



EMBASSY OF PAKISTAN

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No. TR-3/2015

March 24, 2015

Excellency,

I am privileged to inform that the Ecommerce Gateway Pakistan (Pvt.) Ltd ([www.ecgateway.net](http://www.ecgateway.net)) a full member of UFI "The Global Association of Exhibition Industry" (Paris - France; [www.ufi.org](http://www.ufi.org)) is in a process of organizing the 15th ITCN Asia 2015 - International IT & Telecom Show ([www.itcnasia.com](http://www.itcnasia.com)), comprises of an Exhibition and a series of high profile sector specific conferences scheduled on 15th - 17th of September, 2015 at Karachi Expo Centre, Pakistan. This Business-to-Business Exhibition aims to be a one-stop shop for the IT & Telecom Industry, covering all stakeholders of the network for thousands of potential buyers, who will be attending the Show. The post event fact sheet is enclosed along with other relevant detail of the event and the special early booking offer in this regard.

It would be highly appreciated if the information could kindly be disseminated amongst the potential Associations, Chambers and Organizations, seeking their willingness for participation in the aforesaid event under the umbrella of Jordanian Pavilion.

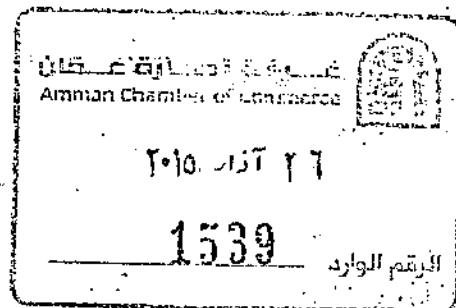
Please accept the assurances of my highest consideration.

Yours sincerely

warm Regards

(Omer Manzoor Malik)  
Deputy Head of Mission

Mr. Issa H. Murad,  
Chairman,  
Amman Chamber of Commerce,  
Amman



## Investment & Trade Oriented Exhibition

15<sup>th</sup> ITCN Asia 2015 International IT & Telecom Show

International Exhibition & Conferences

15 - 17 September 2015 at Karachi Expo Centre - Pakistan

*Special Early Bird Offer for Exhibitors from JORDAN*

The exhibitors can avail the following **Special Early Bird Offer** on booking:

One (1) Shell Scheme booth (minimum 12 sqm @ US\$ 300 per sqm) US\$ 3600

**Note: 15% VAT (Value Added Tax) of Govt. of Pakistan will be applicable on tariff.**

### *Special Early Bird Offer:*

1. One (1) Economy class return Air Ticket (worth up to US\$ 700)
2. Stay in 5 Star Hotel for 3 nights / 4 days on double occupancy basis (worth up to US\$ 300)
3. Transfers between Hotel/ Karachi Expo Centre/ Hotel
4. Official visa invitation letters for participants from JORDAN
5. VIP reception on arrival at Karachi Airport & Hotel Transfer
6. Trade Matching Facilitation
7. Publicity in Pakistan's B2B Directory, 32nd Annual edition of Jamal's Yellow Pages of Pakistan 2015 through a Qtr Page B&W Ad worth (US\$1,250)

**Note: Early Bird offer is on first-come-first-served basis for first 50 exhibitors**

For information, contact Event Secretariat on email: [info@itcnasia.com](mailto:info@itcnasia.com), ph: (+92-21) 111-222-444, fax: (+92-21) 3453-6330 or browse event's Website [www.itcnasia.com](http://www.itcnasia.com) for downloading Participation Tariff, Sponsorship Packages, Advertising Opportunities.



