



7th ITCN Asia 2007
Int'l Exhibition & Conference
09 - 10 - 11 August 2007
Karachi Expo Centre, Pakistan
Incorporating: Int'l Telecom Conference (ICIT 2007)
PSEB CEO's Forum & Special Media Workshop



POST EVENT REPORT

<p>Introduction & History</p>	<p>From its inception in 2001, organized for the 7th consecutive year, Information Technology Commerce Network - ITCN Asia Exhibition & Conference, the biggest annual IT & Telecom show of the region, is an exquisite blend of Public-Private Partnership. This initiative has proved to be a phenomenal success, which has not only attracted sizeable investment in Pakistan but also has been instrumental in portraying a positive image of Pakistan in the international community. ITCN Asia boasts of attracting the largest number of international and domestic trade visitors of IT & Telecom products/services. His Excellency, Gen. Pervez Musharraf, the President of Islamic Republic of Pakistan also patronizes ITCN Asia.</p> <p>ITCN Asia International Exhibition is over 9000 square meters of exhibition space housing almost all of the region's leading IT & Telecom companies. It is a platform for 3 days of exhibition of unrivalled products and technologies - a showcase for the best that the Asian IT & Telecom community has to offer</p> <p>ITCN Asia Int'l Exhibition is organized by Ecommerce Gateway in collaboration with Federal Ministry of Information Technology & Telecommunication, Pakistan Software Export Board, Government of Sindh, City District Government Karachi & <i>Jamal's</i> Yellow Pages of Pakistan.</p> <p>ITCN Asia is destined to be a one-stop shop for IT and Telecommunication technologies and solutions to empower the Asian economy. The region's most influential business professionals, entrepreneurs and policy makers attend ITCN Asia. It is a meeting place for buyers and sellers to transform and grow their businesses through meaningful dialogue, business interactions and the power of IT & Telecom. It is a platform for licensing agreements, joint ventures and localizing products. Through this show, companies try to build brand awareness in the fast expanding South Asian, Central Asian and Middle-Eastern markets. It aids in the establishment of relationships with the region's leading dealers, distributors and resellers.</p> <p>ITCN Asia is the first UFI approved IT & Telecom Event of Pakistan by the Global Association of Exhibition Industry, Paris, France.</p>
<p>Inauguration</p>	<p>The Chief Guest, President, Azad Jammu & Kashmir, Honorable Raja Zulqarnain Khan inaugurated 7th ITCN Asia 2007 on August 9, 2007. The Chief Host, City Nazim Karachi, Honorable Syed Mustafa Kamal accompanied the Chief Guest. Foreign Delegates including Overseas Pakistanis from 48 Countries graced the International ITCN Asia 2007 Exhibition.</p>
<p>Exhibit Profile</p>	<ul style="list-style-type: none"> • Networking & Software Solutions • Customized Solutions, COTS, ERP, Telecom, & GIS • Ecommerce, eBusiness, Web Based Multimedia • CRM/BPO/Call Center/Data Processing • Enterprise Automation & Engineering • Consumer & Corporate Banking / Self Service Banking • Stock Trading / Financial Transaction • Service, Security, Safety & Environment • Telecom (Hardware, Accessories, Fiber Optics) • Computer Hardware & Accessories • Consulting / Training / Education / Publications • E-Government / Trade Mission / System Integration • Consumer Electronics & Other Consumer Goods
<p>Total Number of Exhibitors</p>	<p>There were 130 Exhibitors from all around the globe for the purpose of gathering IT, Telecom & Media giants of the region under one-roof to display variety of products & services to the potential buyers.</p>



