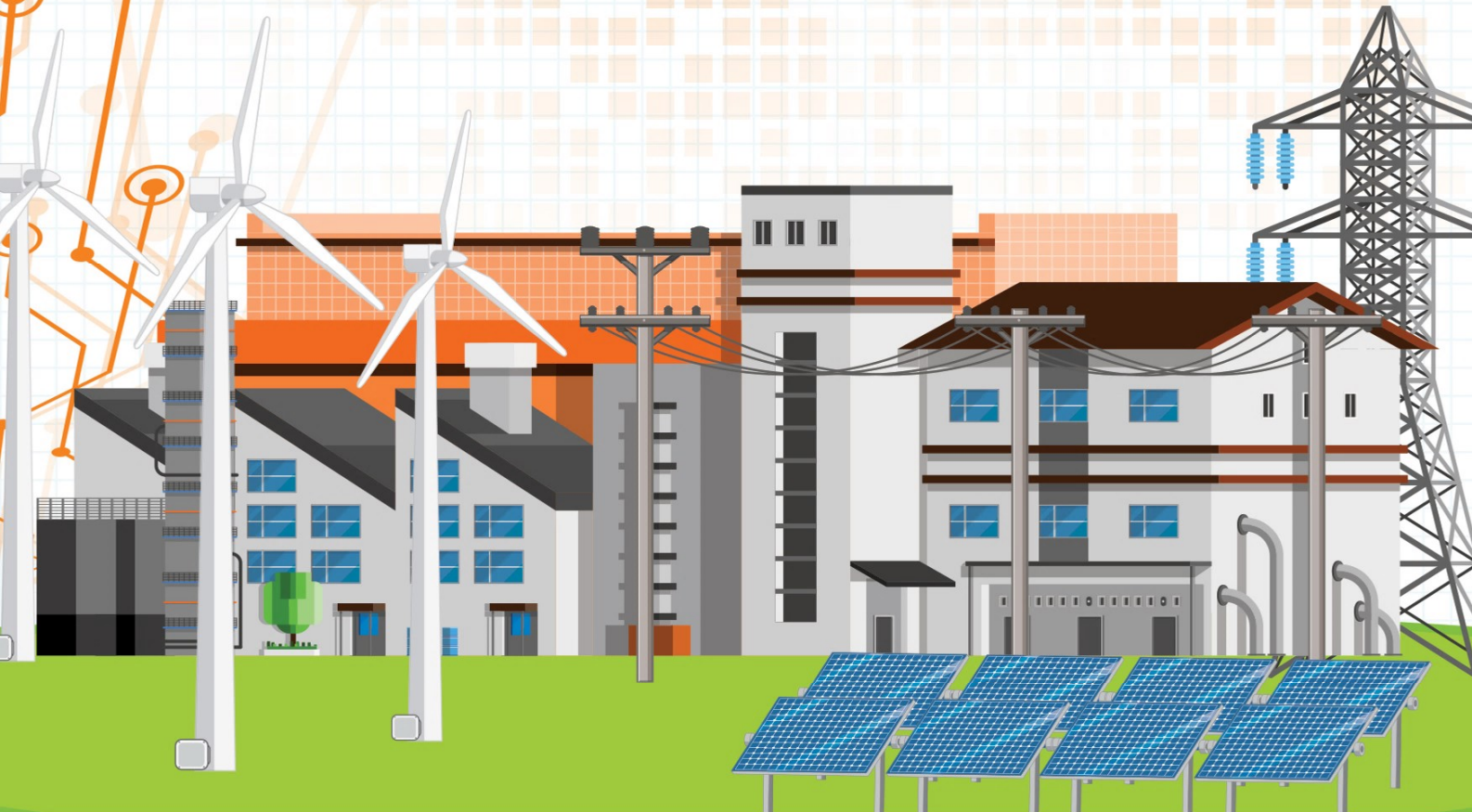


13th

IEEEP FAIR
2024

10- 12 SEPTEMBER 2024
KARACHI EXPO CENTER

PAKISTAN'S PREMIERE
ELECTRICAL & ELECTRONICS
INDUSTRIAL EXHIBITION



ORGANIZER



IEEEP
KARACHI CENTRE

EVENT MANAGER



www.ieepfair.com

PAKISTAN: REKINDLING A NEW ERA OF GROWTH

Located in South Asia, Pakistan shares borders with India to the east, Afghanistan and Iran to the west, and China to the north. Its varied terrain encompasses the majestic Himalayas, vast plains, and scenic coastal areas along the Arabian Sea. With a population exceeding 249 million, Pakistan stands as the world's fifth-most populous country, showcasing a vibrant mix of cultures, languages, and traditions.

