PAKISTAN - THE REGIONAL ICT HUB

TECH *desti***NATION PAKISTAN**

MINISTRY OF IT & TELECOM

PRESENTS

25th **ITCN ASIA**

www.itcnasia.com

POWERED BY

HUAWEI

Post Show Report

OWNER & ORGANIZER

Member ufi

Ecommerce Gateway Pakistan (Pvt) Ltd

August 27th – 29th, 2024
Karachi Expo Center, Pakistan

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

SEE YOU AT

26th **ITCN ASIA**

www.itcnasia.com

09-11 MAY 2025
Lahore Expo Centre, Pakistan

27th **ITCN ASIA**

www.itcnasia.com

23-25 September 2025
Karachi Expo Centre, Pakistan

TECH destin NATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

A BIG THANK YOU TO ALL OUR SUPPORTERS

OUTREACH PARTNERS

BAHRIA UNIVERSITY
Discovering Knowledge

BUSINESS INCUBATION CENTER
BAHRIA UNIVERSITY KARACHI

STARTUP SYNDICATE

daftarkhwan

[KARACHI AI]
ENABLING EVERYONE TO APPLY ARTIFICIAL INTELLIGENCE

AP AGILE PAKISTAN

FOUNDERS SPACE

Google Developer Groups
Cloud • Islamabad

[W] Women Techmakers

ASHREI TECH

OICCI EST 1860
Overseas Investors Chamber of Commerce & Industry

NATIONAL INCUBATION CENTER
NIC KHI
Funded By Ignite, MoITT

PAKISTAN FREELANCERS ASSOCIATION

nic faisalabad
Funded by Ignite, MoITT

Community aws PAKISTAN

Kickstart co-working space
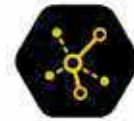
IBA * CICT
Center for Information & Communication Technology

TechX
Hai Khawab? To Badlo Pakistan!

TECHNOLOGY MEDIA PARTNER

CW PAKISTAN MEDIA
www.cwpakistan.com

PAKISTAN - THE REGIONAL ICT HUB

TECH destiNATION PAKISTAN — MINISTRY OF IT & TELECOM
25th ITCN ASIA — PRESENTS
POWERED BY HUAWEI

A BIG THANK YOU TO ALL OUR SUPPORTERS

STRATEGIC SUPPORTERS
RISING PAKISTAN SIFC | PSEB SOFTWARE EXPORT BOARD | ICO | FPCCI

STRATEGIC IT INDUSTRY PARTNER
P@SHA — PAKISTAN IT INDUSTRY ASSOCIATION

ITCN ASIA VIP LOUNGE PARTNER
TCN Executive Forum

DIGITAL PARTNER
MAGNUS COMMUNICATIONS

CONNECTIVITY & INFRASTRUCTURE PARTNER
multinet — INFOSTRUCTURE FOR THE NATION

COURIER PARTNER
Leopards — There for You

EXCLUSIVE DIGITAL MEDIA PARTNER
STARTUP PAKISTAN

SOCIAL MEDIA PARTNER
NM SOLUTIONS

DIGITAL SIGNAGE PARTNER
Pak Vision — www.pakvision.net

HOSPITALITY PARTNER
Hashoo Group

KEY EVENT
THE WORLD CIO 200 SUMMIT — PAKISTAN EDITION

DIGITAL DISPLAY PARTNER
MJN Digital

GLOBAL OUTREACH PARTNER
eventage

DIGITAL SOLUTIONS PARTNER
VORSON DIGITAL SOLUTIONS

OOH PARTNER
MNK Digital

TEA PARTNER
EASTERN VITAL TEA

STARTUP ARENA PARTNER
PITB

OUTDOOR MEDIA PARTNER
Adsells | OMM (PVT.) LTD.

ABOUT ITCN ASIA

IT Commerce Network Asia (ITCN Asia) initiated in 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, the Middle East, Africa, South Asia, and other global markets.

ITCN Asia is Pakistan's only UFI (Paris) Approved Event in the ICT sector. 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 in Pakistan held for twenty (24) consecutive years.

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 ICT products/services; telecommunications equipment & systems; IT solutions; software/ programs; office automation; Broadband/GSM/ISP; Lights & LED; latest Hardware and Devices; mobile phones; multimedia devices; digital products; Professional Lighting; Digital Signage & Printing; Video Walls; broadcasting products and services; networking & information security; commercial security; Smart Home; Homeland Security & Policing; Fire & Safety; Health & Safety; Fireproof Paints & Coatings; Built-in Fire Protection Solutions and many more.

