



# Canada-Pakistan ICT FORUM

MAY 23 - 26 | TORONTO & MONTREAL 2017

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## Organized By

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## In Collaboration With



Pakistan Software Houses Association for IT & ITeS



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Canada



Ministry of International Trade  
Government of Ontario

## Strategic Partners



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## Overview:

### Feel the Market – Unleash the Potential

Canada is one of the largest ICT markets of the world with a major export base for IT and Software services to US and other countries. Pakistan is the fastest growing resource hub for Information Technology and related services backed by highly talented and skilled professionals. Canadian companies are looking for capacity building avenues to handle the growing export and domestic demands whereas Pakistani companies are looking for business opportunities globally. Assessing the need of this major sector of two countries, Pegasus Consultancy took the initiative to organize the **Canada-Pakistan ICT Forum** from May 23-26, 2017 in Toronto and Montreal.

The ICT Forum will serve as the first networking platform for the Canadian ICT companies and Pakistani software houses to get in-depth understanding of the Pakistani ICT sector and startup potential. The event will also provide one-to-one meeting opportunities for project focused discussions

## Event Venues:

### **Toronto:**

Ontario International Trade Centre, 250 Young Street, 35th Floor, Downtown, Toronto

### **Montreal:**

Holiday Inn Airport Hotel, 6500 Côte de Liesse, Montréal, QC H4T 1E3

**DAY-ONE: MAY 23, 2017**  
**ICT FORUM TORONTO**  
**Inaugural Session**

TIME	TOPIC	SPEAKER
0900	Registration/Networking	
0900-0910	National Anthems	
0910-0920	Welcome Note	Mr. Aamer Khanzada, MD Pegasus
0920-0930	Opening Keynote	Mr. Robert Oliphant
0930-0940	Presentation by PSEB	Sulman Hassan, Director International Marketing PSEB
0940-0950	Presentation by P@SHA	Chairman P@SHA or Nominated
0950-1000	Address by Chief Guest	Cam Sinclair, ADM Minister of International Trade, Ontario
1000-1015	Address	Mr. Sameer Dossal, President CPBC
1015-1030	Keynote by the Canada's High Commission leading the delegation	Mr. Andrew Turner, Commercial Consular, High Commission of Canada in Pakistan
1030-1045	Session Closing	Mr. Rob Oliphant & Salma Zahid Members of Parliament
1045-1125	Coffee & Networking Break	

**Technical Session**

1125-1245	Sponsors & Company Presentations
1245-1345	Lunch & Networking Break

**Breakout Sessions: 1345 – 1530 Hrs**

<b>Breakout-I Capacity Building</b>	<b>Breakout-II Capital Venturing</b>
One-on-One Meetings of Service Companies with IT Companies for Capacity Building and BPO	One-on-One Meetings with VC Companies for Venture and Project Partnerships

**Evening: Gala Dinner by CPBC at 1830 Hrs. (for invitees only)**



**DAY-TWO: MAY 24, 2017**  
**INDUSTRIAL VISITS & NETWORKING**

- **Visit to Brampton Board of Trade**  
0900 – 1200 Hrs.
- **Visit to Waterloo**  
1330 – 1630 Hrs.
- **Dinner hosted by Consul General Toronto (for Invitees only)**  
1830 Hrs.

**DAY-THREE: MAY 25, 2017**  
**INDUSTRIAL VISITS & NETWORKING**

- **Visit to Mississauga**  
0900 – 1130 Hrs.
- **Visit to Markham**  
1300 – 1430 Hrs.
- **Departure for Montreal**  
1700 Hrs.

**DAY-FOUR: MAY 26, 2017**  
**ICT FORUM TORONTO**

**Inaugural Session**

TIME	TOPIC	SPEAKER
1000 – 1030	Registration and Networking	
1030 – 0940	National Anthems	
1040 – 1050	Opening Keynote	Aamer Khanzada, MD Pegasus
1050 – 1100	Keynote by MIT Quebec	To be confirmed
1100 – 1115	Presentation by P@SHA	Chairman P@SHA
1115– 1130	Presentation by PSEB	Sulman Hassan, Dir. Intl. Marketing
1130 – 1145	Address by Chief Guest	
1145 – 1150	Thank you note	PCBC
1150 – 1200	Closing	CG Montreal
1200 – 1300	Lunch Break	

**Breakout Sessions: 1300 – 1530 Hrs**

<b>Breakout-I</b> <b>Capacity Building</b>	<b>Breakout-II</b> <b>Capital Venturing</b>
One-on-One Meetings of Service Companies with IT Companies for Capacity Building and BPO	One-on-One Meetings with VC Companies for Venture and Project Partnerships

Departure to destinations

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## **MESSAGES**

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Ms. Kathleen Wynne  
Premier  
Government of Ontario

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Mr. Michael Chan  
Minister of International Trade  
Government of Ontario

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Mr. John Tory  
Mayor  
City of Toronto

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Ms. Salma Zahid and Mr. Rob Oliphant  
Co-chairs, Canada-Pakistan Parliamentary Friendship Group  
House of Commons Canada

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H.E. Mr. Tariq Azeem Khan  
High Commissioner of Pakistan to Canada

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Mr. Asim Shahryar Husain  
Managing Director  
Pakistan Software Export Board

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Mr. Naseer A. Akhtar  
Chairman  
Pakistan Software Houses Association

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Mr. Aasim A. Siddiqui  
Chairman  
Pegasus Consultancy (Pvt) Ltd

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Mr. Aamer Khanzada  
Managing Director  
Pegasus Consultancy Canada Inc.

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Mr. Tafseer ud Din  
General Manager Canada  
Pegasus Consultancy Canada Inc.

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**Ms. Kathleen Wynne**  
**Premier**  
**Government of Ontario**



On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone attending the Canada-Pakistan ICT Forum, organized by Pegasus Consultancy Canada Inc.

I would also like to extend a special welcome to the distinguished guests who have travelled to Ontario from Pakistan to help renew our economic and cultural ties.

Our province is known internationally for its dynamic business climate, and for its strong and supportive entrepreneurial environment. As home to some of the largest and most innovative ICT and start-up markets in North America, our province is a place where ideas become breakthroughs.

Ontario values the close relationship it has with Pakistan. Thanks to the dedication of governments and business leaders, both past and present, Ontario and Pakistan have worked together to generate trade, jobs and economic growth for both regions.

