



15TH ITCN ASIA 2015
International Information Technology & Telecom
Exhibition & Conferences
15-17 September, 2015 @ Karachi Expo Centre-Pakistan



POST EVENT FACT SHEET

EXHIBITION NAME	15thITCNAsia 2015 International Exhibition & Conferences		
Concurrent Events	<ul style="list-style-type: none"> • Security Asia • Broadcast Pakistan • Startup Arena 		
PERIOD	15 – 17 September, 2015	TIMINGS	10:00 AM ~ 7:00 PM
VENUE	Karachi Expo Centre, Pakistan		
STARTED YEAR	2001		
ABOUT ITCN ASIA	<p>IT Commerce Network Asia (ITCN Asia) initiated in year 2001, is one of the region’s most dynamic and significant ICT Events, the meeting place for international professionals to explore business opportunities across Pakistan, Middle East, African, Indian, South Asian and other global markets.</p> <p>ITCN Asia is the only UFI (Paris) approved Event of ICT sector in Pakistan. UFI, The Global Association of the Exhibition Industry (www.ufi.org) is the association of trade show organizers. This showcase of leading technology brands and a host of enlightening information possess many unique features, including the only B2B Event of Pakistan held for fourteen (14) consecutive years.</p> <p>This world renowned ICT trade fair is the most appropriate way to convey the newest gadgets to visitors and deal makers. The Event exhibits products that are catered to various ages, needs and requirements. ITCN Asia displays a huge exhibition of the ICT products / services; telecommunications equipment & systems; broadcasting products and services; networking & information security; commercial security; IT solutions; software/ programs; office automation; latest PCs and laptops; mobile phones; multimedia devices; digital products and many more.</p>		
OVERVIEW OF THE EVENT	<p>After the launch of 3G/4G/LTE, Pakistan is now on the verge of taking off in the telecom industry. The Telecom Summit – Delivering on the Broadband Promise provided a platform for industry professionals to share their knowledge and experiences with each other.</p> <p>Country’s top 15 IT companies participated in the PSEB Pavilion, showcasing their latest and innovative products and services to their target audience. PSEB organized an Industry Meet up in the event to highlight their IT vision for the year 2015 – 16.</p> <p>A number of international brands were introduced at the Event this year too such as IP-COM, Baud Data, Tianxingtong, Explore 3D, Lootlo.pk, Daraz.pk ets which participated for the first time.</p> <p>Wi-tribe launched its innovative service wi-tribe TV, which enables customers to access digital television service on their PCs, laptops and smartphones. The service offers more than 100 Live TV channels.</p> <p>Ecommerce Gateway joined hands with country’s top incubators Jumpstart Pakistan, Nest i/o and NSprie to create a Startup Arena for the first time in the history of ITCN Asia. Around 36 startups showcased their innovative ideas at the event.</p> <p>Ecommerce Gateway with Jump Start Pakistan and Seedstars World a Switzerland based startup competition that takes place in emerging markets</p>		



