

14th

IEEEP

**FAIR
2025**



PAKISTAN'S PREMIERE
**ELECTRICAL &
ELECTRONICS**
INDUSTRIAL EXHIBITION

16 - 18 SEPTEMBER 2025

EXPO CENTRE KARACHI

ORGANIZER



**IEEEP
KARACHI CENTRE**

EVENT MANAGER



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PAKISTAN: A STRATEGIC HUB OF OPPORTUNITIES

Pakistan's strategic location and growing economy indeed make it a hub of opportunity for investors, businessmen and traders. By connecting South Asia, Central Asia, and the Middle East, Pakistan serves as a critical gateway for trade, energy, and commerce. The country's diverse geography—ranging from the towering Himalayas in north to fertile plains and a vast coastline in south—also provides natural advantages for industries like Engineering, agriculture, tourism, and logistics.

With a population exceeding 249 million, Pakistan's young workforce is an asset for sectors like technological development, manufacturing, and services. Moreover, ongoing infrastructure projects, such as the China-Pakistan Economic Corridor (CPEC), are expected to further boost the country's economic prospects. The focus on improving connectivity, along with Pakistan's growing role in regional and global trade, creates a favorable environment for both local and international investors.

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

5TH LARGEST



COPPER RESERVES

2ND LARGEST



COAL RESERVES

3300 GW



RENEWABLE ENERGY POTENTIAL

1.5X

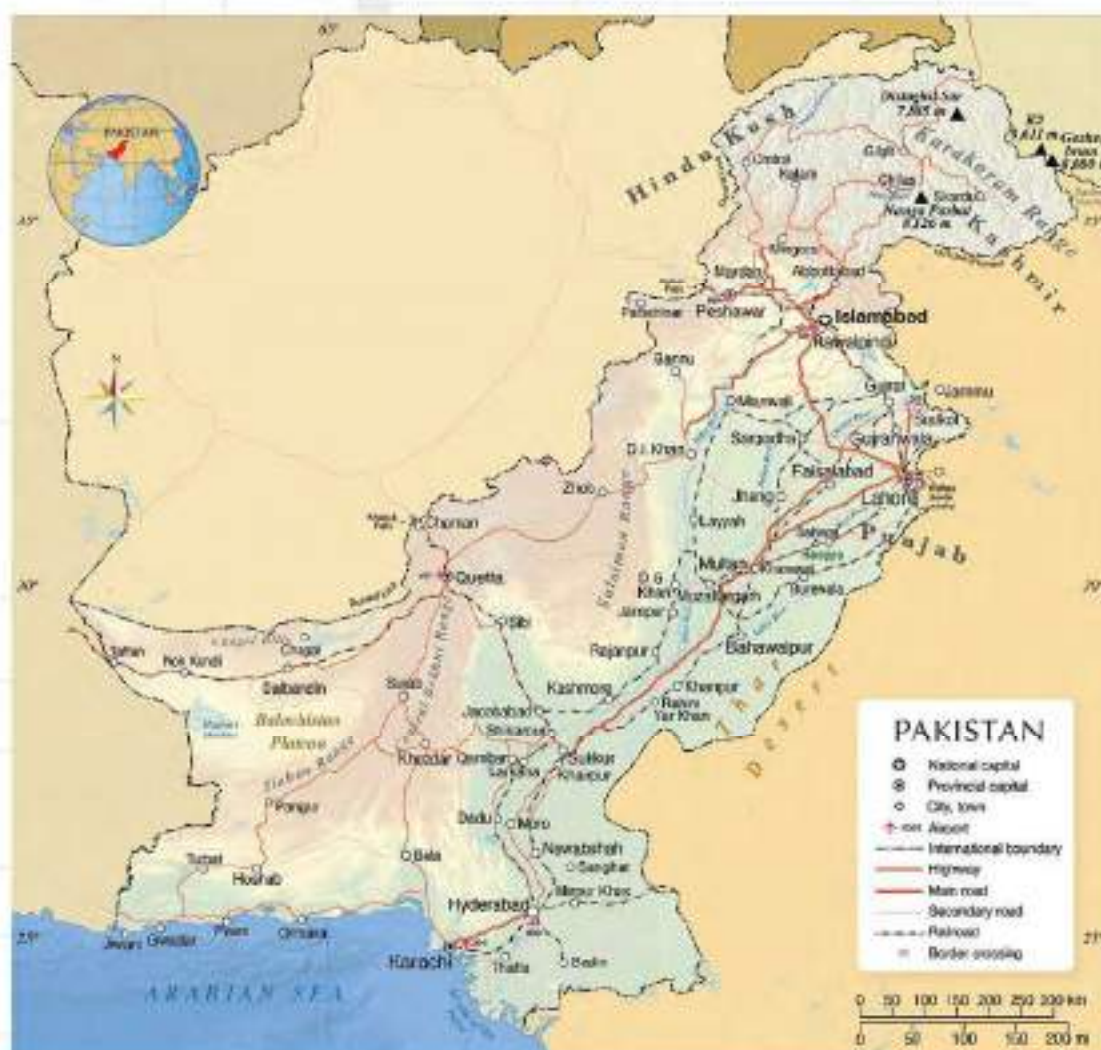


INCREASING
ENERGY DEMAND BY 2030

PAKISTAN'S VISION FOR PROGRESS AND INNOVATION