I want to thank Pegasus Consultancy Canada Inc.—and all those who have helped to make this event possible for providing business leaders and stakeholders with this valuable opportunity to create new connections, share expertise, and explore new partnerships. Please accept my sincere best wishes for a successful and productive forum.

**Mr. Michael Chan**  
**Minister of International Trade**  
**Government of Ontario**



On behalf of the Government of Ontario, I would like to extend warm greetings to everyone attending the Inaugural Session of the Canada-Pakistan ICT Forum. This event is a wonderful way to help Ontario companies and entrepreneurs better understand the Pakistan ICT marketplace. It also provides an excellent opportunity to promote trade in this sector and build upon the relationship between our countries. By helping companies make the connections they need to succeed here at home and in the Pakistan market, you are enhancing our economy and ensuring friendly relations between Canadian and Pakistan businesses.

I commend the efforts of everyone involved in organizing this forum to promote and strengthen trade relations between Canada and Pakistan. Please accept my best wishes for an enjoyable and memorable event.

**Mr. John Tory**  
**Mayor**  
**City of Toronto**



It gives me great pleasure to extend greeting and a warm welcome to everyone attending Canada-Pakistan ICT Forum hosted by Pegasus Consultancy Canada Inc.

As Canada's largest city and the fourth largest in North America, Toronto is a global centre for business, finance, arts and culture and is dedicated to being a model of sustainable development. I welcome everyone to our city and encourage you to enjoy Toronto at this time of year and learn about our vibrant neighborhoods

On behalf of Toronto City Council, please accept my best wishes for an informative and enjoyable event.



**Ms. Salman Zahid**  
Co-chair  
**M.P., Scarborough Centre**  
**Friendship Group**



**Mr. Rob Oiphant**  
Co-chair  
**M.P., Don Valley West**  
**Friendship Group**

As co-chairs of the Canada-Pakistan Parliamentary Friendship Association, it is our pleasure to extend our warmest regards and best wishes to the members of the inaugural Canada-Pakistan ICT Forum.

We are a non-partisan association of Members of Parliament and Senators from all political parties dedicated to fostering closer ties between the parliamentarians and people of Canada and Pakistan. We strive to build a deeper understanding in Ottawa of Pakistan, and of the concerns of the Pakistani-Canadian community.

There is great potential for greater cooperation and mutually beneficial trade between our two countries and your forum will help open doors to further growth and shared prosperity.

We wish you the best of luck at your inaugural forum, and look forward to continuing to work so that this friendship achieves its full potential.

**H.E. Mr. Tariq Azeem Khan  
High Commissioner of Pakistan to Canada**

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I am sorry that I personally cannot attend this event as I am out of country. However my best wishes and sincere regards go with you.

I commend the initiative of Pegasus Consultancy Canada Inc. to arrange such events which will further strengthen the bilateral business ties between Pakistan & Canada especially in the area of Information & Communication Technology.

Information technology promotes innovation in business & overall lifestyle of the world today. IT is now the elementary tool to solve complex problems and make instant & better decisions. I am confident that Canada Pakistan ICT Forum would not only enhance the mutual trade between the two friendly countries but would also add a new dimension to our relationship.

Canada is a major contributor of software technology, and has developed some of the world's most advanced IT solutions, capable of handling challenges that could be faced by entrepreneurs. The integration of IT in various sectors of the economy in Pakistan like agriculture, transportation, energy, communication & education is growing at an exponential rate. Cooperation of Canada and Pakistan in the field of IT would be a win-win situation.

This event would showcase the opportunities that exist in Pakistan for Canadian investors. The Pakistan High Commission supports this activity and the underlying initiative. The effort & hard work put in by professionals on both sides is motivating for others. Kindly accept my assurances and I wish you success with the hope that such activities will continue in future.

**Mr. Asim Shahryar Husain  
Managing Director  
Pakistan Software Export Board (PSEB)**



The adoption of Information and Communication Technologies is immensely important for socio-economic development of any country as it is clearly evident from the proven positive correlation between the adoption of ICT and growth in GDP. Pakistan's IT industry is now a well-established player in the global IT industry with over 3,000 IT companies with extensive experience in latest IT tools and technologies. Many international IT firms have established their offices in Pakistan including IBM®, Cisco®, Microsoft®, Oracle®, SAP®, Teradata®, Mentor Graphics®, Bentley®, S&P Global®, Ciklum® and many more; indicating strong confidence of the international players in the competence of Pakistan's IT workforce and encouraging investment policies of the government. Pakistani IT companies count world's largest companies amongst their clients including Halliburton®, Motorola®, GE®, BMW®, Toyota®, Daimler Chrysler®, AT&T®, Vodafone®, e-Bay®, Pepsi®, Deutsche Telecom®, DHL®, KPMG®, ABN Amro®, NYSE®, British Petroleum®, Petronas®, Caltex®, Sears®, Telenor®, and many others.

Pakistan has a growing number of freelancers and is in Upwork's of top 5 countries in terms of total number of registered freelancers as well as total earnings by these freelancers.

Pakistan's IT exports are estimated to have crossed \$2.8 billion a year at present including exports generated by IT companies and freelancers. Domestic revenue of IT industry is around \$500 million. Hence, annual revenue of Pakistan's IT industry is around \$3.3 billion at present. The top five markets for IT exports for Pakistan are USA, UAE, UK, China, and Canada.

Pakistan itself is a big market for people centric mobile based applications and products and is ready for the next level of development with state-of-the-art and ubiquitous connectivity structure through fixed & mobile networks having a tele density of more than 71% which is increasing every month.

The applications developed by Pakistani developers have achieved top downloads on app stores of Apple® and Google®. Since 2010, Pakistan has won over 39 gold or silver awards at Asia Pacific Information and Communication Technology Alliance (APICTA) Awards in different categories; including startup, mobile applications, e-learning, e-health, e-government, security, supply chain management, communications, and financial applications. These achievements are a testament to the high-end expertise of the IT companies of Pakistan.

Pakistan Software Export Board (PSEB) is a body under Ministry of IT which focuses on promoting and growing the IT industry of Pakistan through different industry support programs including infrastructure development through software parks, HR development, and company capability development among others. Government of Pakistan offers multiple incentives to foreign IT investors such as tax exemption on IT exports, 100% repatriation of profits, up to 100% equity allowed to foreign investors, and 7-year tax holiday for venture capital funds. The efforts are paying off as the IT industry has been growing in terms of the number of companies, revenue, exports and workforce every single year for the past 20 years. Our IT exports have increased by more than 23 times over the last fifteen years thereby demonstrating clear confidence in the ability of our IT companies to deliver quality software and IT services.