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	<p>which was held for the first time ever in Pakistan at ITCN Asia 2015 and Shepherd's Pie which is one of the prestigious events of the Entrepreneur Industry also took place at the event.</p> <p>More than 87,000 visitors from all over Pakistan witnessed the products & services showcased at the event.</p> <p>Hence, ITCN Asia is a proven platform for business and networking for Pakistan's ICT sector.</p>			
EXHIBITION CHIEF GUEST	Vice Admiral, Syed Arifullah Hussain, HI(M) Tbt, Commander Karachi			
GUESTS OF HONOR VISITED	<ul style="list-style-type: none"> • Major General, Sohail Ahmed Khan, Director General, Airport Security Force • Ms. Dukelow, Commercial Counslor, US Commercial Service • H.E. Mr. Ismail, Consul General, Malaysia • Mr. Waseem Ahmed, CEO, Wi-Tribe Pakistan 			
VIP DELEGATES(CIOs/ CTOs/ IT Delegations) – MAJOR COMPANIES	<ul style="list-style-type: none"> • Interactive Group • Deloitte Pakistan • The Aga Khan University • State Bank of Pakistan • Bank Al Habib Limited • Pak Suzuki Motor Company • Lakson Investments Limited • K-Electric • Jaffer Business Systems • Muller & Phipps Pakistan (Pvt.) Ltd • Transworld Enterprise Services • Habib Bank Limited • National Bank of Pakistan • Jubilee Insurance • Pak Qatar Family Takaful • Fujiflim Pakistan (Pvt) Ltd. • South Asia Pakistan Terminals Limited • Rauf Textile & Printing Mills • Bhombal & Co. • PTCL • TPS • NADRA Technologies Ltd • MOBILINK 	<ul style="list-style-type: none"> • Telenor • Habib Metropolitan Bank Ltd • Trade Commission of Russia • Warid Telecom • Wi-tribe Pakistan • Muller & Phipps • Ernst& Young Ford Rhodes SidatHyder • State Bank of Pakistan • GlaxoSmithKline • Meezan Bank Limited • United Bank Limited • Silk Bank Limited • Bank Alfalah Limited • Allied Bank Limited • KASB Bank Limited • Active Media • Tabani Group • Islamic Technology Mission • Easy Paisa – Telenor Pakistan • ZONG • Press Information Department, Govt of Sindh • Samsung 		
CONFERENCE	Telecom Summit – Delivering on the Broadband Promise			
CONFERENCE CHIEF GUEST	Syed Ismail Shah Esq., Chairman, Pakistan Telecommunication Authority – PTA			
CONFERENCE	Information Security - Key Information Security Challenges for the CIO and their solutions			
CONFERENCE CHIEF GUEST	Mr. Zain Ansari, President, ISACA Karachi Chapter			
NO. OF BOOTHS	SHELL SCHEME	200 Booths	BARE SPACE	122 Booths
NET EXHIBITION SPACE	6,000sqm			
NO. OF COMPANIES PARTICIPATED	FOREIGN	35	LOCAL	90
NO. OF COUNTRIES PARTICIPATED	15			
MAJOR COUNTRIES PARTICIPATED	China, UK, USA, UAE, Germany etc.			



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MAJOR PAVILIONS	Different Pavilions were also established at the Exhibition including: <ul style="list-style-type: none"> • Pakistan Software Export Board Pavilion - PSEB • Khyber Pakhtunkhwa IT Board, Govt. of Khyber Pakhtunkhwa 	
NO. OF TRADE CORPORATE VISITORS	Over 87,000 visitors attended the three day event	
OWNER & ORGANIZER	Ecommerce Gateway Pakistan (Pvt.) Ltd – Member UFI (Paris-France)	
SUPPORTERS	<ul style="list-style-type: none"> • Government of Pakistan • Ministry of IT & Telecom • Trade Development Authority of Pakistan 	<ul style="list-style-type: none"> • Board of Investment • Government of Sindh • Pakistan Telecommunication Authority
GOLD SPONSOR	<ul style="list-style-type: none"> • Digital Links • HIK Vision 	
SILVER SPONSORS	<ul style="list-style-type: none"> • MOBILINK • SAMSUNG Business • H.K. SHAH ENTERPRISE (PVT.) LTD. 	
BRONZE SPONSORS	<ul style="list-style-type: none"> • Easy Paisa – Telenor Pakistan • MANSHA BROTHERS • YahClick • VITAL 	<ul style="list-style-type: none"> • ALSONS Consolidated Int'l • IP-COM • STVIDEO • NADRA
STRATEGIC PARTNER	<ul style="list-style-type: none"> • Pakistan Software Export Board – PSEB • Pakistan Software Houses Association - P@SHA • ICT Forum Pakistan • JumpStart Pakistan 	<ul style="list-style-type: none"> • ISACA-Karachi Chapter • Nest i/o • Pakistan Information Security Association – PISA • Internet Society of Pakistan
Wi-Fi PARTNER	<ul style="list-style-type: none"> • Wi-tribe 	
WEB PARTNER	<ul style="list-style-type: none"> • A2Z Creatorz 	
DIGITAL MEDIA PARTNER	<ul style="list-style-type: none"> • Convex Interactive 	
EXCLUSIVE TECHNOLOGY MEDIA PARTNER	<ul style="list-style-type: none"> • IDG 	
INTERNATIONAL MEDIA PARTNER	<ul style="list-style-type: none"> • Teletimes 	
MEDIA PARTNER	<ul style="list-style-type: none"> • Exhibitors TV • Netmag 	
EXCLUSIVE KNOWLEDGE PARTNES	<ul style="list-style-type: none"> • Macworld Pakistan • PCworld Pakistan 	
LIVE STREAMING PARTNER	<ul style="list-style-type: none"> • Digisol 	
TECHNOLOGY PARTNER	<ul style="list-style-type: none"> • Wavetec 	
FREIGHT FORWARDER	<ul style="list-style-type: none"> • Agility 	
REGISTRATION PARTNER	<ul style="list-style-type: none"> • Alainco 	
FIELD ITEMS	<p>ICT products / services; telecommunications equipment&systems; broadcasting products and services; networking& information security; commercial security; IT solutions; software/ programs; office automation; latest PCs and laptops; mobile phones; multimedia devices; digital products and many more.</p> <p>Detailed Exhibit Profile may be browsed at www.itcnasia.com</p>	
MEDIA COVERAGE	<p>ITCN Asia maintains excellent media relations. All the electronic & print media representatives covered the Show. Event also attracted the interest of bloggers and online media correspondents.</p>	
NEXT YEAR EVENT'S DATE	<p align="center">16th ITCN Asia 2016 Int'l Exhibition & Conferences 27 – 29 September 2016 @ Karachi Expo Centre, Pakistan</p>	
For Foreign Exhibitors	<p>In this scenario, the 16th ITCN Asia 2016 will be an opportunity to promote your</p>	