OVERVIEW OF THE 25TH ITCN ASIA 2024 - KARACHI

OPENING CEREMONY

The 25th edition of ITCN Asia - the biggest tech event in Pakistan presented by Tech Destination Pakistan and powered by Huawei was inaugurated by the Honorable Mr. Kamran Khan Tessori, Governor of Sindh along with Honorable Mr. Zohaib Khan, Chairman-Pakistan IT Industry Association-P@SHA, Dr. Khursheed Nizam, President-Ecommerce Gateway Pakistan (Pvt.) Ltd, Mr. Muhammad Umair Nizam, Group Director-Ecommerce Gateway Pakistan (Pvt.) Ltd, and other dignitaries at the opening ceremony.

PAKISTAN - THE REGIONAL ICT HUB

INAUGURAL SESSION

The event featured an inaugural session with keynote speeches from both the public & private sectors. The Honorable Mr. M. Zohaib Khan, Chairman of Pakistan IT Industry Association - P@SHA was the Chief Guest and Honorable Mr. Zeeshan Khattak, Chief Executive Officer of Tech Destination Pakistan, Honorable Syed Sohail Javaad, Executive Director - Digital Financial Services Group of State Bank of Pakistan, and H.E. Mr. Yousef Hasan Khalawi, Secretary General, Islamic Chamber of Commerce & Development – ICCD as Guests of Honor along with other dignitaries including Mr. Jibran Jamshad, Country Principal Officer & Education Lead of Microsoft, Ms. Zara Basharat Higgs, Head of Public Policy Programs - Middle East, Türkiye, Africa, Pakistan and South Asia of TikTok, Mr. Ray of Huawei, Madam Jehan Ara, Founder & CEO of Katalyst Labs, Mr. Rehan Shaikh, President of Overseas Investors Chamber of Commerce & Industry (OICCI) and CEO of Standard Chartered Pakistan, and Mr. M. Umair Nizam, Group Director of Ecommerce Gateway Pakistan (Pvt.) Ltd.

TECH destination NATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

EXHIBITION

The 25th 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

TECH *desti* NATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

CONFERENCES

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

Startups Pitch

IT Policy

Gaming

Skills Development

Entrepreneurship & Freelancing

World CIO 200 Summit

Cyber Security

Future Leaders

Creative Economy

Knowledge Economy

Fintech

Inaugural Session

entrepreneurship

Huawei Product Launch

Tiktok for Business

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25TH ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

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 Inovi telecom and Air Link which showcased brands like infinix, tecno, Redmi, etc.

PSEB , IGNITE & FINTECH PAVILIONS

Other prominent pavilions included the Pakistan Software Export Board, Ignite, and Fintech.

ITCN ASIA VIP LOUNGE

The event provided a networking lounge for discussion & networking between the seller & the buyer in an informal environment.

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

GLOBAL BRANDS

The event provided a comprehensive platform for both national and international companies and brands, with notable participants like Google, Huawei, Microsoft, TP-Link, Odoo, TikTok, CORNING, PTCL, 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 play a key role in providing networking & knowledge sharing opportunities. The event hosted over 20 knowledge sessions catering to key topics like Agritech, Cyber Security, Skills, and more.

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25TH ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

STARTUP ASIA EXPO

The Startup Asia Expo was organized beside the lines of ITCN Asia. The expo hosted startups from across the country showcasing their innovative ideas & solutions catering to different verticals. IGNITE was the Startup Asia Expo Sponsor whereas, PITB was the Startup Arena Partner.

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

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

25th ITCN ASIA
www.itcnasia.com
PRESENTS

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

NETWORKING DINNER

The networking dinner was organized on the 1st day of the event atthe Pearl Continental Hotel, Karachi.

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.