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<p>Participating Countries</p>	<ul style="list-style-type: none"> ▪ China ▪ Australia ▪ UAE ▪ India ▪ Iran ▪ Japan ▪ Middle East 	<ul style="list-style-type: none"> ▪ Nepal ▪ Malaysia ▪ Singapore ▪ Taiwan ▪ U.K ▪ France ▪ Hong Kong 	<ul style="list-style-type: none"> ▪ U.S.A ▪ Russia ▪ Thailand ▪ Ireland ▪ Vietnam ▪ Indonesia & many more
<p>Total Visitors (Local as well as Foreign Visitors + Delegates)</p>	<p>A large number of Trade/Corporate Visitors turned out to visit 7th ITCN Asia 2007; the entry was allowed by invitation through corporate visitor pass. The total number of unique visitors (calculated by unique visitor counting system) who attended the ITCN Asia 2007 Exhibition and Conferences was almost 38,950 Trade/Corporate Visitors & 823 Foreign Delegates.</p>		
<p>International Telecom Conference (ICIT-2007)</p>	<p>The ICIT 2007 Conference held on August 9, 2007. This conference was a platform where investors, decision makers, managers and other stake holders in the Telecom sector of Pakistan exchanged views and formed strategies to realize the Telecom agenda that is in line with the current economic Boom of Pakistan. The prominent speakers from the Industry highlighted the key issues and opportunities that are there to avail.</p> <p>Lord Mayor Karachi, Syed Mustafa Kamal presided over the Conference whereas, President, Azad Jammu & Kashmir, Honorable Raja Zulqarnain Khan Esq, President & CEO, Pakistan Telecommunication Company Ltd. Mr. Walid Irshaid &, Chairman Pakistan Telecommunication Authority, Major Gen (R) Shahzada Alam Malik also accompanied him.</p>		
<p>PSEB "CEO Forum"</p>	<p>Ecommerce Gateway Pakistan (Pvt.) Ltd & Pakistan Software Board organized a "CEO Forum" with the Theme of "Corporate Success in the Knowledge Economy". Presidents of Multinationals and Venture Capitals, CEOs of leading Banks, Telecom Companies, Energy Companies, Multinationals, High-ranking Government Officials etc. attended the Conference as delegates.</p> <p>Federal Minister for IT & Telecom, Mr. Awais Ahmad Khan Leghari presided over the Forum whereas, State Minister & Secretary for IT & Telecom and MD PSEB Mr. Yusuf Hussain also accompanied him.</p>		
<p>Special Media Workshop</p>	<p>EC Gateway & PSEB also organized a Special Media Workshop/Press Briefing on 9th August 2007. Media personnel from leading groups like BBC (Mr. Santosh Sinha, Interactive Editor, BBC, UK) and DW group (Ms. Jutta, Germany) shared their views with the participants of workshop.</p>		
<p>Networking Gala Dinner</p>	<p>The Networking Gala Dinner, an august gathering was hosted at DHA Country & Golf Club on August 10, 2007. The presence of numerous high-level Armed Forces & Government Officials, Consulate Generals, Foreign Delegates, heads of Multinationals & National Companies and leading industrialists made the evening even more memorable.</p>		
<p>Official Supporting Media Participation</p>	<ul style="list-style-type: none"> <li style="width: 50%;">• Flare <li style="width: 50%;">• Global Science <li style="width: 50%;">• Netmag <li style="width: 50%;">• Daily Times <li style="width: 50%;">• The Elite News <li style="width: 50%;">• Apna Channel <li style="width: 50%;">• Teletimes Int'l <li style="width: 50%;">• ATV <li style="width: 50%;">• Rasala Publications <li style="width: 50%;">• Voice Of Communications 		



