



## 8<sup>TH</sup> ITCN ASIA 2008 INT'L INFORMATION TECHNOLOGY & TELECOM SHOW

11-13 AUGUST 2008  
KARACHI EXPO CENTRE, PAKISTAN

# POST EVENT REPORT

### Organizers



### Sponsors





## INTRODUCTION & HISTORY

ITCN Asia is the first **UFI approved** IT & Telecom Event of Pakistan by the **Global Association of Exhibition Industry, Paris, France**.

ITCN Asia was first launched in 2001 and inaugurated by **H.E. Gen. Pervez Musharraf**, Former President Islamic Republic of Pakistan with Prof. Dr. Atta-ur-Rahman as Chief Patron.

**Information Technology Commerce Network - ITCN Asia International Exhibition & Conference**, the biggest annual IT & Telecom show of the region, is an exquisite blend of Public-Private Partnership. This Event has proved to be a phenomenal success, which has not only attracted sizeable investment in Pakistan but also 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.

**8<sup>th</sup> ITCN Asia 2008 International Exhibition & Conference** was organized by Ecommerce Gateway Pakistan (Pvt.) Ltd. in collaboration with Pakistan Software Export Board - PSEB and **Jamal's Yellow Pages of Pakistan**.

**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.

## INAUGURATION CEREMONY

**8<sup>th</sup> ITCN Asia 2008 Int'l Exhibition & Conference** was inaugurated by **Syed Mustafa Kamal**, City Nazim Karachi on **August 11, 2008** in the Main Congress Centre of Karachi Expo Centre, Pakistan with the "**Multiple Ribbon Cutting**".

Top dignitaries like **Mr. Raza Haroon**, Provincial Minister for Information Technology & Telecom, Sindh, **Mr. Hifz-ur-Rehman**, Federal Secretary for Information Technology & Telecommunications, **Mr. Talib Hussain**



**Baloch**, Managing Director of Pakistan Software Export Board, **Dr. Yaseen Ahmed**, Chairman, Pakistan Telecommunication Authority, **Mr. Walid Irshaid**, CEO, Pakistan Telecommunication Co. Ltd., **Capt. Mohammad Aijaz Haroon**, Managing Director, Pakistan International Airline, **Dr. Khursheed Nizam**, President, **Ms. Hina Khursheed**, Vice President, Ecommerce Gateway Pakistan (Pvt.) Ltd. & other Foreign Delegates also accompanied the unique & colorful inauguration ceremony of the Event.



## EXHIBIT PROFILE

### IT SOLUTIONS

- § BI - Business Intelligence
- § BPM - Business Process Management
- § Card/Payment Solutions
- § Core Banking Systems
- § CRM - Customer Relationship Management
- § Data Base & Production Management
- § ECM - Enterprise Content Management
- § e-Commerce/e-Business/e-Govt. Solutions
- § Education & Training Solutions
- § ERP - Enterprise Resource Planning
- § Human Resource & Security
- § Operating Systems
- § SCM - Supply Chain Management
- § Software & SMB Tools and Solutions
- § SOA - Service Oriented Architecture
- § Transaction Management Systems

### NETWORK & SECURITY

- § Anti Spam & Anti-Virus Solutions
- § Biometrics & Telemetries
- § Fleet & Traffic Management
- § GIS - Geographical Information Systems
- § Network Components, Computing Software
- § Network Diagnosis & Measuring Equipment
- § Network Equipment Suppliers
- § Networks Systems and Solutions
- § Security in Computing Centres
- § Security Software & Hardware
- § Security Tools & Service

### OFFICE AUTOMATION & SUPPLIES

- § Business & Enterprise Storage
- § Enterprise Notebooks & POS
- § Digital Imaging
- § Document Management Solutions
- § Fax Machines & Printers
- § Office Automation & Supplies

### 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
- § Satellite Applications & Networks
- § Satellite Launch Service Providers
- § Satellite Equipment Mfrs / Distributors
- § Satellite Operators / Carriers / Systems
- § Communication Management Systems
- § Communication Management Services
- § Next Generation Networks
- § M-Commerce / M-Payment
- § Billing Systems
- § Mobile Content & Applications
- § Blue tooth Technology
- § SMS / MMS / Smart Card / Mobile Gaming
- § Telecom Carriers / Operators / Providers
- § Telecommunication Infrastructure
- § Telecommunication Networks
- § IP Technology, Test & Measurement



## CONSUMER ELECTRONICS

- § Digital Cameras / Photography
- § Home Entertainment Solutions
- § Digital Entertainment Solutions
- § IT Components & Peripherals
- § Mobile Handsets & Navigation Devices
- § Media Players / TV & Display Technology

## VISITOR'S PROFILE

- § High Level Government Officials
- § Policy and Decision Makers/ Advisors
- § Foreign Companies seeking Joint Ventures
- § Foreign & Local Investors/ Industrialists
- § Trade Delegations from various Countries
- § Foreign Missions/Consul Generals
- § Top Executives and professionals from local Industry
- § Dealers, Distributors and Accessories Vendors
- § Opinion Leaders, Consultants & Professionals
- § Members of Federations & Trade Associations
- § Top Level Manufacturers & Product Exporters
- § Financial Sector Specialists

## COUNTRIES PARTICIPATED

1. Taiwan
2. Hong Kong
3. Dubai
4. China
5. Thailand
6. Hungary

## MEDIA COVERAGE

Many well-known TV Channels telecasted the Inauguration; Coverage & Views of foreign and domestic exhibitors LIVE from Karachi Expo Centre. More than 60 print and electronic media representatives from Pakistan and abroad covered the Event. Some of the satellite channels that covered the Event in their documentaries are as follows:



- q AAJ TV
- q Apna Channel
- q ATV
- q ARY One World
- q Business Plus
- q CNBC & CNBC 2
- q Dawn News
- q Dhoom TV
- q Express News
- q GEO News
- q Indus News
- q KTN News
- q Metro One
- q News One
- q One News
- q PTV News
- q RWorld News
- q Royal TV
- q Waqt TV
- q AVT Khyber
- q Channel5
- q Samaa TV
- q Radio1 FM91
- q Apna FM107

And others include all the renowned Urdu & English newspapers/dailies.