Bolstered by its strategic location as a crossroads connecting South Asia, Central Asia, and the Middle East, Pakistan presents significant economic and investment prospects. The nation boasts a youthful and skilled workforce, abundant natural resources, and ongoing infrastructure initiatives, presenting compelling opportunities for investors. Various sectors, including energy, manufacturing, agriculture, and information technology, contribute to Pakistan's expanding consumer market, making it an attractive destination for investment.

ECONOMIC GATEWAY



ENERGY CORRIDORS



STRATEGIC MARITIME GATEWAY



CONNECTIVITY HUB



DIGITAL LAND BRIDGE



PAKISTAN'S ENORMOUS POTENTIAL

9.1 MILLION HECTARES



AVAILABLE LAND FOR AGRICULTURE

22.4 MILLION HECTARES



RANGELAND FOR LIVESTOCK

2ND LARGEST



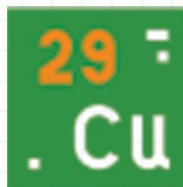
FREELANCING SOFTWARE DEVELOPMENT & TECHNOLOGY

\$ 6.1 TRILLION



NET ESTIMATED MINERAL RESERVES

7TH LARGEST



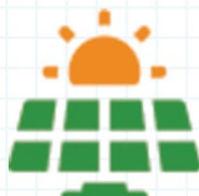
COPPER RESERVES

2ND LARGEST



COAL RESERVES

3300 GW



RENEWABLE ENERGY POTENTIAL

1.5X

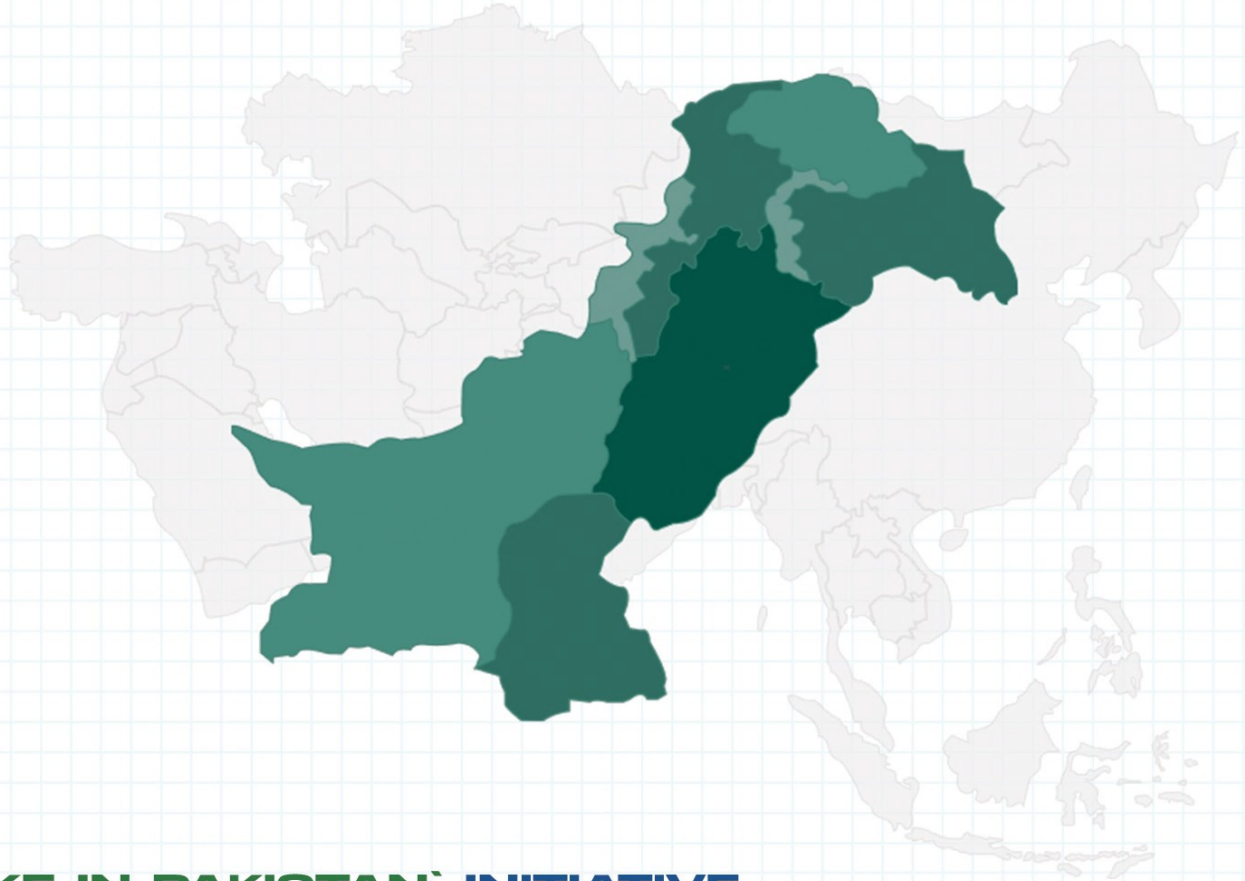


INCREASING ENERGY DEMAND BY 2030

PAKISTAN'S VISION: FORGING A PATH FORWARD

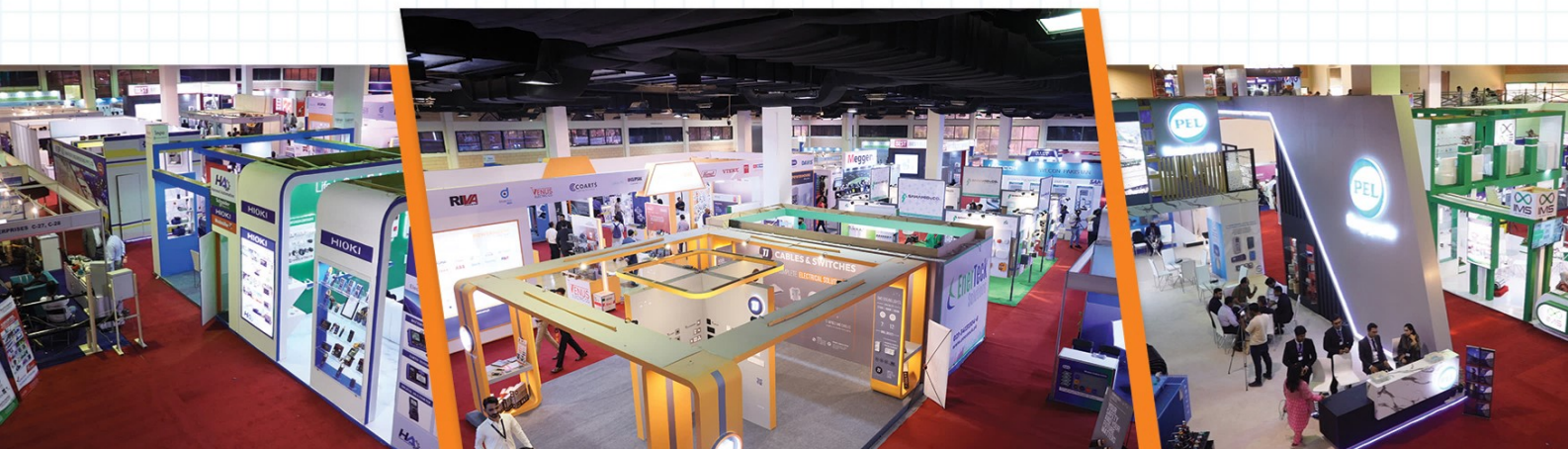
Driving economic growth through import substitution and export enhancement, Pakistan aims to invigorate its economy across multiple sectors by enhancing human resource development, driving technological innovation, adding value to products, ensuring food security, and creating socio-economic benefits through employment opportunities.