Enhancing collaboration and cooperation between Pakistani public and private sector entities and Canadian counterparts in the IT sector is a high priority for the Government of Pakistan. You would find it interesting to note that Canada was among the top ten destinations for Pakistan's IT companies during 2015-16. I, on behalf of the Ministry of Information Technology, Government of Pakistan, am thankful to the Ministry of International Trade, Canada and Pegasus Consulting for organizing this ICT forum and I hope that this forum would be a precursor to many more forums, conferences as well as bilateral exchanges of delegations to enhance cooperation and trade between the ICT sectors of both countries.

The Government of Pakistan, through Pakistan Software Export Board, would extend maximum facilitation to Canadian companies interested in setting up their offices in Pakistan. For further information, you may contact PSEB at [mkt@pseb.org.pk](mailto:mkt@pseb.org.pk).

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**Mr. Naseer A. Akhtar  
Managing Director  
The Pakistan Software Houses Association (PASHA)**



On behalf of the Pakistan Software Houses Association for IT & ITES (P@SHA) and our members, I congratulate Pegasus Consultancy Canada Inc. for taking the initiative of organizing 'Canada Pakistan ICT Forum'.

I am confident this forum will provide tremendous opportunities to the participating companies in exploring the Canadian market. P@SHA is consistently working to grow Pakistani IT exports and have always supported international marketing and business matchmaking initiatives. Pegasus Consultancy has made a welcoming effort for Pakistani businesses to tap into the Canadian ICT market, and established a stage where IT companies from both countries can network and explore synergies.

The globalized world has now redefined the parameters of collaborated endeavors and Information & Communication Technology is the basis of this transformation. Developed economies like Canada are eagerly searching for quality outsourcing markets like Pakistan which has stellar human resource and yet remains regionally price competitive.

I wish Pegasus the best of luck and hope to see the forum continue in Canada and our other global markets.

**Mr. Aasim A. Siddiqui**  
**Chairman**  
**Pegasus Consultancy (Pvt) Ltd**



The quantum of scientific development the world has witnessed within the last few decades is peerless to any known era of progress in the planet's history, and the eye that has the insight to these changes occurring rapidly on the globe will agree, that it is the Information access & the profusely available communication means which paved the pathways to this splendor. The ICT markets are the most lucrative portals to venture for the investors to whom the value of prompt return on investments the industry has to offer matters, and notwithstanding the significance of the potential the Technology bears for the nations, who wish to remain at par with this continuously growing competitive world. Pakistan is one of the countries which comprehend this reality and thus directing its efforts to have its share of interests in the joint global endeavors. We Pegasus Consultancy visualizing the prowess Canadian IT industry has acquired, Envisaged collaboration between Pakistan's upcoming robust ICT potential with the leading established Canadian counterparts and hence this Pakistan Canada ICT Forum, is the brainchild to stage this dream.

The spheres where Pakistani IT competence has an edge over the other players in the market are chiefly, the resource cost effectiveness with world standard competence, the adaptable & resilient nature of our workforce and the fast growing business prospects the soil is lavished with. E-commerce, Banking, Mobile Apps, Gamification and E health are few sectors where Canadian IT integration with our business seekers can develop their ties for mutual benefits.

On behalf of my business platform the Marine Group, I foresee a tremendous potential in the bilateral trade opportunities the two markets have to share with each other. The "Marine Group" one of the prominent business entities in Pakistan is equipped with state of the art resources in Shipping, Logistics & vast networking solutions the international market is searching for in Pakistan. We are confident that with interest & support of all the participants in making this Forum a success a new and a broader gateway to joint ventures will come into being.

**Mr. Aamer Khanzada**  
**Managing Director**  
**Pegasus Consultancy Canada Inc.**



The impact of manifold access to need centric data has changed the business pattern of the entire world. The paradigm shift has surpassed the geographical and to an extent even the ideological boundaries of the previously traditionally governed societies. Few very glaring examples are that brands from American continent are being manufactured in Asian countries, whereas raw materials from remote and considerably underdeveloped world are processed in wealthy economies. The developing countries like Pakistan are also streamlining their course of development through trade & commerce.

The core business activity of Pegasus Consultancy is to arrange and organize avenues where diverse business ventures are gathered on single platforms for holding Conferences, Exhibitions and B2B sessions. We are the pioneers in giving the concept of trade fairs in Pakistan. Our export oriented events like Expo Pakistan, Connect IT and IDEAS (Defence exhibition) played key role in bringing Pakistan in to the international limelight. Whereas, our inbound events like POGEE (oil, gas & energy), Plasti&Pack (plastic & packaging) and IFTECH (food technology) attracted the international market interest to explore opportunities in Pakistan.

My organization is equipped with not only the best business practices but also is seasoned to handle any challenges confronted in networking for the assigned project's success. Over 250 international conferences & exhibitions are being accredited to our profile. The Pegasus Canada Inc. is raised to provide the end-to-end project solutions in event organization to Canadian business community. In continuation to our legacy, Canada-Pakistan ICT forum 2017 is the first initiative aiming to bring Pakistani ICT firms to collaborate with organizations in Canada.

**Mr. Tafseer Ud Din**  
**General Manager Canada**  
**Pegasus Consultancy (Pvt) Ltd**



Pegasus Consultancy Canada Inc. is a platform committed to provide complete End to End event organization solutions to business professionals in Canada. The main motive behind the creation of this auspicious body is to facilitate the Pakistani entrepreneurs to have their due share in the world's main stream market. We aspire ourselves to be a versatile link between the phenomenal business giants of Canada and the emerging colossal markets like Pakistan.

The ICT forum would bring IT professionals of the both sides close enough to understand the need & demand of their markets. Hence this is the leading role of the C & E industry. Pegasus Consultancy Canada Inc. would always perseveringly pursue its aim to define a roadmap of joint ventures between the two beneficiaries.

I on behalf of my team profoundly regard all the participants and the delegates who made this event a possibility. My special thanks to OPEN Toronto, CPBC, Pakistan High Commission, Consular General Toronto, Consular General Montreal, PCBC and Mr. Mazhar Shafiq from Ontario Premier Office.