**POST EVENT FACT SHEET**

<b>EXHIBITION NAME</b>	14 <sup>th</sup> ITCN Asia 2014 International Exhibition & Conference			
<b>Concurrent Events</b>	<ul style="list-style-type: none"> <li>Security Asia</li> <li>Broadcast Pakistan</li> </ul>	<ul style="list-style-type: none"> <li>Content Exchange Pakistan</li> <li>Consumer Technology</li> </ul>		
<b>PERIOD</b>	26 – 28 August, 2014	<b>TIMINGS</b>	10:00 AM – 7:00 PM	
<b>VENUE</b>	Karachi Expo Centre, Pakistan			
<b>STARTED YEAR</b>	2001			
<b>ABOUT ITCN ASIA</b>	<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 (<a href="http://www.ufi.org">www.ufi.org</a>) 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 &amp; systems; broadcasting products and services; networking &amp; information security; commercial security; IT solutions; software/ programs; office automation; latest PCs and laptops; mobile phones; multimedia devices; digital products and many more.</p>			
<b>OVERVIEW OF THE EVENT</b>	<p>With the exciting launch of 3G/4G/LTE, Pakistan is on the verge of taking off in the telecom industry. 14<sup>th</sup> ITCN Asia 2014 Int'l Exhibition &amp; Conference has been a resounding success and reinforced Pakistan as a key emerging ICT market.</p> <p>More than 65,000 visitors from all over Pakistan witnessed the products &amp; services showcased here. A number of international brands were introduced at the Event this year too.</p> <p>This year first time in the history of ITCN Asia Microsoft Corporation Pakistan has launched 'Microsoft Hackathon' at the event. The Hackathon spans over 3 days with developers of different universities from every part of the Country, which developed over 100 mobile applications in different categories.</p> <p>Wi-tribe launched its first ever mobile application named 'Hi' at the event and have received tremendous amount of appreciation by the visitors and exhibitors.</p> <p>eKarachi was launched in the event. It aims to increase the digital footprint in Karachi by automating different sectors like education, health, government etc.</p> <p>For the first time, A2Z Creatorz has launched Bit Defender in Pakistan at the event. Bit Defender is one of the top Antivirus and Security software.</p> <p>Hence, ITCN Asia is a proven platform for business and networking for Pakistan's ICT sector.</p>			
<b>CONFERENCE</b>	➤ 3G & 4G – Impetus to Growth			
<b>CONFERENCE CHIEF GUEST</b>	Syed Ismail Shah Esq., Chairman, Pakistan Telecommunication Authority – PTA			
<b>NO. OF BOOTHS</b>	<b>SHELL SCHEME</b>	125 Booths	<b>BARE SPACE</b>	122 Booths
<b>NO. OF COMPANIES PARTICIPATED</b>	<b>FOREIGN</b>	35	<b>LOCAL</b>	90
<b>NO. OF COUNTRIES PARTICIPATED</b>	15			
<b>MAJOR COUNTRIES PARTICIPATED</b>	UK, USA, UAE, China, Germany, Korea, Singapore, Taiwan etc.			





**14<sup>TH</sup> ITCN ASIA 2014**  
**International Information Technology & Telecom**  
**Exhibition & Conference**  
**26-28 August, 2014 @ Karachi Expo Centre-Pakistan**