In addition to advancing economic prosperity, Pakistan endeavors to forge mutually beneficial partnerships with investors, aligning with the development objectives of both nations and promoting economic diversification. By offering appealing investment prospects, access to a skilled workforce, and encouraging collaborative ventures, Pakistan aims to promote economic diversification and achieve substantial progress towards common goals.



'MAKE IN PAKISTAN' INITIATIVE

The **'Make in Pakistan'** initiative perfectly aligns with the goals of the **IEEE Fair**, aiming to drive job creation, enhance value-added exports, and encourage import substitution. The presentation of local manufacturing capabilities and products at the IEEE Fair becomes a strategic move to advance Pakistan's agenda of attaining a well-balanced current account and reclaiming financial sovereignty. This collaboration between **'Make in Pakistan'** and the IEEE Fair not only underscores the nation's commitment to fortifying its economy but also emphasizes the endeavor to diminish reliance on imports and promote a trajectory of sustainable growth.



TRANSFORMATIVE ENERGY SECTOR ADVANCEMENTS UNDER CPEC

In 2024, the China-Pakistan Economic Corridor (CPEC) continues to serve as a vital component of Pakistan's development strategy, fostering progress and integration across various sectors. Noteworthy advancements under CPEC include a shift towards renewable energy investments by China since 2021, aiming to promote a more environmentally friendly image. One significant project in this regard is the Karot Hydropower in Azad Jammu and Kashmir, which commenced commercial operations in June 2022, providing affordable and clean electricity while reducing carbon emissions by 3.5 million metric tons annually. Additionally, initiatives like the Azad Pattan Hydro Power and Kohala projects in Azad Jammu & Kashmir contribute to Pakistan's energy needs sustainably, aligning with environmental objectives and reducing dependence on fossil fuels.



Kohala Hydropower Project, AJK

720MW Karot Hydropower Project, AJK

Azad Pattan Hydropower Project

RENEWABLE REVOLUTION IN PAKISTAN

Pakistan currently relies heavily on conventional fuels for power generation, but it also holds significant potential in renewable energy sources such as solar, wind, and hydropower. Projects like Diamer-Basha, and Golen Gol Dams showcase the country's commitment to diversifying its energy mix.

To achieve this, Pakistan plans to invest between \$62 billion to \$155 billion by 2030, focusing on power generation and energy efficiency. This includes incorporating nuclear power and promoting clean energy projects compliant with international standards. Initiatives like smart metering and transitioning from gas to electricity aim to improve efficiency across various sectors.

In line with its sustainability goals, Pakistan aims to reduce greenhouse gas emissions by 20% by 2030, primarily in the energy sector. Major projects targeting energy efficiency and conservation, such as reducing building energy use, are underway to achieve this.

As a country susceptible to climate change, Pakistan has the potential to access significant international funding through 'Just Energy Transition Partnerships (JETPs)'. These collaborations facilitate focused and impactful funding, pooling resources from diverse channels to aid in the energy transition. This transition not only fosters the creation of green jobs but also empowers businesses, attracts foreign investment, and drives economic growth in Pakistan.



Matlitan Power Plant

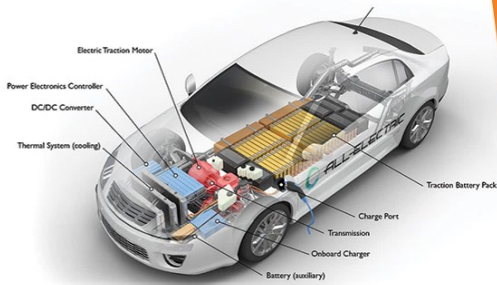
100MW Three Gorges Second & Third Wind Power Project