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th
ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

VISITOR STATISTICS

6.5% Manager/Other

15% Senior Manager

48.5% CxOs
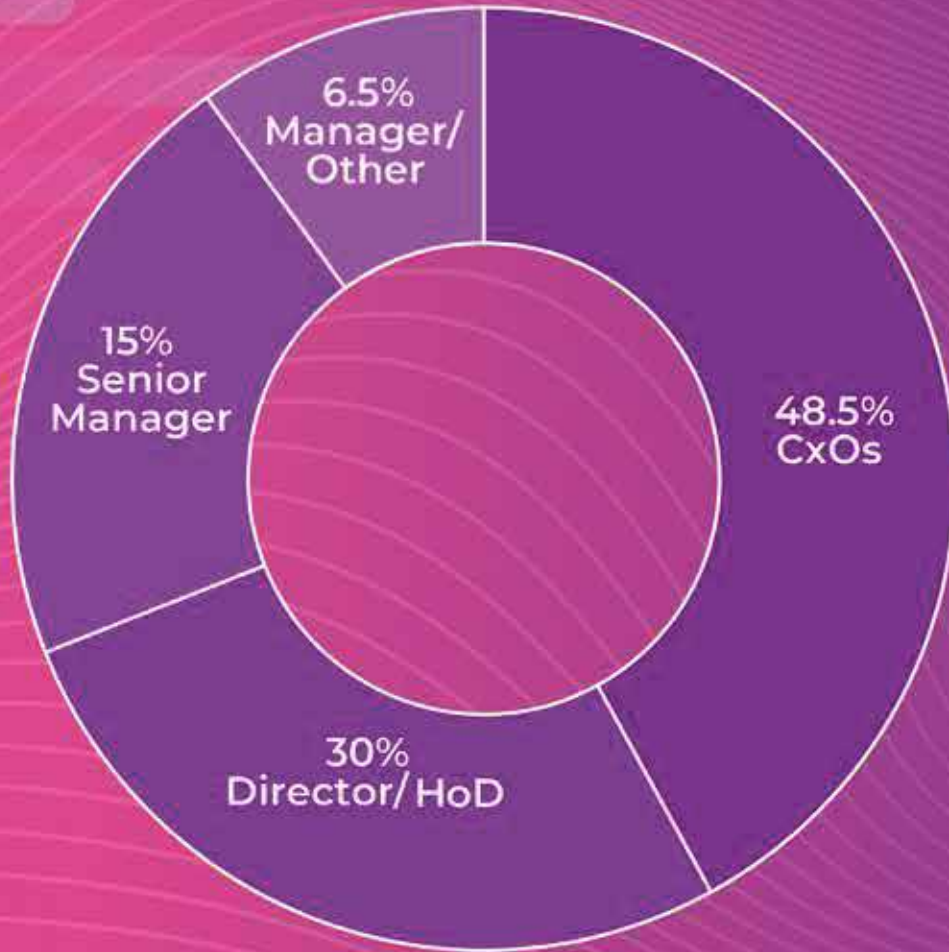
30% Director/HoD

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

VISITOR REVIEWS

PAKISTAN - THE REGIONAL ICT HUB

- Rated the show as outstanding & great for networking ★★★★★
- 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 ★★★★★

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS 25th **ITCN ASIA** www.itcnasia.com

POWERED BY HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

KNOWLEDGE SESSIONS

DAY - 1
27th August 2024

Inaugural Session
11:00 AM - 01:00 PM

Session by TikTok
02:00 PM - 05:00 PM

OWNER & ORGANIZER

Member
ufi

Ecommerce Gateway
Pakistan (Pvt) Ltd

DAY - 2
28th August 2024

Best of Entrepreneurship, Asia Series on AgriTech
10:00 AM - 01:00 PM

Future Leaders Award 2024
10:00 AM - 01:00 PM

Ideathon
10:00 AM - 01:00 PM

Best of Entrepreneurship, Asia Series on AgriTech
02:00 PM - 05:00 PM

Innovate 4.0
03:00 pm to 06:00 pm

Local Creative Economy and Global Market – Roundtable
02:00 pm to 05:00 pm

The Role of STZA in Accelerating the Growth of Knowledge
Economy in Pakistan – Roundtable
02:00 pm to 05:00 pm

DAY - 3
29th August 2024

The World CIO 200 Summit & Awards 2024 – Pakistan Edition
10:00 am to 01:00 pm

Innovate, Elevate, Integrate: The Fintech Paradigm
10:00 am to 01:00 pm

Use of Emerging Technologies for Sustainable
Cyber Secure Pakistan Vision 2030
10:00 AM - 01:00 PM

Product Launch by Huawei
03:00 pm to 06:00 pm

INAUGURAL SESSION

PAKISTAN - THE REGIONAL ICT HUB

INAUGURAL SESSION Key Takeaways:

Government's Commitment to Digital Transformation:
• State Minister for IT, Shaza Fatima Khawaja, emphasized the government's dedication to accelerating the development of a robust digital ecosystem to drive socio-economic growth.