<b>MAJOR PAVILIONS</b>	Different Pavilions were also established at the Exhibition including: <ul style="list-style-type: none"> <li>• Pakistan Software Export Board Pavilion - PSEB</li> <li>• Khyber Pakhtunkhwa IT Board, Govt. of Khyber Pakhtunkhwa</li> <li>• China Pavilion</li> </ul>		
<b>No. of Trade Corporate Visitors</b>	Over 65,000 visitors attended the three day event		
<b>ORGANIZER</b>	Ecommerce Gateway Pakistan (Pvt.) Ltd – Member UFI (Paris-France)		
<b>SUPPORTERS</b>	<ul style="list-style-type: none"> <li>• Government of Pakistan</li> <li>• Ministry of IT &amp; Telecom</li> <li>• Pakistan Telecommunication Authority</li> <li>• Higher Education Commission</li> <li>• State Bank of Pakistan</li> <li>• Trade Development Authority of Pakistan</li> </ul>	<ul style="list-style-type: none"> <li>• Board of Investment, Govt. of Pakistan</li> <li>• Govt. of Sindh</li> <li>• Ministry of IT, Govt. of Sindh</li> <li>• Khyber Pakhtunkhwa IT Board</li> <li>• Sindh IT Board</li> </ul>	
<b>STRATEGIC PARTNER</b>	<ul style="list-style-type: none"> <li>• Pakistan Software Export Board - PSEB</li> <li>• Pakistan Software Houses Association - P@SHA</li> <li>• ICT Forum Pakistan</li> <li>• MIT Enterprise Forum Pakistan</li> </ul>	<ul style="list-style-type: none"> <li>• Broadcast Engineers Society of Pakistan - BESPAC</li> <li>• ISACA-Karachi Chapter</li> <li>• Pakistan Information Security Association – PISA</li> </ul>	
<b>SPONSORS</b>	<ul style="list-style-type: none"> <li>• Fortinet</li> <li>• A &amp; A Systems</li> </ul>	<ul style="list-style-type: none"> <li>• PROLINK</li> <li>• ZONG</li> </ul>	<ul style="list-style-type: none"> <li>• MOBILINK</li> <li>• NADRA</li> <li>• CELLMORE</li> </ul>
<b>HACKATHON</b>	<ul style="list-style-type: none"> <li>• Microsoft Corporation Pakistan</li> </ul>		
<b>PARTNER</b>	<ul style="list-style-type: none"> <li>• ZONG</li> <li>• WI-tribe</li> <li>• Wavetec</li> </ul>	<ul style="list-style-type: none"> <li>• A2Z Creatorz</li> <li>• iTelecast</li> <li>• FM 100 Pakistan</li> </ul>	<ul style="list-style-type: none"> <li>• TCS Express &amp; Logistics</li> <li>• Alainco</li> <li>• Convex Interactive</li> </ul>
<b>EXHIBITION CHIEF GUEST</b>	<ul style="list-style-type: none"> <li>• Mr. Shoaib Ahmed Shaikh, Chairman and CEO of Axact and BOL Group</li> </ul>		
<b>FIELD ITEMS</b>	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. Detailed Exhibit Profile may be browsed at <a href="http://www.itcnasia.com">www.itcnasia.com</a>		
<b>MEDIA COVERAGE</b>	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.		
<b>NEXT YEAR EVENT'S DATE</b>	<b>15<sup>th</sup> ITCN Asia 2015 Int'l Exhibition &amp; Conferences</b> <b>15 - 17 September 2015 @ Karachi Expo Centre, Pakistan</b>		
<b>For Foreign Exhibitors</b>	In this scenario, the 15 <sup>th</sup> ITCN Asia 2015 will be an opportunity to promote your brands and introduce it in largely untapped market of Central, Southeast & West Asia.  <b>Ecommerce Gateway offers following <i>Early Bird Special incentives</i> for its valued Foreign Participants on complimentary basis:</b>  <b>Special Complimentary Offer:</b> <ul style="list-style-type: none"> <li>➤ Official visa invitation letter</li> <li>➤ Stay in 5 Star Hotel for (2) persons (double occupancy) for 3 night/4 days with buffet breakfast (worth US\$300)</li> <li>➤ VIP reception on arrival at Karachi Airport</li> <li>➤ Transfers between Hotel/ Karachi Expo Centre/ Hotel</li> <li>➤ Trade Matching Facilitation</li> <li>➤ 200 words' Company Profile of the participating Organizations in the Exhibition Catalog of the Event</li> <li>➤ Publicity in Pakistan's B2B Directory, 30th Annual edition of Jamal's Yellow Pages of Pakistan 2014 through a Quarter Page Black &amp; White Ad worth US\$1,250</li> </ul> <b>Note:</b> Confirming your participation and 50% Advance Payment will pay before March 31 <sup>st</sup> , 2015 will enable you avail the above un-matched benefits.		
<b>DEADLINE OF APPLICATION</b>	July 31, 2015 (Location is subjected to the availability of Stalls)		