For any future query's concerning the event, Kindly contact me on below mentioned address:

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## **DELEGATION PROFILES**

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Assurety is a global logistics consulting company, solving complex business challenges through consulting services, business intelligence, analytics, custom development and integration and commercial software solutions (COTS). For over 15 years, Assurety has been a leading force in the digital transformation for postal, commercial mailing and parcel shipment processes across the postal, courier, and ecommerce ecosystem.

Assurety addresses both the basic problems for parcel shippers and posts - implementing best-practices processes automation - to the complex business challenges associated with new technologies and integration. Their knowledge of ecommerce, courier, postal mailing and shipping industry allows them to deliver results that exceed their client's business and technical needs.

Since inception, Assurety has been solving problems for the largest postal and logistics supply chain and developing digital, mobility, ERP, CRM, Analytics, and tracking solutions. As technical consultants and solution providers for the United States Postal Service and technical advisors to Idealliance/Epicomm, Assurety has led the definition and implementation of the intelligent mail portfolio of programs (IMb and IMPb). Their clients include R. R. Donnelly, Accessmail, many posts and delivery organizations. In 2016, at the inauguration of the Smithsonian Postal Museum, the Museum recognized Assurety as a significant contributor to the U.S. postal industry.

## AVANZA SOLUTIONS PVT LTD

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Contact : Mr. Mahmood Sikander - CEO

Avanza Solutions leads the marketplace by developing and delivering forward-looking products, services, and solutions that add value to everyday life. Building on over 15 years of experience, Avanza serves 300+ clients in more than 45 countries. Year of company establishment 2000.

### Areas of expertise

Highly regarded specifically for its financial services technology, Avanza continues to contribute a diverse range of innovative products including award-winning solutions for Self-service Banking and Transaction Processing, Customer Service and Experience, and Business Automation and Collaboration.

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## BYTES TECHNOLOGIES

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Contact : Mr. Khalid Mahmood Minhas - CEO

Bytes Technologies is established provide software development services to industries all over the world. We offer customized outsourcing software solutions developed according to your specific business needs. Our solutions are based on cutting-edge technologies and can be integrated into any existing IT environment or adjusted to your mainframe system. We take an individual approach to unique and complex IT challenges. This may involve analysis and elaboration of your business needs for a projected system.

We work to determine the most reliable and cost effective methods to design, develop, test, secure and deploy your applications. Our years of commercial Internet and business experience will allow us to help you analyze long term benefits of using off-the-shelf or custom code in the outsourcing development of your application.

Innovation, hard-work and consistent support of our teammates makes Bytes Technologies a winner. Our strategic business model is a combination of both onshore and offshore software development with high expertise and reliable technology solutions to our clients at an affordable cost. Following are some of the technological areas that we had used to provide these services.

Bytes Technologies has its office in United States and United Kingdom.

Bytes Technologies is a company that works in a flexible environment for software development process, adjusting as per our clients' requirements. Quality work is a prerequisite for every task we undertake at Bytes Technologies as we consider that "every day counts". And why not; we know that good jobs always bring new clients.

## COMSTAR

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Comstar provides innovative software solutions to its customers worldwide. With a large team of developers, engineers, business analysts, designers and marketing specialists we provide a wide range of Software Development Services, Cloud based Productivity Solutions, Managed Services, Mobile Applications and Customization & Support for leading CMS Platforms, Applications & Solutions.

In business since 1996 Comstar has an extensive experience of delivering ICT and Software Solutions worldwide. With a presence in USA, Canada and Pakistan we are uniquely positioned to provide cost effective solutions while providing prompt customer service and support.

Comstar is also an Odoo International Partner offering Odoo ERP solutions in USA, Canada and Pakistan.

Organizations would either spend millions of dollars on an ERP system and then modify their operations to suit the ERP requirements or spend a lot of time and effort in developing their own ERP for one or two critical functional areas...the status quo has always been that you cannot have an enterprise level ERP system that is easy to use, fully customizable and affordable.

Odoo changes that. Odoo is an ERP system for small, medium and large organizations. It provides the flexibility, scalability, customizability and reliability that you are looking for at a price that you can easily afford.

## DIGITEGRA PVT LTD

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Contact : Mr. Kamran Baqai - Director

From steam engines to personal computers, technology has always been about decreasing error, increasing efficiency, and improving overall productivity. At DigiTegra, we believe in this core purpose of technology: **to simplify the lives of people and create newopportunities and efficiencies.**

We are a team of professionals – engineers, economists, mathematicians and computer scientists – unified, to develop and deliver cutting-edge solutions for your business.

We offer end-to-end services in the space of data analytics; from data mining and modeling, to visualization and forecasting. You can rest assured that your integration and cross platform compatibility issues are taken care of. Our range of products and services include both On-Premise and In-Cloud delivery options. This allows you to choose the cost/benefit model that best suits your needs.

We bring experts with hands-on experience from your business domain and industry vertical, to ensure that they well-understand the requirements and challenges of your business. Their valuable insights help us deliver tangible results with agility and purpose.

We are rapidly expanding our global presence. Currently serving clients from our offices in South Asia and the Middle East, we have exciting ventures planned in the Far East and North America.

Let's work together and discover the hidden treasures in your data

## **E CARE VISION**

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Executive Director

E Care Vision is a multi-disciplined software development firm, established with a core aim of achieving high customer satisfaction. We help customers in solving complex business problems by bringing in our experience with the technology. No solution can achieve satisfaction unless customers are not directly involved as part of team. It is our aim to become a part of the customer team in order to achieve this common goal. With this vision, E Care Vision harnesses the technological potential and provides tailor made solutions for the Organization.

### **Areas of expertise**

The area of expertise that we carry are from varying technical domains.

- i. Image Processing Applications
- ii. Security and Surveillance Applications
- iii. Web Security Solutions
- iv. Health Care & Office Management Solutions
- v. Mobile Application Solutions

## **ELG INC**

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Contact : Mr. Salman Siddiq - COO

CloudLead (Formerly eListGuy, ELGinc) is a sales lead research company with a presence in Dubai and Karachi. CloudLead provides contact data to sales and marketing professionals. The Company offer contact list with information such as job titles, industry, and phone numbers, the user can enter the search criteria on the website for free b2b targeted prospect list by Industry. The company has extensive experience in helping companies like InsightSquared, Atiim, Superior Gloves grow their sales.