Quaid-e-Azam Solar Power Plant

EVOLVING TECHNOLOGIES

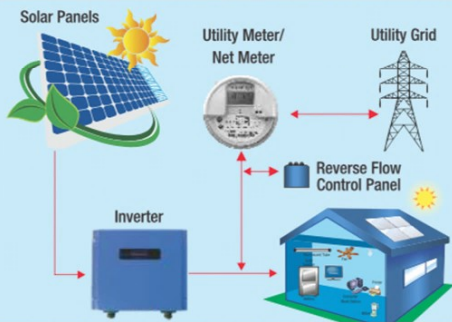
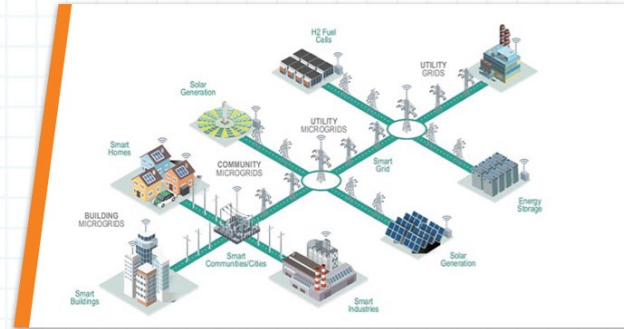
ELECTRICAL VEHICLES

Pakistan's EV shift prioritizes renewables and affordable models to cater to diverse consumer incomes. Ample opportunities exist in all fields related to EVs.



MICRO-GRIDS

Micro-grids, off-grid solar, and 20GW PV Solar integration by 2025 will play a vital role in Pakistan's rural electrification, with private sector participation.



NET-METERING

Affordable solar panels, increased tariffs, and net metering propel rooftop solars, while community and virtual net metering expand access to larger solar installations.

IoT-BASED ASSETS MANAGEMENT

In modern IoT systems, wireless sensors collect data for efficient asset tracking and management without human intervention.



ARTIFICIAL INTELLIGENCE

AI optimizes power systems, enhances smart grids, integrates renewables, automates fault diagnosis, and improves circuit design, boosting sustainability in electrical systems.

LITHIUM BATTERY

Advances in lithium battery technology offer sustainability, cost savings, and better performance, vital for EVs, home & business energy storage, and grid systems, fueling market expansion.



IEEEP FAIR: EXPANDING HORIZONS

The IEEP Fair has evolved beyond its initial purpose of addressing the country's energy needs. It now serves as a crucial gateway for both local and international businesses, offering access to the Pakistani market. With a focus on Electrical, Electronics, and Allied Disciplines, the fair provides opportunities for companies to meet the nation's increasing demand for raw materials, equipment, and machinery. By fostering partnerships and driving innovation, the IEEP Fair plays a pivotal role in facilitating economic growth and collaboration within the region.



WHY EXHIBITORS CHOOSE IEEE FAIR?

PREMIER INDUSTRY SHOWCASE:

IEEE Fair is the top showcase for electrical and electronics engineering advancements.

NETWORKING HUB:

Renowned for cultivating connections with industry professionals, clients, partners and engineering consultants.

CUTTING-EDGE EXPOSURE:

Aligns exhibitors with the latest technological advancements.

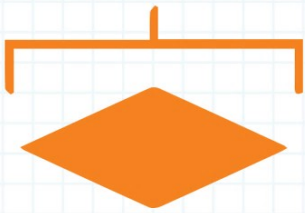
KNOWLEDGE EXCHANGE:

Facilitates active participation in high-level discussions, workshops, and presentations.

EFFICIENT LOGISTICS:

Strategic location and seamless organization for targeted audience reach and business exploration.

IEEE FAIR 2023 AT A GLANCE



13,035 SQM
EXHIBITING SPACE



164
EXHIBITORS



32
EXHIBITING COUNTRIES



16
SPEAKERS



15,000
TRADE VISITORS



72
DELEGATES



INDUSTRY SEMINARS

The Industry Seminars being held in conjunction with IEEE Fair, will focus on overcoming obstacles in the acquisition of electrical products and energy solutions faced by the textile and construction industries, as well as other sectors. These seminars offer valuable insights and solutions to enhance procurement processes, promoting efficiency and facilitating growth across all sectors involved.