**ITCN Asia Secretariat**

Ecommerce Gateway Pakistan (Pvt.) Ltd  
 8, Kokan Society, Near Kokan Park, Off; Shaheed-e-Millat Road, Karachi - Pakistan  
 Tel: (+92-21) 111-222-444, 3453 6321 Fax: (+92-21) 3453 6330  
 Email: [info@itcnasia.com](mailto:info@itcnasia.com) / Web: [www.itcnasia.com](http://www.itcnasia.com)



The Biggest

# ICT EXPO

in Pakistan

# 15<sup>th</sup> ITCN ASIA

## INTERNATIONAL EXHIBITION & CONFERENCES

### Concurrent Events

- Broadcast Pakistan • Content Xchange Pakistan
- Security Asia • Consumer Technology Asia



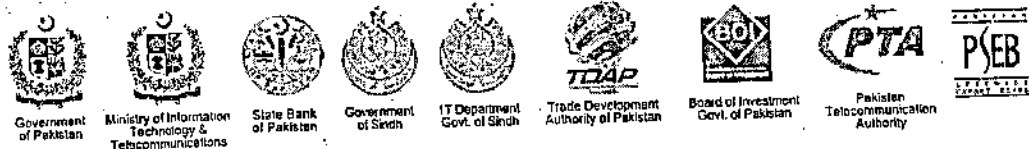
[www.itcnasia.com](http://www.itcnasia.com)

15-17 September 2015  
Karachi Expo Centre, Pakistan

#### Organizer



#### Supporters



#### Strategic Partners



## ITCN ASIA - A COMPETITIVE STRATEGY FOR YOUR BUSINESS



### Discover the most emerging ICT market of South Asia

ITCN Asia is the gateway to one of the World's latest emerging and investment ready ICT markets in South Asia.

### Engage your brand with the true potential of experiential marketing

Heralded as one of the largest and significant ICT events in South Asia; ITCN Asia provides a leading platform to industry innovators and players to showcase an impressive track record of their brands to attract the biggest players in the ICT Sector.

### Increase Return on Investment

ITCN Asia is the Biggest ICT Event organized in Pakistan since 14 consecutive years attracting international exhibitors from China, Taiwan, Korea, Japan, Singapore, Malaysia, UK, USA, Thailand and lot more. The exhibition brings together senior executives and more than 80,000 ICT professionals from a targeted framework of vertical sectors each year.

**MAKE YOUR OFFERINGS KNOWN TO MILLIONS**

### Experience the current trends and development in ICT sector

ITCN Asia is dedicated to the latest regional trends, in Broadband, Broadcasting, Telecommunication, IT, Consumer Technology, Cyber Security and Digital Marketing and its impact on vertical sectors of the economy.

### ITCN Asia as an ideal Business Platform

ITCN Asia provides the ultimate platform for Companies from Telecommunications, Consumer Technology, Business Solutions, Mobile Apps and Cloud Computing sectors to showcase their innovative products and services.

- With the exciting launch of 3G and 4G ITCN Asia shall provide a premium platform where this latest technology will be showcased.
- South Asian, Middle Eastern, Chinese, US, UK and European pavilions will help bring latest technologies to Pakistan and generate numerous opportunities for joint ventures.
- Highly focused promotional campaigns using all kind of media will increase the visitor footfall from all major verticals.
- There would be special arrangements for facilitating the experience of visitors making their visit a well-planned and productive experience.
- ITCN Asia 2015 is going to raise the standards of management and organization to a much higher level far surpassing the expectations set by ITCN Asia 2001 to 2014.
- Specially designed ambience and environment for business deals and negotiations. Arrangements of meeting rooms, discussion corners and presentation theatres for exclusive business talks and knowledge exchange.
- Reorganized Help desks for exhibitors and complaints management system in each hall.

