

# PAKISTAN - THE GLOBAL ICT HUB



MINISTRY OF IT & TELECOM

PRESENTS

26<sup>th</sup>

# ITCN ASIA

[www.itcnasia.com](http://www.itcnasia.com)

POWERED BY



## HUAWEI eKit

**MAY 09<sup>TH</sup> TO 11<sup>TH</sup> 2025**  
**LAHORE EXPO CENTRE**

# EXHIBITOR WELCOME GUIDE

Owner & Organizer



Ecommerce Gateway  
Pakistan (Pvt) Ltd



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## WELCOME MESSAGE FROM THE EVENT DIRECTOR



**EVENT DIRECTOR**

Dear Exhibitor,

Welcome to the 26th ITCN Asia, Pakistan's largest and most influential technology event! We are thrilled to have you on board as part of this remarkable gathering that bridges global innovation with regional opportunity.

Over the next three days, we aim to foster meaningful connections, groundbreaking collaborations, and powerful conversations that will shape the future of technology in Pakistan and beyond. Your presence at ITCN Asia not only adds immense value to the exhibition but also contributes to the growing momentum of digital transformation across the country.

We've curated this digital guide to help you navigate your journey as an exhibitor—from event logistics to city highlights, you'll find everything you need right here.

Let's make this an unforgettable experience together!

Warm regards,

**Muhammad Umair Nizam**

Group Vice President – Ecommerce Gateway Pakistan Pvt. Ltd.  
Event Director – ITCN Asia



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## ABOUT ITCN ASIA

ITCN Asia (Information Technology & Communication Network Asia) is Pakistan's flagship tech exhibition and conference platform. Now in its 26th year, it has consistently attracted global tech leaders, investors, startups, policymakers, and IT professionals under one roof.

## WHAT'S HAPPENING AT THE 26TH ITCN ASIA

**May 9-11, 2025 | Lahore Expo Center**

**10:00 AM - 06:00 PM**

### HIGHLIGHTS:

- **800+** Booth
- **2,500+** Global brands like Google, Qatar Financial Centre, Infotech Group, PTCL, etc.
- **70,000+** Trade visitors
- **300+** International delegates
- **800+** Government representatives & CxOs
- **Knowledge sessions** on AI, Fintech, Cybersecurity, Investment, Web3, etc.
- **Pavilions:** Pakistan Software Export Board, Banking/Fintech, IGNITE, Digital Signage/SMD, and Pakistan Capital Market.
- **Startup Asia Expo**
- Business matchmaking & networking lounges



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## ABOUT PAKISTAN & ITS TECH ECOSYSTEM

Pakistan, the 5<sup>th</sup> most populous country in the world, is home to a rapidly growing tech landscape:

- **Population:** Over 240 million
- **Internet Users:** 130+ million
- **Tech Export Revenue (FY 2024):** USD 3.5 billion
- **Startups Raised:** USD 800+ million in the last 5 years
- **Freelancer Market Ranking:** 4th globally
- **Government Goal:** USD 15 billion in IT exports by 2030

With government support, a thriving startup culture, and youthful energy, Pakistan is becoming a key destination for global tech investment and outsourcing.

## EMERGENCY CONTACT NUMBERS – LAHORE

Here are essential contacts in case of any Emergency:

Police: **15**

Rescue / Ambulance / Fire: **1122**

Nearest Hospital (Jinnah Hospital): **+92-42-99231400**

Expo Center Security Desk: Will be available onsite **24/7**

Event Management Desk (Ecommerce Gateway): **+92-300-820-4172**





# PAKISTAN - THE GLOBAL ICT HUB

## TOP TOURIST ATTRACTIONS IN LAHORE

While in Lahore, don't miss the opportunity to explore its vibrant culture and rich history:

**BADSHAHI MOSQUE**  
A MUGHAL ARCHITECTURAL MARVEL



**LAHORE FORT & SHAHI QILA**  
UNESCO WORLD HERITAGE SITE



**MINAR-E-PAKISTAN - SYMBOL**  
OF PAKISTAN'S INDEPENDENCE MOVEMENT



**WAGAH BORDER CEREMONY**  
A LIVELY FLAG-LOWERING CEREMONY  
NEAR INDIA-PAKISTAN BORDER



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## TOP TOURIST ATTRACTIONS IN LAHORE

While in Lahore, don't miss the opportunity to explore its vibrant culture and rich history:

**SHALIMAR GARDENS**  
ROYAL GARDENS FROM THE MUGHAL ERA



**ANARKALI BAZAAR & LIBERTY MARKET**  
BUSTLING SHOPPING DISTRICTS



**LAHORE MUSEUM - FASCINATING**  
DISPLAY OF PAKISTAN'S HERITAGE



**FOOD STREET, FORT ROAD FOR**  
AUTHENTIC LAHORI CUISINE WITH A VIEW





# PAKISTAN - THE GLOBAL ICT HUB

## ITCN ASIA LAHORE 2025 - EXPO CENTRE - HALL # 1 & 2 SET-UP, TEAR-DOWN & EXHIBITION SCHEDULE

Dear Exhibitor,

We are pleased to apprise you of the following Schedule for the ITCN Asia 2025 Exhibition to be held on 09<sup>th</sup> to 11<sup>th</sup> May 2025 Lahore Expo Center - Hall # 1 & 2.

### •BUILD-UP SCHEDULE:

### DATE

### TIME

• Stall Build-up - Day 1 (Bare Space)	6th May 2025	10:00 am to 11:59 pm
• Stall Build-up - Day 2 (Bare Space)	7th May 2025	12:00 am to 11:59 pm
• Stall Build-up - Day 3 (Bare Space)	8th May 2025	12:00 am to 11:59 pm
• Stall Setup - (Shell Scheme)	8th May 2025	10:00 am to 10:00 pm
• Closing of Cargo Ramp	8th May 2025	11:30 pm
• Hall to be vacated	8th May 2025	11:59 pm

### •EXHIBITION SCHEDULE:

### DATE

### TIME

• Hall to be opened for exhibitors only	9th to 11th May	09:45 am
• Hall to be opened for visitors for exhibition	9th to 11th May	10:00 am
• Hall to be closed for visitors	9th to 11th May	06:00 pm
• Hall to be closed for exhibitors	9th to 11th May	06:15 pm



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## ITCN ASIA LAHORE 2025 - EXPO CENTRE - HALL # 1 & 2 SET-UP, TEAR-DOWN & EXHIBITION SCHEDULE

### •TEAR DOWN SCHEDULE:

### DATE

### TIME

• Tear-down commences	11th May, 2025	06:30 pm
• Opening of Cargo Ramp	11th May, 2025	07:30 pm
• Tear-down Completed	12th May, 2025	08:00 am
• Venue handing over to LEC	12th May, 2025	08:30 am

### GENERAL TERMS & CONDITIONS:

#### STALLS / BOOTHS & EXHIBITS:

- Height of the bare space stalls shall not exceed 2.4 meter at edge. In case it is higher, it may be taken upto a maximum of 4.5 m beyond 2 m from the edge inside the booked space.
- In case of non-compliance with the Terms and Conditions, Organizers reserve the right to modify stall layout during or after erection at the cost of the Exhibitor.
- Exhibitor shall be liable for all losses, damages & costs resulting from a breach.
- The Exhibitor shall be responsible for removal of all packaging waste and rubbish materials resulting from erection or dismantling from the Exhibition Hall. No storage facilities shall be provided for packaging cases, surplus materials or other belongings of the Exhibitor.
- All containers, packing items and any items or articles not for display, must be removed from the Exhibition Hall before the day of opening.
- No pressurized container shall be used in the Exhibition Hall without the prior written approval of the Organizers. Moving in & out of the Exhibition Halls





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All exhibits/component materials shall be removed soon after closure of the Exhibition and accomplished maximum within 24 hours, materials left behind shall be deemed forsaken; the costs incurred for the removal of any such item shall be the Exhibitor.

Exhibits should be brought in the Exhibition Halls only when the stalls are complete in all respects to occupy. However, in case of huge machines and other similar Exhibits, delivery must be arranged right after the floor marking as carpets will be laid only after the machines and / or Exhibits are brought in and placed in position at the stalls. The Exhibitor must arrange for an Authorized Representative to be present at its stall to receive the Exhibits as the Organizer shall not accept delivery on behalf of the Exhibitor nor can the organizer be held responsible for the subsequent safe custody of such items. Machines or similar heavy Exhibits **MUST BE IN POSITION** on the very first day of the stall set-up period to allow sufficient time for their installation/operation for demonstration.