• The Digital Pakistan Policy serves as a blueprint for digital transformation across both government and private sectors.

Significant Growth in IT Exports:
• IT exports have seen a 24% increase, reaching $3.22 billion in 2023-24.

• The government aims to further increase IT exports to $10 billion by leveraging the country's talent pool and policies supporting freelancers and entrepreneurs.

Freelancer Economy in Pakistan:
• Pakistan ranks among the top countries in the gig economy, with 1 million freelancers contributing to economic growth.

• e-Rozgar centres have been launched to provide freelancers with working spaces and training resources, bolstering their ability to compete globally.

Special Focus on IT Infrastructure:
• The government has prioritized the creation of software technology parks and special technology zones to foster innovation and entrepreneurship.

• These initiatives aim to strengthen the national IT ecosystem and attract international investments.

Industry Leaders' Call for Supportive Policies:
• Industry leaders, including Zohaib Khan, Chairman of P@SHA, stressed the need for policies that support IT exports, improve freelancer payment systems, and create a conducive environment for IT businesses.

• The Special Investment Facilitation Council (SIFC) was praised for driving investments into Pakistan's IT sector, further boosting confidence in the local industry.

Pakistan's Global Potential in IT:
• Yousef Hasan Khalawi, Secretary General of the Islamic Chamber of Commerce, highlighted Pakistan's potential to become a global IT hub, especially in the fields of agriculture and IT solutions.

• Technology has already begun transforming key sectors such as education, agriculture, and healthcare in Pakistan.

Integration of SMEs into the Digital Economy:
• Syed Sohail Javaad from the State Bank of Pakistan noted that 90% of SMEs are still not digitally integrated, stressing the need for broader adoption of QR/Wallet-based payments to enhance the digital financial landscape.

Certification and Digital Currency Preparedness:
• Industry leaders advised companies to obtain ISO 2022 certification to access larger data pools and emphasized the importance of preparing for digital currencies, which will revolutionize financial transactions in the IT sector.

These key takeaways reflect the overarching theme of digital transformation, policy support, and global collaboration that defined the inaugural session of the 25th ITCN Asia 2024.

Session on TikTok
Key Takeaways:

Introducing TikTok in Pakistan:

Provided a deep dive into the platform's core identity and how it resonates with the local audience.

Emphasizing Community Guidelines:

Highlighted the importance of adhering to TikTok's community guidelines to ensure a safe and positive environment for both content creators and users.

Understanding TikTok For Business:

Explained the structure of TikTok For Business, detailing various advertising formats available to help brands achieve their marketing objectives.

Content Creation Best Practices:

Shared effective strategies and best practices for producing engaging content tailored to TikTok's unique style and audience.

Leveraging In-App Tools:

Explored the powerful in-app tools available on TikTok, offering a practical guide for brands and creators to find their niche and start creating impactful content.

Ideathon

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

Ideathon Key Takeaways:

Innovation is a Collaborative Effort:

The success of the Ideathon highlighted the importance of bringing diverse minds together to solve complex challenges. The event demonstrated that innovation thrives in a collaborative environment, where ideas are shared, refined, and built upon collectively.

The Power of Inclusivity:

The diverse participation, with a strong representation of both male and female innovators, emphasized the critical role inclusivity plays in driving impactful solutions. Ensuring that all voices are heard leads to more comprehensive and effective problem-solving.

Practical Application of Ideas:

The focus on real-world problem statements ensured that participants were not just theorizing but applying their ideas to tangible challenges in sectors like Industrial Automation and Fintech. This practical approach prepares them for real-world implementation and scalability.

The Importance of Effective Pitching:

The event underscored the value of mastering the art of pitching. The most successful participants were those who could clearly and persuasively communicate their ideas, demonstrating that how you present your innovation is just as important as the idea itself.

Expert Feedback is Crucial:

The feedback from experienced judges was invaluable in helping participants refine their ideas. This process of receiving and integrating expert advice is essential for any entrepreneur looking to succeed in a competitive landscape.

Support Systems Matter:

The involvement of industry leaders and the support from ITCN Asia highlighted how critical external support and mentorship are to the success of startups. Access to the right resources and networks can significantly enhance the potential for innovation.

Continuous Learning and Improvement:

The workshops and training sessions emphasized that continuous learning is key to entrepreneurial success. Participants left the event not only with new ideas but also with enhanced skills and a deeper understanding of what it takes to build a successful startup.