Pakistan's vision for progress and innovation is a multifaceted approach aimed at building a robust and sustainable economy. The focus on reducing imports and boosting exports reflects a strategic shift towards strengthening domestic industries, which would enhance overall economic resilience. In addition to advancing technological innovation and improving human resource development, these efforts suggest a forward-thinking vision for the country's future.

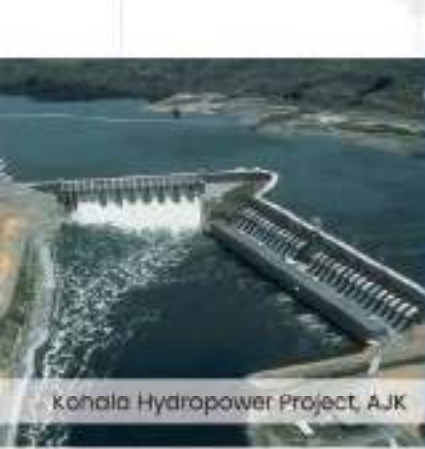
By prioritizing food security and job generation, Pakistan aims to address key socio-economic challenges while fostering inclusive growth. At the same time, the country is positioning itself as a hub for foreign investments in joint ventures, particularly in technology transfer, advanced manufacturing, and digital infrastructure. These strategic collaborations not only drive innovation and industrial progress but also strengthen economic resilience and global competitiveness, reinforcing Pakistan's vision for sustainable development.



'MAKE IN PAKISTAN': A PATH TO SELF-RELIANCE

The 'Make in Pakistan' initiative is an essential step towards fostering economic self-reliance and bolstering the country's industrial capacity. By prioritizing local manufacturing and job creation, this initiative not only aims to reduce imports but also to drive exports, creating a more sustainable and self-sufficient economy. The connection to the IEEE Fair highlights a tangible platform for showcasing Pakistan's manufacturing capabilities, which can attract attention from global partners and investors, reinforcing the push toward economic diversification.

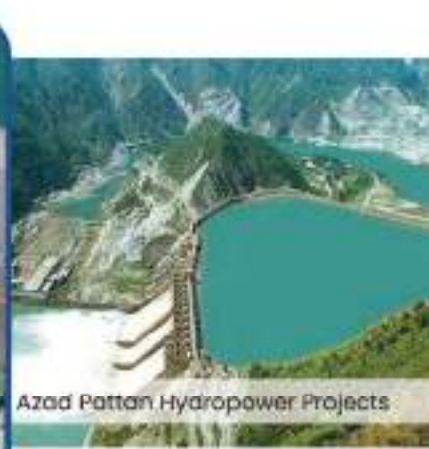
This initiative can lead to a number of positive outcomes, such as strengthening the trade balance and improving domestic industries' competitiveness. It would also help develop key sectors and reduce dependency on foreign goods, empowering Pakistan to stand on its own feet economically.