## **Presence of Exhibits at the Stalls**

Exhibitors must keep their Exhibits at their stalls for display throughout the period of the Exhibition. Exhibitors shall not be allowed to remove their Exhibits from their stalls before the official closing of the Exhibition.

## **Re-stocking/Maintenance of Exhibits**

Re-stocking/maintenance of Exhibits at the stalls may be allowed after the Exhibition hours. The Exhibitors must notify the Hall Managers at least 2 hours before the Exhibition closes for the day to facilitate re-stocking/maintenance of Exhibits.

## **Movement of Large/Heavy Goods in/out of Exhibition Halls**

Large and heavy goods that cannot be hand-carried by the Exhibitors can only be taken in/out through the cargo gates of the halls and not through the main entrance doors of the Expo Center Congress Hall.

**Best regards,**  
**Facilitation Department**  
**Ecommerce Gateway Pakistan (pvt) Ltd**



# PAKISTAN - THE GLOBAL ICT HUB

## 3-DAY EVENT PROGRAM

Day 1 - Friday, 9 <sup>th</sup> May 2025	
10:00 am	Exhibition Opens for B2B Activities
10:30 am to 01:00 pm	Roundtable by 1-Link Summit Room (Roundtable Area - 3), Convention Center
03:00 pm to 06:00 pm	Inaugural Session Mini Auditorium (Main Stage), Convention Center
02:00 pm to 05:30 pm	Digital Transformation Pakistan Roundtable Summit Room (Roundtable Area - 3), Convention Center
06:00 pm	Day 1 Concludes
Day 2 - Saturday, 10 <sup>th</sup> May 2025	
10:00 am	Exhibition Opens for B2B Activities
10:00 am to 01:00 pm	Best of Entrepreneurship Asia Series – ICCD Techpreneurship: Strategy, Innovation & Leadership Mini Auditorium (Main Stage), Convention Center
10:00 am to 01:00 pm	Global CISO Summit & Awards – Pakistan Edition Main Auditorium (Global Stage), Convention Center
10:00 am to 01:00 pm	Digital Transformation Pakistan Roundtable Summit Room (Roundtable Area - 3), Convention Center
10:00 am to 12:00 pm	Google AI Think Tank Conference Room # 2 (Presentation Theater - 2) Hall 2, Mezzanine Floor
12:00 pm to 01:30 pm	Google AI Think Tank – Breakout Session Conference Room # 2 (Presentation Theater - 2) Hall 2, Mezzanine Floor
12:00 pm to 01:30 pm	Google AI Think Tank – Breakout Session Conference Room # 1 (Roundtable Area - 2) Hall 2, Mezzanine Floor
12:00 pm to 01:30 pm	Google AI Think Tank – Breakout Session Conference Room # 2 (Presentation Theater - 1) Hall 1, Mezzanine Floor
02:00 pm to 05:00 pm	Best of Entrepreneurship Asia Series – ICCD Tech Opportunities for Regional Growth BoE Workshop Mini Auditorium (Main Stage), Convention Center
02:00 pm to 05:00 pm	Roundtable by P@SHA Conference Room # 1 (Roundtable Area - 2) Hall 2, Mezzanine Floor
02:30 pm to 05:30 pm	Session by Agile Conference Room # 2 (Presentation Theater - 2) Hall 2, Mezzanine Floor

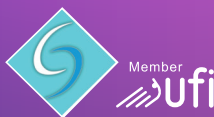


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## 3-DAY EVENT PROGRAM

03:00 pm to 06:00 pm	Google Stage Main Auditorium (Global Stage), Convention Center
03:00 pm to 06:00 pm	Investors Summit Conference Room # 2 (Presentation Theater - 1) Hall 1, Mezzanine Floor
06:00 pm	Day 2 Concludes
Day 3 - Sunday, 11 <sup>th</sup> May 2025	
10:00 am	Exhibition Opens for B2B Activities
10:00 am to 01:00 pm	Build with AI workshop Google Developer Groups Conference Room # 2 (Presentation Theater - 2) Hall 2, Mezzanine Floor
02:00 pm to 06:00 pm	Web3 Pitch by Google Mini Auditorium (Main Stage), Convention Center
02:00 pm to 05:00 pm	Roundtable by P@SHA Conference Room # 1 (Roundtable Area - 2) Hall 2, Mezzanine Floor
06:00 pm	Day 3 Concludes

Owner & Organizer



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