INNOVATE 4.0

PAKISTAN - THE REGIONAL ICT HUB

INNOVATE 4.0 Key Takeaways:

Event Overview:

INNOVATE 4.0 took place on August 28th at the 25th ITCN Asia 2024 in Karachi. It is a premier idea-pitching competition aimed at fostering tech innovation in Pakistan.

1) Showcasing Groundbreaking Innovations:

The event successfully brought together some of the brightest minds in Pakistan's tech ecosystem, highlighting innovations in AI, Blockchain, IoT, and more. The event underscored how Pakistani startups are increasingly focusing on solving real-world challenges through technology.

2) Collaboration as a Cornerstone:

The event emphasized the importance of collaboration among various stakeholders, including tech startups, government bodies, educational institutions, and private organizations. This collaborative approach is essential for nurturing innovation and ensuring the growth of a sustainable product-based economy in Pakistan.

3) Empowering Young Entrepreneurs:

With a strong focus on young entrepreneurs, the event provided a platform for emerging talent to present their ideas and gain exposure. The pitch competitions enabled startups to connect with investors, potential mentors, and industry leaders, paving the way for future growth and success.

4) Fostering Meaningful Connections:

The event facilitated valuable connections between participants, judges, mentors, and industry experts. The Innovation Lounge, in particular, offered a unique environment for attendees to engage in insightful discussions, share knowledge, and form strategic partnerships that could shape the future of tech in Pakistan.

5) The Role of Education and Continuous Learning:

The event highlighted the critical role of education in fostering innovation. Through workshops and panel discussions, the event emphasized the need to develop advanced technical skills and entrepreneurial mindsets to keep pace with the rapidly evolving global tech landscape.

6) Recognition and Inspiration:

The event concluded with an awards ceremony recognizing the most promising startups, innovative ideas, and impactful contributions to the tech ecosystem. This recognition serves as inspiration for others to continue pushing the boundaries of innovation in Pakistan.

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS

25TH ITCN ASIA
www.itcnasia.com

POWERED BY

HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

Best of Entrepreneurship, Asia Series on AgriTech

PAKISTAN - THE REGIONAL ICT HUB

Best of Entrepreneurship, Asia Series on AgriTech Key Takeaways

Focus on Technological Adoption in Agriculture:
· Speakers emphasized the need for adopting technological solutions in agriculture to boost crop yields, optimize land use, and increase food production.

· Technologies like modern farming practices and automation were highlighted as essential for enhancing the sector's efficiency and sustainability.

Agriculture as a Key to Pakistan's Economic Growth:
· Zubair Motiwala, CEO of TDAP, pointed out Pakistan's potential to grow its agriculture sector significantly, noting that only 50% of the country's agricultural land is currently utilized.

· With optimized land use and value-added agricultural products, the sector could bring in seven times more value and cater to markets in Asia, GCC countries, and China.

Challenges in Agricultural Development:
· Major challenges include a lack of access to funds for farmers, the need for improved supply chains and cold chains, and minimizing the role of intermediaries.
· Financial institutions and government bodies need to work together to provide better resources and technological solutions at the grassroots level.

Role of Financial Inclusion:
· Mohammad Atif Hanif, CEO of Al Barka Bank, stressed the importance of financial inclusion in the agriculture sector, as 75% of rural adults, who are involved in agriculture, lack bank accounts.

· Out of 100 million adults in Pakistan, only 2.5 million are borrowing customers in agriculture, highlighting a huge unbanked market that needs to be tapped.

Export Potential in Agriculture:
· Pakistan's agriculture and food exports grew from $5 billion to $8 billion last year, indicating immense export potential.

· With a 10% growth in crop yield, Pakistan could feed an additional country, underscoring the sector's potential in meeting global food demands.

Opportunities in the Halal Food Industry:
· The $1 trillion Halal food market presents significant opportunities for Pakistan, with the country's current share standing at only $500 million. Collaboration between the banking, agriculture, and corporate sectors is needed to capitalize on this opportunity.

Growth in AgriTech:
· According to FPCCI Senior Vice President Saquib Fayyaz Magoon, Pakistan witnessed a 6.25% growth in the agriculture sector, with crop growth reaching 11.03% in the last financial year, largely due to advances in agriculture technology.

Government Support:
· Provincial Agriculture Minister Sardar Muhammad Bakhsh Mahar emphasized the importance of food security and automation in agriculture. He assured that the Sindh government is committed to working with stakeholders to further develop the sector.