CONSTRUCTION INDUSTRY:

A session addressing the Construction Industry of Pakistan will feature discussions led by knowledgeable consultants on green buildings and strategies for energy conservation within the Building & Construction sector.

TEXTILE INDUSTRY:

This session aims to offer support and valuable insights to the Textile Industry in Pakistan by focusing on the implementation of Hybrid power systems, ensuring uninterrupted power supply for production machinery, thus aiding in the smooth operation of textile manufacturing processes.

MAKE IN PAKISTAN:

Alongside these sector-specific seminars, the 'Make in Pakistan' session will provide a broader platform for discussions and initiatives aimed at promoting local manufacturing and industrial growth.



BENEFITS

- Showcase Electrical, Electronics, Industrial Automation & Alternate Energy solutions exclusively.
- Explore new business opportunities and strengthen relationships through meaningful engagements with key clients and business partners.
- Present innovative products and cutting-edge technology to influential organizations.
- Connect directly with buyers and industry professionals for valuable networking and business interactions.
- Provide a platform for suppliers to showcase offerings and facilitate performance comparisons.

OUTREACH

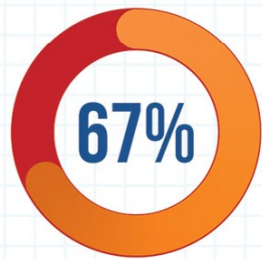
- Senior Electrical & Energy Consultants are invited to evaluate and endorse new products, ensuring industry recognition.
- Invited Foreign Commercial Attaches, Trade missions, Ministries, Government officials, and Policy makers to discuss upcoming government projects.
- A strategic marketing program attracts potential visitors to the show, creating networking opportunities.
- Pre-arranged meetings connect domestic distributors with Foreign Principals, fostering partnerships and business opportunities.
- Industry Seminars promote innovation through knowledge sharing between academia and industry.



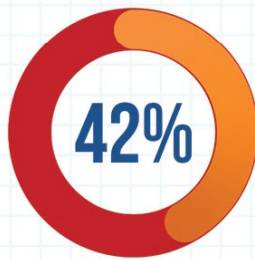
PARTICIPATING COUNTRIES - IEEE FAIR 2023