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<p>Media Coverage</p>	<p>More than 50 domestic and international print and electronic media organizations covered this biggest IT & Telecom Event. Some of them are as follows:</p> <ul style="list-style-type: none"> • BBC • PTV • GEO • ARY Digital • INDUS Network • HUM TV • Dawn News • Roshni TV • Business Plus • Labbaik TV • ATV • APNA Channel • APNA FM 107 • TV One • Dhoom TV • AAJ TV • CNBC • SUNBIZ • FM 100 • HOT FM 105 <p>And all the renowned Urdu & English newspapers/dailies.</p>
<p>Diplomats visited</p>	<ul style="list-style-type: none"> • H.E. A.M Frozanfar, Consulate General of Afghanistan • Mr. Glinkin Vitaly, Deputy Trade Rep. Of Russian Federation • Mr. Mustakim, Consul General, Republic of Indonesia • Mr. Detlef Kuester, Consul Of Germany, Consulate General Of the Federal Republic of Germany & many more.
<p>Industry Leaders visited</p>	<ul style="list-style-type: none"> • Major Gen (R) Shahzada Alam Malik, Chairman Pakistan Telecommunication Authority • Mr. Ishaq Khan Khakwani, Minister Of State, IT & Telecommunications Division • Mr. Asad Reza, General Manager, Warid Telecom (Pvt) Ltd. • Mr. Tahir Malik, Chairman/ C.E.O, TRAFCO Group of Companies • Mr. Abid Ali Teepo, Project Manager, Kantega • Mr. Tahir A.Khan, Chairman / Chief Executive, Interflow Communication (Pvt) Ltd • Mr. Tariq Malik, C.E.O, Wateen Telecom (Pvt) Ltd • Mr. Khalid Javed, Chief Engineer, NTC. • Mr. G.R Arshad, Chairman/ Managing Director, Rauf Textile & Printing Mills (Pvt) Ltd • Mr. Sultan-ul-Arfeen, Managing Director, Arfeen International (Pvt) Ltd • Mr. Owais Yaqub, President, Yaqub Group Of Company • Mr. Manzoor Elahi (Ex-Cricketer), Managing Director, ME Cable • Mr. Arshad Anwar, C.E.O, Pamco (Pvt) Ltd • Mr. Syed Kamran Ahmed, Manager Human Resources, IBM & many more.
<p>Exhibitor Directory</p>	<p>Download the Show Catalogue from www.itcnasia.com</p>
<p>Market Response</p>	<p>The companies related with IT & Telecom took the opportunity of exhibiting in 7th ITCN Asia 2007 Exhibition & Conference as a mega campaign for the promotion of their products and services. The Event was very well responded.</p>
<p>Supporting Bodies</p>	<ul style="list-style-type: none"> • Ministry Of Information, Technology & Telecommunications. • Government Of Sindh • Ministry Of Industries Sindh • Islamic Chamber Of Commerce & Industry • Pakistan Software Export Board • Board Of Investment, Government Of Pakistan • Trade Development Authority of Pakistan • Small & Medium Enterprise Development Authority • City District Government Karachi



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<p>Future Prediction & Details of Next Event</p>	<p align="center"><u>ITCN Asia 2008 Exhibition & Conference</u> 11-13 August 2008 Karachi Expo Centre, Pakistan</p> <p><u>Event Details:</u></p> <ul style="list-style-type: none"> • 8th ITCN Asia 2008 will be organized with its complete magnificence from 8-10 July 2008. • The scope of the Exhibition has been expanding & is anticipated to occupy additional display area in marquees over & above the 6 permanent display halls. • Companies from the IT, Telecom & Consumer Electronics industry will participate and display their products and services to promote their business interconnected companies may also avail the opportunity to advertise in this largest event of the IT & Telecom industry of Pakistan • More than 50,000 trade / corporate visitors are expected.
<p>Tariff of Stalls</p>	<p><u>Rate of Shell Scheme Stalls</u></p> <ul style="list-style-type: none"> • Minimum 9 sqm (3mx3m) space US\$ 300 per sqm. Includes: One Octonorm shell, one counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket - single phase 220 volts (50Hz), 5 amp. <p><u>Rate of Bare Space Stalls</u></p> <ul style="list-style-type: none"> • Minimum 18 sqm (6mx3m) space US\$ 250 per sqm. 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.

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