The conference underscored the need for a collaborative, technology-driven approach to unlock the full potential of Pakistan's agriculture sector.

Future Leaders Award & Panel Discussion

PAKISTAN - THE REGIONAL ICT HUB

Future Leaders Award & Panel Discussion

Key Takeaways:

Widespread Attendance:

The event attracted a large audience of over 250 attendees, not only from Karachi but also from other regions of Pakistan. The presence of CIOs, CISOs, and CXOs demonstrated the significance of the event and the recognition it provided to the awardees.

Significant Awards Distribution:

The distribution of 100+ awards showcased the diverse range of talent and achievements being recognized. This served as a powerful incentive for future leaders to strive for excellence.

Government Commitment and Collaboration:

The participation of representatives from the Ministry of IT, Federal Government, Sindh Government, and the public sector in the panel discussion on "Government Initiatives & Skills & Edu-Tech Synergy" highlighted the government's commitment to supporting the IT sector and nurturing young talent. The discussion focused on strategies to enhance skills development and foster collaboration between government, industry, and academia.

Mid-Tier Leadership Potential:

The first session emphasized the potential of mid-tier managers to assume leadership roles in the future. This provided valuable insights for aspiring leaders and encouraged them to develop the necessary skills and competencies.

Creative Economy and the Global Market

Creative Economy and the Global Market
Key Takeaways:

The roundtable discussion on "Creative Economy and the Global Market" highlighted significant challenges faced by the sector, such as fragmented data, lack of recognition as a formal industry, and outdated Intellectual Property (IP) laws with poor enforcement. To address these issues, participants underscored the need for advocacy at multiple levels—policy, academia, and grassroot creators.

Raising awareness about IP and best practices, establishing a baseline for the creative economy, and fostering collaboration among creative studios, think tanks, and academic institutions were also identified as crucial steps forward.

Action Points:

- **Advocacy Initiatives:**
  Mobilize stakeholders to push for policy changes that recognize and support the creative economy.

- **IP Awareness Campaigns:**
  Launch campaigns to educate creatives and the public on Intellectual Property rights and best practices.

- **Data Baseline Development:**
  Work on creating a comprehensive baseline for the creative economy to inform policy and investment decisions.

- **Collaborative Efforts:**
  Promote partnerships between creative studios, think tanks, and academia to drive innovation and industry growth.

PAKISTAN - THE REGIONAL ICT HUB

Focus Group Discussion by STZA at 25th ITCN Asia - Karachi Accelerating STZs rollout and public-private partnerships towards developing the technology ecosystem.

Key Takeaways

Skill and Talent Gaps in Local Start-Ups:

The discussion highlighted a significant skill and talent gap within local start-ups, particularly in product development. Many start-ups struggle to meet global standards due to insufficient expertise in areas like software development and design. This shortfall limits their ability to scale and compete internationally, emphasizing the need for targeted upskilling initiatives.

Need for a Single Government Contact Point for Global Technology Organizations:

Global technology companies considering operations in Pakistan face challenges due to fragmented communication and bureaucratic hurdles. The panelists stressed the importance of establishing a centralized government contact point to streamline processes, reduce delays, and improve Pakistan's appeal to foreign investors.

Underrepresentation of Pakistan's Technology Ecosystem in Global Markets:

The panel identified a lack of representation of Pakistan's technology ecosystem in global markets, largely due to insufficient research and data. This underrepresentation hampers the country's ability to attract international investment, underscoring the need for strategic initiatives to enhance visibility and showcase opportunities.

Insufficient Innovation in Policy-Making Due to Poor Coordination and Cooperation:

The session revealed that innovation in policy-making is hindered by poor coordination and cooperation among stakeholders. This fragmented approach leads to outdated or misaligned policies. The panelists recommended fostering more collaborative frameworks to develop forward-thinking policies that better support the technology sector.

Risks of Market Failures Due to Inadequate Demand-Supply Mapping of Technology Infrastructure:

Inadequate demand-supply mapping in technology infrastructure poses risks of market failures. Misalignment between infrastructure development and market needs can lead to inefficiencies. The discussion emphasized the need for thorough market analysis to ensure that infrastructure investments are strategically planned and demand-driven.

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

Focus Group Discussion by STZA at 25th ITCN Asia - Karachi Accelerating STZs rollout and public-private partnerships towards developing the technology ecosystem.