## NETWORKING GALA DINNER OF ITCN ASIA 2008

As per the tradition of Ecommerce Gateway Pakistan (Pvt.) Ltd. a "Networking Gala Dinner & Musical Night" was also held in Hall -6 of Karachi Expo Centre on August 11, 2008 on 1<sup>st</sup> Day of Exhibition.

The Chief Guest of this occasion was Mr. Hifz-ur-Rehman, Federal Secretary of Information Technology and Telecom. Chief Host was Mr. Talib Hussain Baloch, Managing Director, Pakistan Software Export Board - PSEB. Delegates from reputable organizations attended this august gathering and most importantly people belonging to IT & Telecom Show were among its invitees.

A spectacular Musical Night was also held in conjunction with the Networking Gala Dinner. The musical performance by Heart Beat Group, a group of Foreign Performers & Azal Band added colors to this august gathering. The arrangements, ambiance & quality of the function was highly appreciated and liked by the participants.



## Supporting TV Channels



## EVENT OFFICIAL SUPPORTING MEDIA





## DIGNITARIES ATTENDED THE EVENT

### VVIP's

- § Syed Mustafa Kamal, Lord Mayor of Karachi
  - § Mr. Hifz-ur-Rehman, Federal Secretary Information Technology & Telecom
  - § Mr. Raza Haroon, Minister for Information Technology Sindh
  - § Mr. Sikandar Naqvi, Senior Executive Vice President, Pakistan Telecommunication Co Ltd - PTCL
  - § Captain M. Ejaz Haroon, Managing Director, Pakistan International Airlines
  - § Mr. Kamran Y. Mirza, Chairman, Export Processing Zones Authority - EPZA
  - § Mr. Talib Baloch, Managing Director, Pakistan Software Export Board - PSEB
  - § Dr. Yaseen Ahmed, Chairman, Pakistan Telecommunication Authority - PTA
  - § Mr. Walid Irshaid, CEO, Pakistan Telecommunication Co Ltd - PTCL
  - § Mr. Asif Latif, Group Web Master, Jang Group of Companies
  - § Mr. Sajjad Ahmed Malik, Regional Manager, Public Affairs - Telenor
  - § Mr. Muhammad Munaf, Technical Director- Server 4 Sale
  - § Mr. Khalid Firoz, Former President- KCCI
  - § Mr. Zahid Mehmood, Country Sales Manager- ACER
  - § Mr. Saleem Nawaz, Executive Vice President- Pak Libya Holding Company (Pvt) Ltd
  - § Syed Amjad Ali Esq., Senior Project Manager- NCR
- And a number of foreign and local diplomats.

## TOTAL VISITORS (LOCAL \ FOREIGN COMBINED)

A large number of Trade/Corporate Visitors turned out to visit 8<sup>th</sup> ITCN Asia 2008 Int'l Information Technology & Telecom Show; the entry was allowed by invitation through corporate visitor passes. The total number of visitors who attended the 8<sup>th</sup> ITCN Asia 2008 was more than 41,700 in three days.

## EVENT STATISTICS (LOCAL \ FOREIGN COMBINED)

§ Total Covered Area	=	8,500 Sqm
§ Total Exhibitors	=	107
§ Total Stalls	=	295
§ Foreign delegates	=	approx. 450 from 20 countries
§ Countries Participated	=	6
§ Visitors	=	approx. 41,250 in 3 days

## ITCN ASIA 2008 EXHIBITION CATALOGUE

The Exhibition Catalogue may be downloaded from the Event's official website [www.itcnasia.com](http://www.itcnasia.com)



## FUTURE PREDICTION & DETAILS OF NEXT EVENT

### 9<sup>TH</sup> ITCN ASIA 2009 INTERNATIONAL INFORMATION TECHNOLOGY & TELECOM SHOW 11- 13 August 2009 at Karachi Expo Centre, Pakistan

#### EVENT DETAILS:

- § 9<sup>th</sup> ITCN Asia Int'l Information Technology & Telecom Show will be organized with their complete magnificence from 11-13 August 2009
- § More than 40,000 Trade / Corporate Visitors are expected.

#### TARIFF OF STALLS:

##### RATE OF SHELL SCHEME STALLS

- § 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.

##### RATE OF BARE SPACE STALLS

- § 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.

##### RATE OF OUTDOOR EXHIBIT SPACE (AIR-CONDITIONED)

- § Minimum 18 sqm (approx. 9mx4.5m) space US\$ 160 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.



**ITCN Asia Secretariat**  
Ecommerce Gateway Pakistan (Pvt) Ltd.  
18 C.P. Berar Housing Society  
Karachi, Pakistan  
Tel: (92-21) 453-6321, 111-222-444  
Fax: (92-21) 453-6330  
Email: [info@itcnasia.com](mailto:info@itcnasia.com)  
Web: [www.itcnasia.com](http://www.itcnasia.com)