## **ENCLUE LIMITED**

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Web : [www.encludesolutions.com](http://www.encludesolutions.com)  
Contact : Mr. Omer Jawed Ghani – Regional Director – South Asia

## EOCEAN PRIVATE LIMITED

2-B/1, 4<sup>th</sup> South Street,  
Phase 2, DHA, Karachi,  
Pakistan.

Tel : +92-21-35317902  
Mob : +92-345-2399990 / 345-2055543  
Web : [www.eocean.pk](http://www.eocean.pk)  
Contact : Mr. Syed Muhammad Asif Jafri - CEO  
: Ms. Sadaf Mohiuddin – Head of HR

Eocean is one of the leading provider of Enterprise mobility solutions in Pakistan and is a CVAS licensee for providing mobile value added services from Pakistan Telecommunication Authority. Since our inception in 2008, we have experienced remarkable growth serving many multinationals, banks, government organizations and renowned brands. We have deep domain knowledge of mobile communication technologies providing a 360 degree enterprise mobility platform for brands to engage consumers on their mobile phones anywhere anytime.

Headquartered in Karachi, with a branch office in Islamabad, our talented team has grown from only 5 people to over 50+ with in a span of a few years. Our Cloud services are hosted in a 'Telco grade' Transworld data center where business continuity 24x7 is a top priority. Additionally we also maintain a backup of our cloud services at Cybernet - Rapid Compute Cloud Platform. Our Cloud SMS gateway is directly integrated to SMSC (Short Message Service Center) of all five Mobile Network Operators of Pakistan via secured direct link connections and is capable of handling millions of SMS each day besides ensuring data security and protection against malicious attacks and unwanted traffic via Cisco firewalls. Through this robust platform combined with our professional approach, we eliminate the infrastructure cost and liability for organizations and enhance capability and scalability of mobility based services to their customers.

For us customer satisfaction is the key to success and to win their trust we induce reliability, performance and security in all our solutions and services. We work in close coordination with our customers and provide them solutions according to their needs. We purposefully position different types of thinkers from different teams to look at your business challenges. Technical minds, marketing minds,...why? Because diverse minds bring more ideas and solutions to the table. That's why our customers stay with us. That is customer care. As a result of this, Financial services sector trusts us as their reliable partner to transmit their confidential data to their customers.

Our portfolio is impressive, with many blue-chip companies as our clients. We serve diverse industries through our expansive portfolio of mobility solutions. From major brands to financial Institutions, from government agencies to pharmaceuticals, from educational institutions to many diverse businesses we have everyone in our portfolio.

## **EPHLUX**

411 Business Arcade,  
Shahrah-e-Faisal, Karachi,  
Pakistan.

Mob : +92-321-2101678/ 1-310-5268605  
Web : [www.ephlux.com](http://www.ephlux.com)  
Email : [syed.mazhar@ephlux.com](mailto:syed.mazhar@ephlux.com)  
Contact : Mr. Syed Mazhar Hasan Qadri  
Director Oracle CX Cloud Applications

Ephlux, an Oracle/GE/Samsung/Adobe Partner company; provides enterprise mobility, customer experience and business process improvements to its medium to large scale enterprise customers in South Asia, North America, Europe and Middle East by leveraging Internet of Things, BigData, Oracle Cloud technologies for Service, sales and mobility.

We at Ephlux are known for providing the best in town customer experience and services when it comes to enterprise space as per our customers in Canada, US and Asia. We have developed some modern solutions and product line on top of Oracle's proven IoT, Big Data and Customer Experience products running at our satisfied customers in previously mentioned markets and we will present a modern outlook of Pakistani software industry with a well-known made in Pakistan products and services offering.

**EXCELLENCE DELIVERED EXD PVT LTD**

Head Office EXD House. 89-I,  
Jail Road, Lahore, Pakistan.

Excellence Delivered (ExD) provides a wide range of Information Technology and Consulting services. ExD has the privilege of being the only Platinum Partner of SAP in the region, a Gold Partner of Oracle and also a partnership with ACCA.

ExD has a firm footprint in FMCG, Manufacturing, Telecom, Energy and Utilities, Textile, Retail, Education, Media and Banking and Financial sectors. This helps us enhance our customers' market competitiveness and profitability through optimal use of technology, outsourcing of non-core operations and business processes.

Our Information Technology and Consulting Services are designed to deliver exceptional service in Licensing, Implementation and Support, Training, Upgrade and Quality Assurance for a variety of technologies. These include, but are not limited to, ERP, CRM and Business Intelligence Systems including SAP, Oracle, Business Objects, Hyperion, xTuple and Sentez etc. ExD also provides development services in QT, C++, Java, HTML, Android, Joomla and a number of other technologies. We have built several products including an HCM, Bank Relationship Management System and a Transport Management System.

Our BPO business is centered around our Shared Services Center for provision in the areas of Oracle ERP, Postgres, QT Framework, SAP ML, SQL Server, Salesforce for development, administration and post implementation support.

ExD also has expertise to provide end-to-end eCommerce services including development of sites in Shopify and Magento, App Development, Payment Integration and physical logistics.

## **HORIZON MEDICAL WORLD**

#483, ST 67, I-8/3,  
Islamabad,  
Pakistan.

Mob : +92-301-7234756  
Web : [www.mydoctorschart.com](http://www.mydoctorschart.com)  
Email : [norin@horizonmedicalworld.com](mailto:norin@horizonmedicalworld.com)  
Contact : Ms. Norin Salim – Director IT

MyDoctorsChart; a name that contributes IT solutions for the health care in hospitals, clinics, physicians and other medical providers. It is a renowned Information Technology company that is an inherent of physicians.

You Dictate We Create our belief is ideology and it helps us provide IT based solutions of health care which are efficacious, serviceable, profitable and convenient for our users. Physicians are to practice medicine; so our goal is to provide easy, time effective and lucrative system which doesn't require much of installations and upgrading.

Green-Efficient-Economical solution is our preeminence. We imply it to uniquely develop and cater the best in the industry.

## **I ENGINEERING**

2<sup>nd</sup> Floor, Green Trust Tower Jinnah Avenue,  
Blue Area, Islamabad,  
Pakistan.