Kohala Hydropower Project, AJK



720MW Karot Hydropower Project, AJK



Azad Pattan Hydropower Projects

PAKISTAN'S RENEWABLE ENERGY TRANSFORMATION

Pakistan's renewable energy transformation is an important shift towards sustainability and energy security. With **significant resources in solar, wind, and hydropower and potential of 3,300 GW**, the country is well-positioned to reduce its reliance on conventional fuels. The goal to invest between \$62 billion to \$155 billion by 2030 in clean energy initiatives is ambitious but necessary to address energy demands and climate change.

Key projects like the **Diamer-Bhasha and Golen Gol Dams** are pivotal to the country's hydropower efforts, while wind and solar projects, like the 36 private wind farms and the seven solar initiatives, are already making a tangible impact. With vast untapped resources of wind and solar potential, Pakistan has the ability to expand these projects further.

600 MWp solar PV project at Jhang is proposed to be developed on IPP mode under Framework Guidelines for Fast Track Solar PV Initiatives, 2022. Power generated from the 600 MWp solar PV project will be used for the substitution of expensive imported fossil fuels used for power generation. The project aims to meet the policy objectives of the GOP in terms of energy security, affordability of electricity, and sustainable development.

The government's target of **reducing greenhouse gas emissions** by 20% by 2030 demonstrates its commitment to international climate goals. This transformation not only promises environmental benefits but also creates the potential for economic growth, green jobs, and foreign investment.

Additionally, **expanding nuclear energy and smart metering**, as well as transitioning from gas to electricity, reflect Pakistan's broad approach to modernizing its energy infrastructure. Securing international support through Just Energy Transition Partnerships is also a strategic move, allowing Pakistan to access financial and technical resources for its green energy initiatives.

This shift towards renewable energy presents an opportunity for Pakistan to become a regional leader in sustainability and energy innovation.



Matlitan Power Plant



100MW Three Gorges Second & Third Wind Power Project



Quaid-e-Azam Solar Power Plant



IEEE FAIR: EMPOWERING PAKISTAN'S INDUSTRIAL GROWTH

The IEEE Fair is a significant event for Pakistan, not only addressing energy challenges but also promoting broader industrial growth. By bringing together local and international businesses in the fields of electrical, electronics, and allied disciplines, it plays a crucial role in advancing the country's industrial sector. The event fosters both partnerships and the adoption of innovative technologies, which could greatly contribute to Pakistan's economic development.

It is clear that the IEEE Fair offers exhibitors a comprehensive package of visibility, growth, and learning hence making it a key event for any business in the electrical and electronics sectors.

WHY EXHIBITORS CHOOSE IEEE FAIR?

PREMIER INDUSTRY SHOWCASE: The IEEE Fair is regarded as the leading event for showcasing the latest advancements in electrical and electronics engineering. It allows exhibitors to highlight their innovations in a space dedicated to their specific industry.

DIRECT ACCESS TO LEADING ENGINEERING CONSULTANTS: Opportunity to showcase products to leading engineering consultants in electrical, electronics, and allied disciplines, facilitating approvals and accreditations.

NETWORKING HUB: The fair is a key platform for connecting with professionals, clients, partners, and engineering consultants, fostering valuable business relationships. The networking opportunities can lead to potential collaborations, partnerships, and expansion in the market.

CUTTING-EDGE EXPOSURE: Exhibitors gain exposure to the most recent technological advancements, positioning their products or services at the forefront of innovation. This helps businesses stay competitive and relevant in a rapidly evolving industry.

KNOWLEDGE EXCHANGE: The fair offers a platform for active engagement through high-level discussions, workshops, and presentations. Exhibitors can share knowledge, gain insights, and learn from experts, further enhancing their expertise and business strategies.

EFFICIENT LOGISTICS: With a strategic location and well-organized event, the IEEE Fair ensures easy access to a targeted audience, helping exhibitors maximize their impact and business exploration opportunities.

BRAND PROMOTION: Through the wide marketing reach, it provides a platform for the promotion and visibility of brands of exhibitors and sponsors.



INDUSTRY SEMINARS

The **Industry Seminars** at the IEEE Fair are designed to tackle sector-specific challenges and provide practical solutions that can significantly benefit key industries in Pakistan. Here's a breakdown of the sessions and their focus areas:

CONSTRUCTION INDUSTRY:

A session dedicated to the construction sector will focus on **energy conservation** and the adoption of **green building practices**. This will help companies explore ways to align their operations with sustainability goals, incorporating **eco-friendly advancements** in their construction processes. By addressing energy efficiency and green strategies, the sector can reduce its environmental impact while enhancing cost-effectiveness.