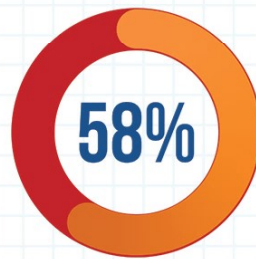
EXHIBITORS COMPOSITION



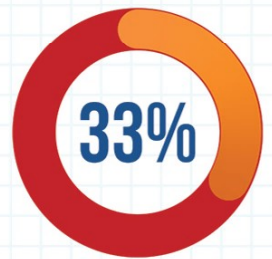
SWITCHEARS, TOOLS
& TRANSFORMERS



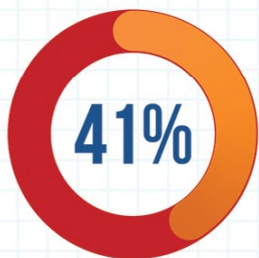
CABLES & CABLE MANAGEMENT
SYSTEMS



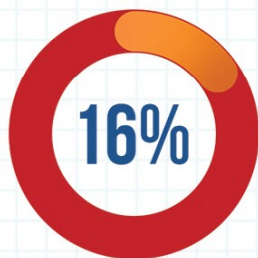
AUTOMATION & SMART
SOLUTIONS



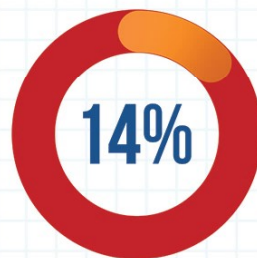
INSTRUMENTATION, TEST
& MEASUREMENT



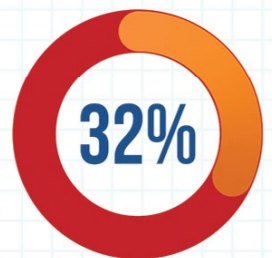
LIGHTING EQUIPMENT



COMPONENTS & PERIPHERALS



ASSOCIATIONS, EDUCATION
& TRAINING



SOLAR ENERGY SOLUTIONS

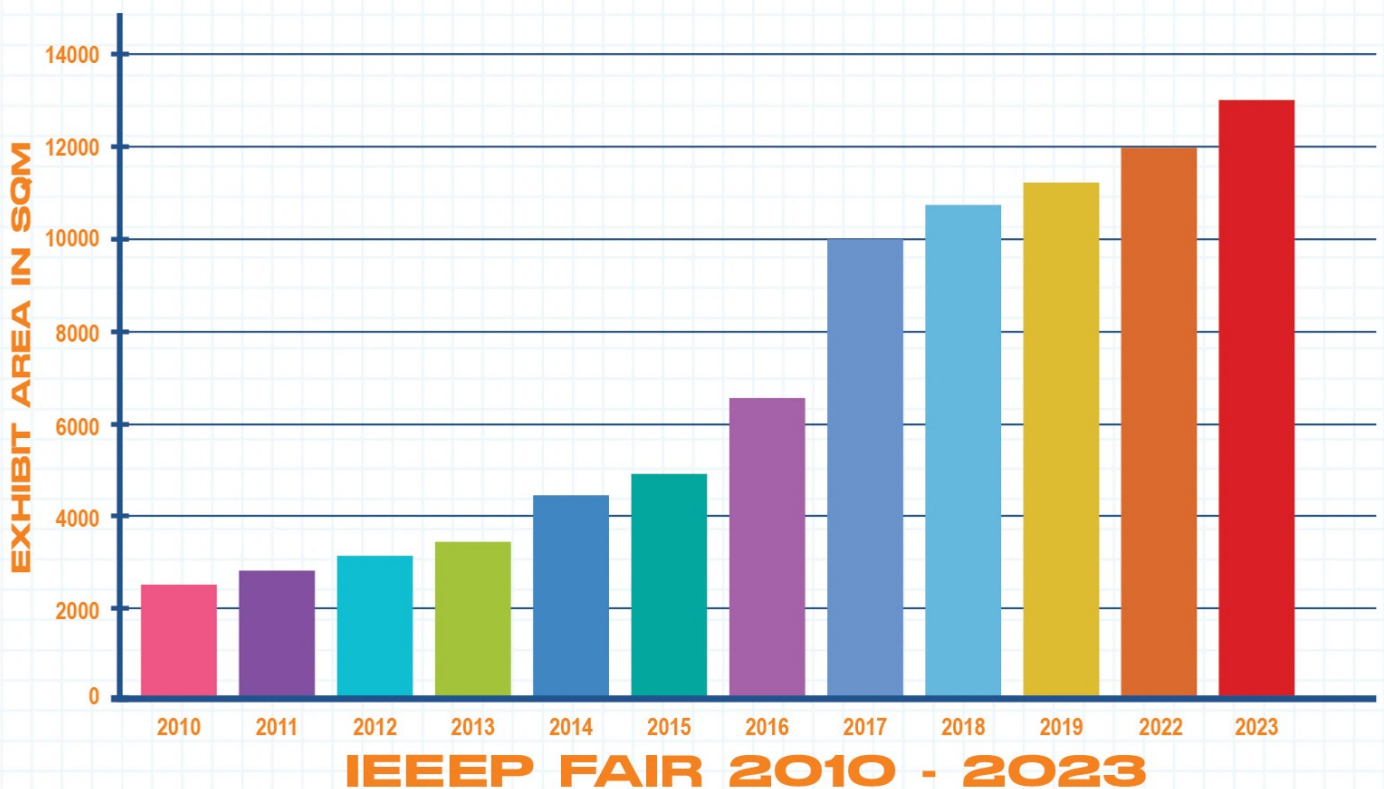
EXHIBIT PROFILE

- Renewable & Alternative Energy Technology
- Electrical Vehicles & Charging Technology
- Battery Storage & Power Generation Equipment
- Micro-grids, Smart grids & Distributed Generation
- Industrial Automation & Control Systems
- Electrical Cables, Wires, Systems & Accessories
- Energy Metering & Testing Instruments
- Monitoring & Inspection Equipment
- UPS, Invertors & Power Supply Systems
- Installation Service Providers & Contractors