**HOW IS ITCN ASIA 2015 DIFFERENT FROM ITS PREDECESSORS?**

# 3G / 4G IN PAKISTAN



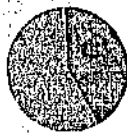
Pakistan is one of the fastest growing Telecom Market, with a huge business opportunity. The emerging market trends have influenced the consumer behavior dramatically and consumer demands continuously changes with the development of technology. With an exciting launch of 3G/4G in Pakistan, this next generation technology will increasingly cater the emerging needs of the market and can accomplish most advantageous future revenue and business opportunities from convergence and next generation technology.

## TELECOM INDUSTRY OF PAKISTAN

Total Population: 180 million



■ Total Teledensity (Fixed + WLL + Mobile)  
■ Non Users



■ Asia's Contribution in Global Mobile Revenue  
■ Other Region



■ Smart phone users  
■ Desktop Internet users



■ Annual Cellular Subscribers  
■ Non-Subscribers



■ Long distance International  
■ Wireless Local loop

Source: FTA

## IT INDUSTRY OF PAKISTAN

- Pakistan's IT industry's global share is estimated at US\$2.8 billion.
- A skilled workforce of 110,000 English-speaking IT professionals in the economy, of which 24,000 are engaged in exports.
- Nearly 1500 companies. Two are listed on the Karachi Stock Exchange (KSE), 2 on the National Association of Securities Dealers Automated Quotations (NASDAQ) and 1 on the Dubai International Financial Exchange (DIFX).
- Nine STPs offering around 700,000 square feet of IT-enabled office space.
- Seven multinational companies have 'Development Centers' in Pakistan.
- 110 ISO 9001, 23 CMMi and 11 ISO 27001 certified companies.
- A strong telecom sector supports the IT industry's development.

Source: FSEB Website  
<http://www.pasab.org.pk/industry-overview.html>

## ITCN ASIA 2015 - STRATEGY FOR SUCCESS

- New Markets
- New Features
- New Opportunities
- New Inspiration
- Innovative Knowledge Exchange
- New Business



ITCN Asia is recognised as the biggest and most important B2B IT and Telecom trade event for Corporate, Enterprise and SME businesses in the South Asian region.



A platform where seller meets prospects - ITCN Asia provides and empowers manufacturers, retailers, distributors and suppliers with a one stop shop.



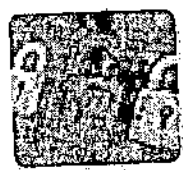
The Pakistan's pioneering exhibition and knowledge forum focused on the emerging ecosystem of IT, Telecom, mobile apps and content across the South Asian region.



The unrivalled platform for Carriers, Cable, Fixed, IP and Satellite, 3G/4G across the South Asian Region focused exclusively on the enterprise level IT & Telecom sector.



ITCN Asia Digital Marketing brings a combination of e-commerce, social marketing and e-marketing together in an innovative environment.



Focused on bringing digital security to the forefront, ITCN Asia Cyber Security highlights the latest trends and challenges in the sector.



ITCN Asia once again hosts the region's leading collection of innovative and inspiring ICT conferences.



Product and Service reviews and selection is made easy with the B2B Match making and Networking Software. Buyers can quickly look to plan their time at the show and make sure they Network with key exhibitors.



ITCN Asia continues to inspire and innovate with a host of exciting New Features and Highlights. Take a journey into tomorrow's multi-dimensional platform for Technology Enthusiasts.