TEXTILE INDUSTRY:

Pakistan's textile sector faces challenges around **power reliability** and energy supply. The specialized seminar will offer insights into **integrating hybrid power systems**, ensuring a stable energy source for uninterrupted production. The session aims to improve **manufacturing efficiency** by tackling these energy issues, fostering growth and resilience in one of the country's most important industries.

MAKE IN PAKISTAN:

This seminar will focus on fostering **local manufacturing** and **industrial development**. The goal is to highlight **opportunities for collaboration** and promote efforts that can make Pakistan's industries more **self-sufficient and competitive**. By encouraging the 'Make in Pakistan' initiative, the seminar aims to drive **economic independence**, promote **job creation**, and support the nation's path toward **sustainable growth**.

IEEE FAIR OUTREACH

The outreach initiatives described emphasize building strong relationships and ensuring robust participation in the sector's growth and development. These efforts foster collaboration and business opportunities at multiple levels. Here's a breakdown of how each component plays a role:

SENIOR ELECTRICAL & ENERGY CONSULTANTS:

Inviting these experts to evaluate and endorse new products brings credibility and recognition within the industry. Their endorsement can significantly boost the visibility and trustworthiness of innovative technologies and solutions.

TRADE MISSIONS, MINISTRIES, GOVERNMENT OFFICIALS, AND POLICYMAKERS:

Engaging these key stakeholders is crucial for discussing upcoming government projects, policies, and regulatory frameworks. It also opens doors for foreign investment and collaborative ventures between international and local entities.

STRATEGIC MARKETING PROGRAM:

By attracting potential visitors through targeted marketing efforts to showcase their products, technologies, and services, while also creating valuable networking opportunities with industry professionals.

PRE-ARRANGED MEETINGS & INVITING FOREIGN TRADE VISITORS:

This is an essential step in building local and international partnerships, ensuring that both sides can explore and negotiate potential business deals, strengthening supply chains, and expanding market reach.

INDUSTRY SEMINARS:

Promoting innovation through knowledge sharing between academia and industry is vital for fostering advancements in technology and best practices. Industry seminars provide a platform for the latest research, emerging trends, and challenges to be discussed, creating opportunities for both academic and professional growth.



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, Inverters & 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