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	<p>brands and introduce it in largely untapped market of Central, Southeast & West Asia.</p> <p>Ecommerce Gateway offers following <i>Early Bird Special incentives</i> for its valued Foreign Participants on complimentary basis:</p> <p><u>Special Complimentary Offer:</u></p> <ul style="list-style-type: none"> ➤ Official visa invitation letter ➤ Stay in 5 Star Hotel for (2) persons (double occupancy) for 3 night/4 days with buffet breakfast (worth US\$700) ➤ Reception on arrival at Karachi Airport ➤ Transfers between Hotel/ Karachi Expo Centre/ Hotel ➤ Trade Matching Facilitation ➤ 200 words' Company Profile of the Participating Organizations in the Exhibition Catalog of the Event ➤ Publicity in Pakistan's B2B Directory, 34th Annual edition of Jamal's Yellow Pages of Pakistan 2015 through a Quarter Page Black & White Ad worth US\$1,250 <p><u>Note:</u> Confirming your participation and 50% Advance Payment before January 31st, 2016 will enable you avail the above un-matched benefits.</p>										
TARIFF OF STALLS	<p><u>Rate of Shell Scheme Stalls</u></p> <ul style="list-style-type: none"> ▪ Min 12 sqm (4mx3m) space @ US\$300 per sqm. <p>Includes: One Octonorm shell, one information counter, two chairs, 4 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket - single phase 220 volts (50Hz) 5 amp.</p> <p><u>Rate of Bare Space Stalls</u></p> <ul style="list-style-type: none"> ▪ Min 24 sqm (3mx8m) space @ US\$250 per sqm. <p>Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p> <p><u>Rate of Outdoor Exhibit Space</u></p> <ul style="list-style-type: none"> ▪ Min 80 sqm space @ US\$125 per sqm. <p>Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p>										
For Sponsorship	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Diamond Package:</td> <td style="text-align: right;">US\$75,000</td> </tr> <tr> <td>Platinum Package:</td> <td style="text-align: right;">US\$50,000</td> </tr> <tr> <td>Gold Package:</td> <td style="text-align: right;">US\$25,000</td> </tr> <tr> <td>Silver Package:</td> <td style="text-align: right;">US\$15,000</td> </tr> <tr> <td>Bronze Package:</td> <td style="text-align: right;">US\$8,000</td> </tr> </table>	Diamond Package:	US\$75,000	Platinum Package:	US\$50,000	Gold Package:	US\$25,000	Silver Package:	US\$15,000	Bronze Package:	US\$8,000
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DEADLINE OF APPLICATION	March 31st, 2016 (Location is subjected to the availability of Stalls)										



ITCN Asia Secretariat

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