VISITOR PROFILE

- Engineering Consultants & Practitioners
- Engineers from Industries & Power Plants
- Power Industry OEMs and Utility Managers
- Facility Managers & General Contractors
- Government Energy & Regulatory Departments
- Manufacturers & Industrialists
- Supply Chain Professional
- Purchase/ Procurement Heads from Industries
- Engineering Universities' Faculties
- Diplomats, Consulates & Commercial Attaches

YEAR-ON-YEAR GROWTH OF IEEEEP FAIR





TESTIMONIALS

“An excellent opportunity for the government to gain a closer understanding of this colossal industry.”

Mr. Zubair Motiwala
Chief Executive – TDAP

“IEEEP is an excellent showcase to witness the latest developments in electronic equipment and advanced technology in Pakistan.”

Dr. June Kuncoro
Consul General of Indonesia in Karachi

“An outstanding exposure. It's excellent for Pakistan's OEM to export their products internationally.”

Engr. Col. (R) Ehsaan ul Haq
Director Procurement – DHA

“A remarkable experience here. Having all relevant industries under one roof is immensely beneficial for connecting different technologies and establishing contacts to foster business growth. I appreciate your efforts, as it is indeed best for Pakistan's economy.”

Mr. Imran Mushtaq
Director Procurement – Gul Ahmed Textile Mills

“A great initiative to encourage local industries. We can definitely overcome Pakistan's debt through exports of locally made products, and events like these are very helpful to understand local industries and markets.”

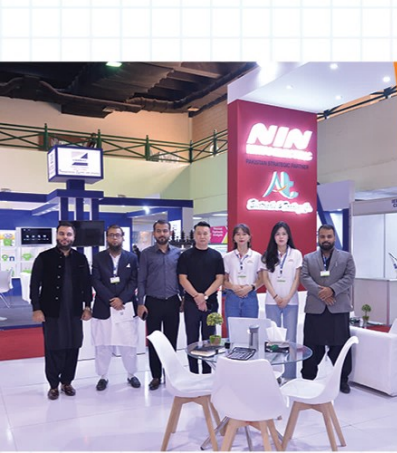
Mr. Fatah Ansari
Deputy General Manager Supply Chain – K-Electric

“IEEEP is a good platform for marketing and unveiling new products, fostering learning from each other.”

Mr. Kamal Mian
M.D – Fast Cables

“A great opportunity for businesses to meet suppliers and showcase new products to the market.”

Mr. Pervez Haroon Madraswala
CEO – Power House Pvt Ltd.



TESTIMONIALS

“We believe IEEEEP is a highly useful platform, engaging B2B clients and attracting international delegates and suppliers in the related field.”

Ms. Mariam Durrani

Director Marketing – Pakistan Cables Ltd

“The IEEEEP Exhibition is a fantastic opportunity to boost the potential of the Electronic Industry. Kudos to Badar Expo CEO Zohair Naseer and the team, especially Faisal Ali, for providing excellent quality and support during the event.”

Mr. Adnan Sheriff

Director Technical Sales & Marketing – Jubilee Corporation

“A big credit to Badar Expo for the professional management of this exhibition. It has been a well-organized and successful experience.”

Mr. Khawaja Areeb Uddin

Sales Engineer – PEL

“IEEEEP Fair provides a valuable opportunity to stay updated on new technologies, especially for industries. A heartfelt thanks to IEEEEP and Badar Expo for organizing this event.”

Mr. Azfar Saeed

CEO – IMS Electric

“IEEEEP has been a successful event for 12 years, offering the best opportunity to interact directly with customers and foreign companies.”

Mr. Shamim Ahmed

CEO – Osaka Lighting

“Over the years, IEEEEP has proven to be very beneficial, providing fruitful results from participating in the fair. The interactive and informative seminars add to the overall value.”

Mr. Haris Shahid

Director – Orange Electric

ORGANIZER



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KARACHI CENTRE**

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Website: ieeepkhi.org

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