IEEEP FAIR 2024 AT A GLANCE



13,400
SQM



176
Exhibitors



32
Exhibiting
Countries



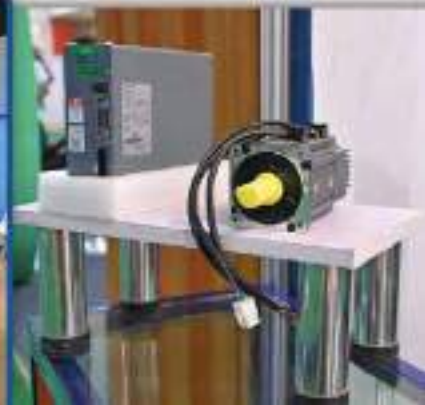
18+
Panelists



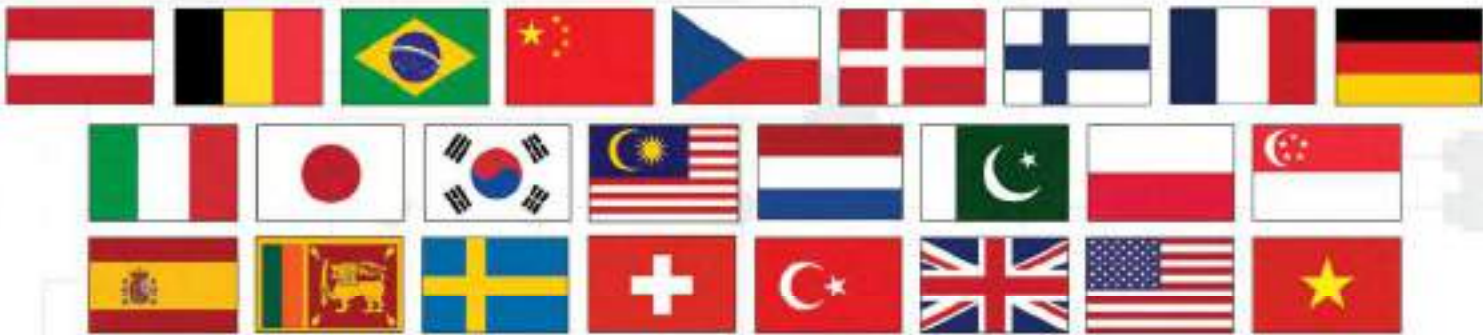
15,890
Trade
Visitors



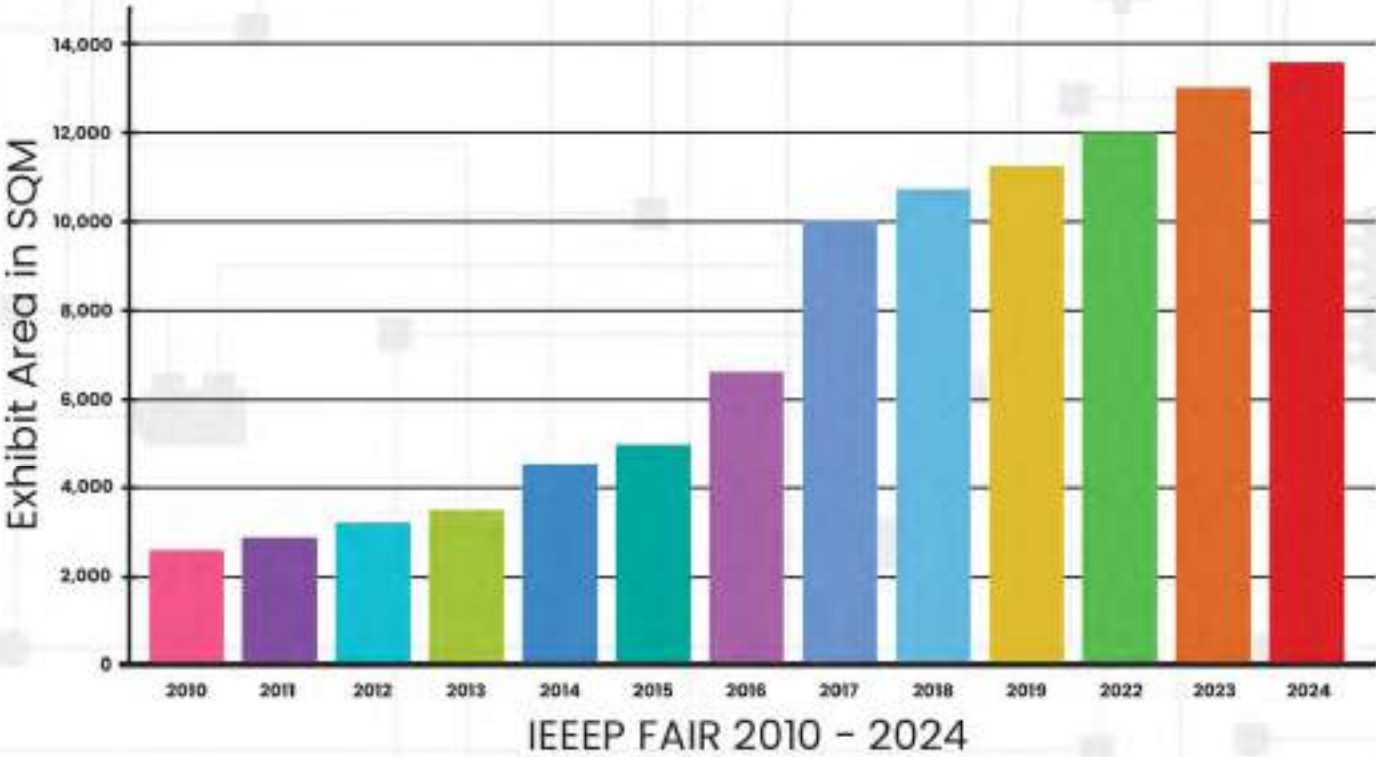
80
VIP Delegates



PARTICIPATING COUNTRIES - IEEE P FAIR



YEAR-ON-YEAR GROWTH OF IEEE P FAIR



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