24805 Pinebrook Road,  
Suite 204 Chantilly, Virginia,  
USA.

Web : [www.iengineering.com](http://www.iengineering.com)  
Contact : Ms. Iffat Agha – General Manager HR & Admin  
Mob : +92-300-5002725  
Contact : Mr. Riaz Ahmad – Director Chief Technology Officer  
Tel : +1-44-3794-3622  
Contact : Mr. Asim Sukhera – Managing Director  
Tel : +971-50-6521987

Founded in 1999, iENGINEERING Private Limited is a privately owned global information-engineering firm. The firm was established with the intention to provide the best and most proficient offshore services in the field of Information Technology. Experienced individuals at the company expand the creative potential of the company. At every stage, from conceptual design to product release, iENGINEERING promises highest quality standards.

iENGINEERING is an ISO 9001:2015, ISO 27001:2013 and CMMI for Development Level 3 certified company with a mission to provide cost-effective quality solutions that target client goals. The company realizes that outsourcing can be a very challenging task due to geographical distances, cultural differences, variation in time zones and communication gap. iENGINEERING accepts this challenge to deliver the most reliable offshore software development, quality assurance and technical support services to the enterprises worldwide. As a full-service IT firm, it can handle all aspects of outsourced projects including specification, design and implementation, testing, and related support services.

## **NETSOL TECHNOLOGIES LTD**

NetSol Avenue,  
Main Ghazi Road, Lahore,  
Pakistan.

Tel : +92-42-111-448880X162  
Mob : +92-300-4004738  
Web : [www.netsoltech.com](http://www.netsoltech.com)  
Email : [aamir.chaudhry@netsoltech.com](mailto:aamir.chaudhry@netsoltech.com)  
Contact : Mr. Aamir Chaudhry

We provide the highest level of quality software products and services globally that meet the needs of our customers by maintaining our staff as our principal asset and being responsive to market expectations. Any progressive business demands the right tools to guide innovation and achieve strategic superiority. Having worked with more than 200 finance and leasing companies in over 30 countries, NETSOL Technologies understands the unique operational challenges of today's leasing and finance companies and empowers these organizations to achieve business excellence. Our customized approach and commitment to providing superior quality IT solutions has enabled us to help our clients streamline their business operations and optimize efficiency.

**PENTALOOP PVT LTD**

13, Block B Johar Town Phase 1,  
Lahore,  
Pakistan.

Tel : +92-42-35172813  
Mob : +92-321-8480809/333-9048986/334-4075073  
Web : [www.pentaloop.com](http://www.pentaloop.com)  
Email : [sheraz.jamshed@pentaloop.com](mailto:sheraz.jamshed@pentaloop.com)  
Contact : Mr. Sheraz Jamshed – Director Sales & Marketing  
                  : Mr. Haseeb Yousaf – Director Products  
                  : Mr. Bilal Ahmed - -Director Services

PentaLoop's unique combination of technology and domain expertise makes it a perfect technology solution partner for medium to large scale enterprises and product companies. Most known for its mobile products for media like PlayerXtreme media player, Video Cast and Fanfiction, PentaLoop has transformed many businesses by building world-class mobile solutions for global leaders like eBay, United States Postal Service, Lockheed Martin USA, Coca-Cola USA, Novartis and T-Mobile.

## **SECUR GLOBAL PVT LTD**

3-A, 1<sup>st</sup> Floor, Sitara Plaza,  
Diplomatic Enclave, G-5, Islamabad,  
Pakistan.

Tel : +92-51-8736544  
Mob : +92-300-8551996  
Web : [www.securglobal.org](http://www.securglobal.org)  
Email : [sheraz.jamshed@pentaloop.com](mailto:sheraz.jamshed@pentaloop.com)  
Contact : Mr. Amer Zafar Durrani - CEO

## SERONIC

#61-A, Street 79,  
E-11/2, Islamabad,  
Pakistan.

Web : [www.seronic.net](http://www.seronic.net)  
Contact : Mr. Salman Dar  
Tel : +92-300-8547575  
Email : [salman.dar@seronic.net](mailto:salman.dar@seronic.net)  
Contact : Mr. Asad Qureshi  
Tel : +1-202-4691028  
Email : [asad.qureshi@seronic.net](mailto:asad.qureshi@seronic.net)

Seronic was established in the year 2010 is an Engineering, Procurement, Construction & Management (EPCM) Group Company, rendering its services in the fields of Information Technology, Railway Networks, Alternate Energy, Steel Structure Fabrication, Commercial & Residential Building Construction, Fiber & Fiber Optic Distribution Networks and Telecommunication Industry etc.

We are a midsize organization with excellent Engineering know-how; we have the right capability and capacity to take any project in our field on turnkey basis with "Single Source Responsibility" from project inception to completion. This is done by employing a team of multi-disciplinary, highly skilled Engineering Professionals, enabling them with necessary engineering tools and hardware to undertake the design and execution of challenging tasks to utmost satisfaction of all the Stakeholders.

We have served several national and multinational companies such as, China Railway Signaling Corporation, Ericsson NLC, CDC, Coke Cola bottlers and others, with highest standard of quality and timely completion of the projects, with the aim to deliver beyond client's expectations.

Our Technical Manpower supply division provides competent, experienced highly skilled and dedicated personnel, tailored to meet specific needs of our clients. We cover local and expatriate personnel in all disciplines in the industry, working with our partners all around the globe to provide suitable manpower on short notices.

## SSA SOFT PVT LTD

12 A Old FCC Building,  
Gulberg -2, Lahore, Pakistan.

Tel : +92-42-35756030  
USA : +1-248-910-8874  
Web : [www.ssasoft.com](http://www.ssasoft.com)  
Contact : Mr. Abdul Khalique - CEO

SSA Soft is an integrated IT solution provider. The company is managed by a team of leading IT professionals with decades of experience at international operating levels. SSA Soft aims to deliver innovative solutions to its customers to help them enhance reach to their customers and boost productivity within their organizations.

SSA Soft has successfully delivered numerous projects to customers in North America, Europe and South Asia. Projects delivered by SSA Soft include: application development and maintenance, Web/Portal Development, Testing and Quality Assurance, Information Security Reviews, Business Process Outsourcing, various products driving productivity gains for customers and a wide range of professional services.

SSA Soft offers a range of off-the-shelf products that are aimed at helping organizations derive productivity gains, by effective managing and sharing resources. Some of these products also aim to enhance knowledge bases within organizations, particularly with respect to security and compliance, to help them remain productive with limited risks for organizations. We also offer customized products to help enhance reach to customers through multiple channels (Text Messages, IVR, Web, etc).