Key Recommendations

Streamline Infrastructure Development:

Collaborate to enhance the development of high-quality infrastructure for technology companies by adopting global benchmarks. This approach ensures that infrastructure meets international standards and supports the needs of technology businesses effectively, fostering a more competitive and capable technology sector in Pakistan.

Enhance Global Representation:

Create a comprehensive roadmap and criteria to bolster the representation and reputation of Pakistan's technology ecosystem on the global stage. This involves engaging with Pakistani embassies abroad to promote the country's technology sector, improve its visibility, and attract international interest and investment.

Promote Public-Private Partnerships:

Develop and implement public-private partnerships focused on marketing, research, and business development. These partnerships should target high-potential industry verticals and emerging technologies, leveraging the strengths of both sectors to drive innovation and growth within Pakistan's technology landscape.

Informed Policy-Making for Digital Transformation:

Advance informed policy-making to support the digital transformation of legacy sectors such as agriculture, textiles, and pharmaceuticals. This requires conducting detailed research on the necessary capital goods and hardware, ensuring that policies are well-informed and aligned with the needs of these industries.

Innovate Policies and Regulations:

Foster innovation in policies, rules, and regulations to prevent the misuse of tax exemptions and other incentives. Additionally, consider developing a needs-based licensing approach that aligns regulatory frameworks with the specific requirements of different technology sectors, ensuring a fair and effective regulatory environment.

The World CIO 200 Summit & Awards 2024 - Pakistan Edition

Key Takeaways

Recognition of IT Talent:

• The event celebrated the achievements of Pakistan's top IT professionals, with 60 individuals receiving awards. Seven outstanding professionals will represent Pakistan at the World CIO Summit 200 in South Africa.

Call for Policy Continuation:

• Former State Minister Azfar Ahsan emphasized the need for a Charter of Business to ensure long-term policies supporting both local and foreign investment. Uniform policies are critical for economic growth, regardless of the country's political landscape.

Strategic Importance of Pakistan:

• Pakistan's strategic location and market potential were highlighted as key factors for attracting foreign investment. A focus on policy continuity could unlock this potential, making the country more appealing for international partnerships.

Growth in IT Exports:

• Chairman of P@SHA, Zohaib Khan, noted a steady rise in IT and IT-enabled service exports. Projects like the development of UAE's central payment system exemplify the global impact of Pakistani IT companies. Collaboration with the Special Investment Facilitation Council (SIFC) is key to further expanding these achievements.

Building a "Made-in-Pakistan" IT Brand:

• Pakistan's IT sector must establish a global presence under a "Made-in-Pakistan" brand, enhancing outreach and solidifying partnerships worldwide.

Pakistan as a Regional Tech Hub:

• Erdal Ozkaya, President of Global CISO Forum, praised the country's potential to become a regional technology hub, thanks to its talented IT professionals. Technology is seen as a transformative force, capable of driving national and regional growth.

Overall, the World CIO 200 Summit underscored Pakistan's growing role in the global IT sector, its need for stable policies, and its potential to become a major technology hub.

PAKISTAN - THE REGIONAL ICT HUB

Use of Emerging Technologies for a Sustainable, Cyber Secure Digital Pakistan Vision 2030 Key Takeaways

Leveraging Emerging Technologies

Sustainability and Efficiency:
Technologies such as artificial intelligence (AI), blockchain, and Internet of Things (IoT) are crucial for achieving sustainability goals. They can enhance resource management, improve environmental monitoring, and optimize operational efficiencies.

Cybersecurity Integration:
With the growing reliance on digital solutions, integrating cybersecurity measures into emerging technologies is essential. AI can bolster threat detection, while blockchain offers secure and transparent data management.

Cybersecurity Enhancements:

Advanced Security Measures:
Implementing AI-driven solutions for predictive analytics and automated threat responses can significantly enhance cybersecurity. It is crucial to stay ahead of increasingly sophisticated cyber threats.

Ethical and Regulatory Frameworks:
Establishing strong ethical guidelines and regulatory standards is necessary to ensure the responsible use of emerging technologies and to prevent potential misuse.

Alignment with Vision 2030.

Digital Transformation Goals:
The session highlighted how emerging technologies align with Pakistan's Vision 2030 by advancing digital infrastructure, promoting tech-driven economic growth, and improving access to digital resources.

Sustainable Development:
Technologies play a critical role in addressing key sustainability challenges, including energy management, smart city development, and healthcare improvements. The integration of these technologies must support sustainable development objectives.