# JOIN THE BIGGEST ICT EXPO IN PAKISTAN

## Exhibitor Profile

### IT SOLUTIONS

- BI - Business Intelligence
- BPM - Business Process Management
- Card/Payment Solutions
- Core Banking Systems
- CRM - Customer Relationship Management
- e-Commerce/e-Business/e-Govt Solutions
- ERP - Enterprise Resource Planning
- Human Resource & Security
- SCM - Supply Chain Management
- Software & SMB Tools and Solutions
- SOA - Service Oriented Architecture

### NETWORK & SECURITY

- Anti Spam & Anti-Virus Solutions
- Network Components
- Network Computing Software
- Network Diagnosis & Measuring Equipment
- Network Equipment Suppliers
- Network Systems and Solutions
- Security in Computing Centres
- Security Software & Hardware

### OFFICE AUTOMATION & SUPPLIES

- Business & Enterprise Storage
- Enterprise Notebooks & POS

- Digital Imaging
- Fax Machines & Printers

### COMMUNICATIONS

- Enterprise Communications Solutions
- Bridges / Routers / Gateways / Multiplexers
- Broadband Networks
- Broadband Cabinets and Enclosures
- Cabling, KVM, LAN / WAN / VPN
- Network Management Systems
- Network Software & Inventory
- Optical Networking
- UPS, Wi-Fi, 3G / GSM / GPRS
- Next Generation Networks
- Mobile Content & Applications
- SMS / MMS / Smart Card / Mobile Gaming
- Telecom Carriers / Operators / Providers
- Telecommunication Infrastructure
- Telecommunication Networks
- IP Technology, Test & Measurement

### CONSUMER TECHNOLOGY

- Digital Cameras / Photography
- Home Entertainment Solutions
- Digital Entertainment Solutions
- IT Components & Peripherals
- Mobile Handsets & Navigation Devices

### BROADCAST, SATELLITE & CONTENT EXCHANGE PAKISTAN

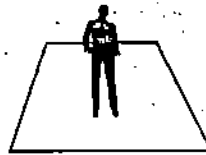
- Audio Mixer, Consoles, Modulators, Audio Post, Mastering
- Cable & Connector, Cameras, Lenses, Tripods, Cranes, Films
- CG Animation, Editing, Format Conversion, Subtitling and Captioning
- IT & Network Infrastructure and Security
- Newsroom Automation
- Satellite Applications, Networks & Launch Service Providers
- Satellite Equipment, Mfrs, Distributors, Operators / Carriers / Systems
- Antennas, Transmitter, Tower, Cable, Satellite, DTV, HDTV

### SECURITY ASIA

- Crime & safety management equipment
- Software and systems
- Security solutions
- Digital surveillance video equipment & systems
- Entry & exit management / sensor systems
- Biometrics

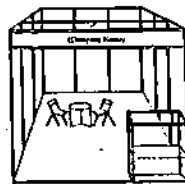
\* This list is non-exhaustive. It is intended as a guide only.

## Glimpses



Bare Space inside Halls  
(min 24 sqm) US \$ 250 per sqm\*\*

1. Each Bare space stall covers floor size 3m x 4m
2. Printing of 200 words profile of the Exhibiting organization in the Exhibition Catalog



Shell Scheme Stalls  
(min 12 sqm) US \$ 300 per sqm\*\*

1. Shell Scheme (size 3m x 4m) comes complete with basic stand structure with:
  - Floor carpets within the stand area
  - Two (02) Chairs
  - Three (03) Spot Lights (100 watts each)
  - One (01) Information Counter
  - Fascia board with your company/brand's name on it. (Max 20 Alphabets)
  - One (01) 5 ampere / 220 volt Single Phase Power Socket
2. Printing of 200 words profile of the Exhibiting organization in the Exhibition Catalog

\* Exclusive of all Govt. taxes

\*\* 15% VAT tax applicable on tariff

Organized by



Ecommerce Gateway  
Pakistan (Pvt) Ltd

## Ecommerce Gateway Pakistan (Pvt) Ltd.

Karachi: 8, Kokan Society, Near Kokan Park, off: Shaheed-e-Millat Road  
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