Being a software company, SSA Soft helps customers by developing customized solutions for their unique requirements. Our Web/Portal development helps to portray the image companies deserve. With added Search Engine Optimization and social media marketing capabilities, we help expand reach to end customers. Our Mobile Applications help companies leverage this popular channel to derive productivity gains and increase their reach to customers in a unique and innovative way.

Furthermore, our managed services and information security offerings help customers attain agility and cost optimization in a secure manner, while focusing on core business. SSA Soft's Resource Augmentation Services help companies fill expertise gaps to achieve strategic projects.

## **TECH VERX**

335 R, Main Boulevard,  
Johar Town, Phase II, Lahore,  
Pakistan.

Web : [www.techverx.com](http://www.techverx.com)  
Contact : Mr. Rao Mohsin Raza - CEO  
Mob : +92-302-8491717  
Email : [mohsin@techverx.com](mailto:mohsin@techverx.com)  
Contact : Mr. Salman Nawazish- Director Business Development  
Mob : +92-300-4145369  
Email : [salman@techverx.com](mailto:salman@techverx.com)  
Contact : Mr. M. Aurangzaib – Director Product Development  
Mob : +92-321-4380629  
Email : [aurangzaib@gems.techverx.com](mailto:aurangzaib@gems.techverx.com)

Techverx is an end to end software development company specializing in web applications website design and Mobile App development. Our specialties include Ecommerce solutions for all sized client, Point of sale solutions for the food & retail industry & custom business solutions for small to midsized businesses.

## **TKXEL**

31 B-3 Ali Zaib Road,  
Gulberg III, Lahore.  
Pakistan.

Mob : +92-300-9470838  
Email : umair@tkxel.com  
Web : www.tkxel.com  
Contact : Mr. Umair Javed

35 Isabella St. Markham,  
ON L3R 5S3,  
Canada.

Tel : +1-4168563171  
Web : www.tkxel.com  
Contact : Mr. Farhan Khan - EVP

TkXel is a high end technology and services company, which specializes in Mobile and Social apps space. It was founded by Umair Javed in early 2008. It was commenced with a mission to help create highly profitable businesses by delivering technology-eco-systems involving mobile and social apps that provides visibility to the business and spurs its growth.

TkXel is a high end technology and services company, specialized in delivering solutions for web, mobile & social space. Other than services, we are also rolling in products; Nutty Apps (Gaming Studio), Urban Galleria (Online Store) & offering digital media services as Strategic Alliancez Pvt.

## TPS PAKISTAN PVT LTD

TPS Tower, A-43 Block 7/8, K.C.H.S.  
Shabbirabad, Karachi-75350,  
Pakistan.

Tel : +92-21-111877111  
Web : [www.tpsonline.com](http://www.tpsonline.com)  
Contact : Mr. Shahzad Shahid - CEO  
Mob : +92-300-2000636  
Email : [Shahzad.shahid@tpsonline.com](mailto:Shahzad.shahid@tpsonline.com)  
Contact : Mr. Ovais Habib Khan - COO  
Mob : +92-300-8281200  
Email : [ovais.khan@tpsonline.com](mailto:ovais.khan@tpsonline.com)

TPS is a leading payments solutions company, empowering financial institutions with end-to-end enterprise payment capabilities, increasing time-to-market, growing revenues, reducing risks & controlling costs.

Through its comprehensive suite of software and SaaS-based solutions, TPS delivers real-time, immediate payments capabilities and enable the industry's most complete omni-channel payments experience.

TPS has more than 20 years of payments expertise and over 130 customers in South Asia, Africa, Middle East, and Europe. Using its long and rich experience in payments, TPS develops payments solutions that are known for trust, reliability & scalability.

## VIFTECH SOLUTIONS

Plot No. 32/33, Sector 23,  
Korangi Industrial Area, Karachi,  
Pakistan.

Tel : +92-21-35122741  
Web : [www.viftech.com](http://www.viftech.com)  
Contact : Mr. Nooruddin Surani - COO  
Mob : +92-300-2604375  
Email : [nsurani@viftech.com.pk](mailto:nsurani@viftech.com.pk)  
Contact : Mr. Nazimuddin Rajani - CEO  
Mob : +92-333-4772929  
Email : [nazim@viftech.com.pk](mailto:nazim@viftech.com.pk)

Viftech Solutions was established, in 2008, with the goal of helping its clients achieve rapid growth using technology. Over the course of 9 years we've worked with numerous clients across many industries in Pakistan, USA, Australia, UK, Oman, Dubai and many more. We started off 2 developers in 2008, and today we boast over 120 employees, operating 24 hours a day. Viftech Solution is also a Certified Expert Partner of Microsoft and Advanced Partner of IBM. The resources we employ are our strength, they never stop working until a project is completed, and are never satisfied until they exceed all our client's expectations.

## **VIRTUAL FORCE PRIVATE LIMITED**

Al-Hafeez Suites, Suite #2,  
1<sup>ST</sup> Floor, 69/B-2, Gulberg 3, Lahore,  
Pakistan.

Tel : +92-42-35752396  
Mob : +92-333-4294133  
Web : [www.virtualforce.io](http://www.virtualforce.io)  
Contact : Mr. Tanzeel-Ur-Rehman - COO

Virtual Force is a technology design and innovation platform that builds next generation software products. Our customer centered philosophy helps roll out MVP's fast and enable founders to lead their next iterations quickly. Our People, Process Tools are geared towards creating a solid foundation towards success. We have built products in Fin Tech, Health Tech, Ed Tech, IoT, AI & ML, Alternate Lending platforms, marketplaces and On Demand platforms like Uber and Airbnb.

## **WE R PLAY**

WeRplay, Plot 395-3396,  
Service Road North, I-9/3 Islamabad,  
Pakistan.