Importance of Collaboration:

Stakeholder Engagement:
Successful implementation of these technologies requires collaboration among government entities, private sector organizations, and academic institutions. Enhanced partnerships and information sharing are vital for achieving Vision 2030 goals.

Capacity Building:
Investing in local expertise and infrastructure is essential for effective technology deployment. Training and education are necessary to develop a skilled workforce capable of leveraging emerging technologies.

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

Use of Emerging Technologies for a Sustainable, Cyber Secure Digital Pakistan Vision 2030 Key Takeaways

Strategic Partnerships and MOUs:

At ITCN ASIA 2024, several MOUs were signed, marking a significant advancement in collaborative efforts to enhance Pakistan's digital and cybersecurity landscape:

Crime Stopper Sindh (CSS):

Role:
CSS acts as a shadow organization representing civil society in addressing and managing community safety and cybersecurity issues.

Objective:
To enhance public safety through collaborative initiatives and to strengthen efforts against cybercrime. This partnership will focus on improving public awareness and promoting proactive cybersecurity measures.

Digital Parliament of Pakistan (DPP):

Role:
DPP serves as a shadow parliament of civil society, advocating for digital transformation and technological advancements in governance.

Objective:
To foster digital innovation within legislative processes and improve administrative efficiency. The collaboration will focus on developing digital tools and solutions to modernize parliamentary functions and increase transparency.

CIT Centers Sindh and Balochistan:

Role:
CIT Centers support regional technology development and capacity building in Sindh and Balochistan.

Objective:
To establish and expand CIT Centers, providing essential training, resources, and support for technological advancement and innovation in these regions.
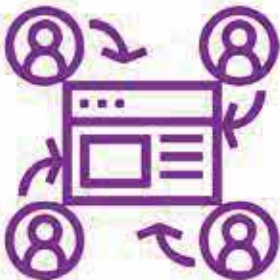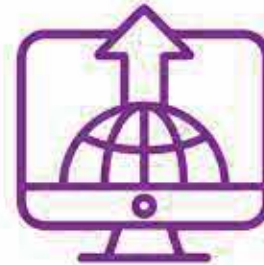
OUTDOOR MARKETING

OUTDOOR MARKETING

PRESS RELEASES

The Nation

Urdu News
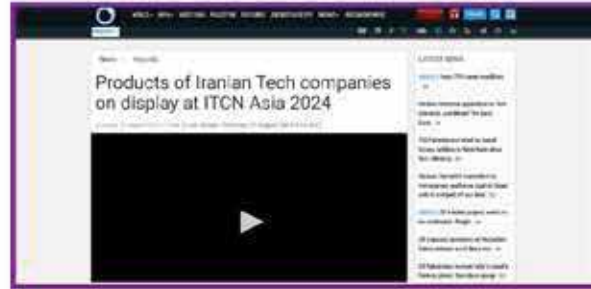
The Express Tribune

The Express Tribune

The Nation

Associated Press of Pakistan

PRESS RELEASES

The News

Press TV

Arab News

Urdu News

The News

The Nation

PRESS RELEASES

Urdu News

Tribune News

Pakistan Observer

The Nation

Arab News

propakistani

MEDIA COVERAGE

Public TV News

PTV News

City21 News

City21 News

HUM News

Ary News

MEDIA COVERAGE

Suno News

GNN News

City21 News

92 News

City21 News

Public TV News

MEDIA COVERAGE

World News

Ary News

News1

92 News

ROZE News

GTV News

MEDIA COVERAGE

KN News

Abb Takk News

DAWN News

NEO News

WORLD News

Suno News

MEDIA COVERAGE

PAKISTAN - THE REGIONAL ICT HUB

HUM News

Samaa News

PTV News

World News

Abb Takk News

HUM News

MEDIA COVERAGE

GTV News

Ptv News

HUM News

GNN News

92 News

AIK News

MEDIA COVERAGE

BOL News

Ary News

Abb Takk News

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

PRESENTS
25th ITCN ASIA
www.itcnasia.com

POWERED BY
HUAWEI

PAKISTAN - THE REGIONAL ICT HUB

BOOK NOW!

26th

ITCN ASIA

www.itcnasia.com

September 23rd - 25th, 2025
Karachi Expo Center, Pakistan

For Booking & Details, Contact

M. Umair Nizam
Group Vice President – Ecommerce Gateway Pakistan (Pvt.) Ltd
Event Director – ITCN Asia

📱/© : +92 335 3572280

© : umairecg

✉ : umair@ecgateway.net