

DAY-03

14 News Papers
22 Digital Media
28 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



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

EXPECTATIONS FROM ITCN ASIA 2025



850+
Booths



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



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 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



Fintech Forward Forum



Inaugural Session



JOURNEY OF AN INTERNATIONAL DELEGATE AT THE EVENT

1. Buy an air ticket to Karachi

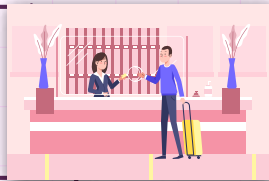


DAY 1.

2. Welcome & pickup at Karachi airport with Security Protocol



3. Check in at the Hotel



Average Weather in Karachi
in September: **26°C - 32°C**

Food: **Continental**

Average Distance to
Expo Center: **13km**

4. Karachi Expo Center



- Booths
- Pavilions
- Conference Areas
- Workshop Areas
- Roundtable Areas
- B2B Lounges
- Networking Dinner

PROPOSED SCHEDULE OF ENGAGEMENTS

DAY 2.

Arrival & Welcome at the 26th ITCN Asia 2025. Escorted Visit of the exhibition halls & introduction to the participants.

Meetings with Representatives from Pakistan Software Export Board (PSEB), Pakistan IT & Industry Association (P@SHA), Special Investment Facilitation Council (SIFC), and others.

B2B Networking lunch with CxOs of prominent tech companies.

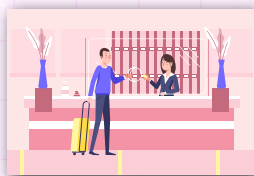
Attend Inaugural Session of ITCN Asia Networking Hi-Tea & Meeting with Government & Tech Leaders.

Interviews with Media team.

Networking Dinner attended by Govt. Leaders, Diplomats, CxOs, Influencers, Policy Makers, Disruptors, Tech Professionals, etc.

DAY 3.

5. Check out from the hotel



Visit to the Expo Center for meetings with Key Exhibitors at their booths.

Attend conference & meet with potential partners.

Interviews with Media team.

Leave from Expo Center to airport drop.

6. Airport Drop off



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

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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.



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