Mob : +92-3009557802  
Web : [www.werplay.com](http://www.werplay.com)  
Contact : Mr. Mohsin Ali Afzal - CEO  
Email : [mohsin@werplay.com](mailto:mohsin@werplay.com)

we.R.play was founded in August 2010 and the goal was to create a creative studio unlike any other in Pakistan (but hopefully like many great ones in other parts of the world). A studio that provided a super fun, autonomous environment to a talented, creative team. 5 years later, we.R.play has grown to a team of over 95 artists, content designers, engineers and qa analysts.

we.R.play is trusted by some of the best in the industry to create amazing art, design compelling content, test code and manage live-ops for titles with many millions of daily active users. PocketGems, Zynga, RockYou, Kiwi, Disney Interactive, Chillingo, Chimera Entertainment, Namco Bandai, Mighty Play, are some of the partners we.R.play works with.

we.R.play is also an indie game developer and our games have been downloaded over 5M times across various platforms. A small team is at the heart of we.R.play games and is focused on creating original, awesome, fun games. Our games have been featured multiple times by Apple and Google on their stores in various categories such as "Best New Games" and "New & Noteworthy".

## **ZIGRON**

B Block, Software Technology Park-3 (STP3),  
North Service Road, Sector-9/3, Islamabad,  
Pakistan.

Web : [www.zigron.com](http://www.zigron.com)  
Contact : Mr. Wahid Khan  
Email : [wahid.khan@zigron.com](mailto:wahid.khan@zigron.com)  
Contact : Mr. Iftikhar Ahmed  
Email : [iftikhar.ahmad@zigron.com](mailto:iftikhar.ahmad@zigron.com)

Zigron has been in business since 2006. Zigron is a US-based Company with offices in Pittsburgh PA and Northern VA. Zigron specializes in EMS/NMS, Cloud and SaaS based solutions, Big Data Analytics, New Platform/Product Development, Rich User Experience, User Experience

Modernization /Unification and Advanced Data Visualization in Telecom/M2M/Networks. Zigron has a facility in Cheswick, Pennsylvania, in the DC metro area, and a facility with a world-class infrastructure in Islamabad, Pakistan. Zigron has historically worked with a large number of early stage, mid and top tier companies.

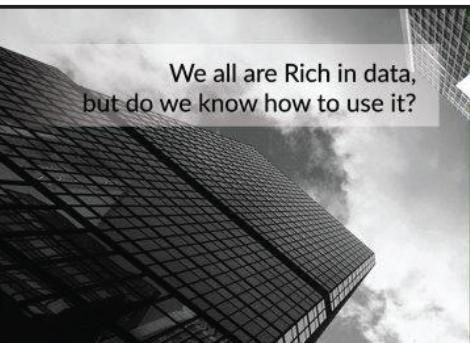
Over the last 10 plus years, Zigron has worked with more than 70 plus clients. Zigron is currently working with many high growth early stage and mid/large companies in Broadcast, Satellite, Telecom, Wireless, IoT/ M2M and all of the Networks verticals.

## ZIN TECHNOLOGIES PVT LTD

112-E P.C.H.S.,  
Ghazi Road, Lahore,  
Pakistan.

Tel : +92-42-35772442  
Mob : +92-333-4245619  
Web : [www.zintechnologies.com](http://www.zintechnologies.com)  
Email : [faisal.dar@zintechnologies.com](mailto:faisal.dar@zintechnologies.com)  
Contact : Mr. Faisal Nazeer Ahmad Dar – Director/CRO

ZIN Technologies is a software development company having its development center in Lahore – Pakistan and head office in London – UK. We provide with tremendous potential and vision to futuristic industry of smart automated business solutions. We excel in Telecom, eCommerce, web & mobile, and Microsoft's technologies based solutions like Microsoft Dynamics. We not only provide product development & design services, but also significantly extend the strategic Intellectual Property portfolio of our partners.



We all are Rich in data,  
but do we know how to use it?



## SEE BEYOND

WITH DEEPER INSIGHTS  
OF YOUR DATA

### OUR EXPERTISE



DATA ANALYTICS



WEB / MOBILE



VISUALIZATION



DIGITAL  
TRANSFORMATION

### GLOBAL PRESENCE



NORTH AMERICA

Montreal, CANADA.



MIDDLE EAST

Dubai, UNITED ARAB  
EMIRATES.



SOUTH ASIA OFFICE

Karachi, Sind,  
PAKISTAN.



EXPANSION PLAN

GERMANY and  
MALAYSIA.

### TECHNOLOGIES



Digitegra



/digitegra



/digitegra



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Phone: +922134969760-1

Email: [info@digitegra.com](mailto:info@digitegra.com)

Website: [www.digitegra.com](http://www.digitegra.com)

# UPCOMING B2B EVENTS . . .



1 - 3 August 2017  
Karachi Expo Centre

15th International Plastics & Packaging  
Industry Trade Fair  
Website: [www.plastipac.com.pk](http://www.plastipac.com.pk)  
E-mail: [info@plastipac.com.pk](mailto:info@plastipac.com.pk)



1 - 3 August 2017  
Karachi Expo Centre

14th Edition of the International Food, Beverage  
& Packaging Technology Trade Fair  
Website: [www.foodtech.com.pk](http://www.foodtech.com.pk)  
E-mail: [info@foodtech.com.pk](mailto:info@foodtech.com.pk)



1 - 3 August 2017  
Karachi Expo Centre

4th International Food, Beverages &  
Hospitality Exhibition  
Website: [www.foodtech.com.pk](http://www.foodtech.com.pk)  
E-mail: [info@foodtech.com.pk](mailto:info@foodtech.com.pk)



27 - 29 March 2018  
Pak-China Friendship Centre, Islamabad

14th International Fire, Safety, Security &  
Health Exhibition & Conference  
Website: [www.safesecurepakistan.com](http://www.safesecurepakistan.com)  
E-mail: [info@safesecurepakistan.com](mailto:info@safesecurepakistan.com)



May 2018  
Expo Centre Lahore

16th International Exhibition for  
the Energy Industry  
Website: [www.pogee.com.pk](http://www.pogee.com.pk)  
E-mail: [info@pogee.com.pk](mailto:info@pogee.com.pk)



Karachi Expo Centre  
Showcasing German Excellence in  
Engineering, Automotive & Machinery  
Website: [www.geams.com.pk](http://www.geams.com.pk)  
E-mail: [contact@geams.com.pk](mailto:contact@geams.com.pk)



Pegasus Consultancy (Pvt) Ltd

2nd Floor, Business Centre, Mumtaz Hassan Road, Karachi - Pakistan  
Tel : +(92-21) 111 734 266 (PEGCON) Fax : +(92-21) 3241 0723  
E-mail : [info@pegasus.com.pk](mailto:info@pegasus.com.pk) URL : [www.pegasus.com.pk](http://www.pegasus.com.pk)