

An Exclusive B2B Exhibition - With a Senior Level Conference



Connect 2011

6th Information & Communications
Technology Exhibition & Conference

3 - 5 May 2011
Karachi Expo Centre



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PAKISTAN: THE NEXT ICT HUB OF THE REGION

The Information & Communications Technology (ICT) industry in Pakistan is experiencing tremendous growth which is opening various avenues for investment and development. The government is also offering attractive incentives for the growth of the ICT industry including tax exemption for the IT industry till 2016 with 100% foreign ownership of equity and full profit repatriation.

Industry Overview:

- US\$ 2.8 billion industry
- 11 state-of-the-art IT parks
- More than 1500 active ICT companies
- FDI of US\$ 266.4 million which is around 12% of total FDI during 2009-10 (estimated)

SECTORS IN FOCUS

Pakistan offers prolific opportunities in the ICT industry with excellent results.



MILLENNIUM DEVELOPMENT GOALS:

Pakistan has signed the Millennium Development Goals declaration in an endeavor to establish a framework for reforming activities in the country for national development efforts to be achieved by 2015. This calls for the government's cooperation with the private sector to make benefits of new information & communications technologies readily available for the masses.

Information Technology:

The government has initiated a range of progressive projects in the field of IT to facilitate accelerated development and uplift of the national economy. Funds of US\$ 1.63 billion for 71 projects have been assigned in the current year under various ministries and divisions.

Telecommunications:

Following the progressive growth of the Telecom segment in Pakistan, special emphasis has been laid for commencement and development of associated projects by the government of Pakistan in collaboration with the private sector. Allocations worth US\$ 335 million to execute 33 approved projects have been granted through various government agencies to the Telecom division.

TELECOMMUNICATIONS: BE IN TOUCH WITH SUCCESS

The Telecommunications industry in Pakistan has been the most dynamic sector, experiencing exponential growth with a 14 fold increase since 2000.

Pakistan has one of the fastest emergent tele-densities in the world leaping from 3.66% in 2002 to 63.1% in April 2010. Approximately 2 million subscribers have been added on cellular mobile networks each month for the last five years.

Pakistan, through its encouraging policies in the telecom sector, has become the first country in the region to establish a Dense Wavelength Division Multiplexing (DWDM) Telecommunications infrastructure.

Telecom Revenue	US\$ 4 billion
Telecom Revenue Growth Rate	19.8%
Fixed Line Density	2.2%
Mobile Density	59.6%
WLL Density	1.7%
Mobile Operators	6
Imports in Telecom Sector	US\$ 710 million
Total Cellular Subscriber Base	97.3 million
FLL Subscribers	3.41 million
WLL Subscribers	2.67 million

INTERNET & BROADBAND: SWITCH TO ENHANCED CONNECTIVITY

The most abundant business opportunities lie in the Internet and Broadband sectors of Pakistan. Over 130 ISP's are providing services to more than 3002 cities and towns.

Internet Users	More than 19 million
Internet Connections	3.5 million
Internet Cafes	More than 3500
Over 774,900 Broadband Subscribers in Pakistan	
DSL	435,000 subscribers
HFC	34,000 subscribers
WIMAX	230,000 subscribers
EvDO	70,000 subscribers
FTTH	5000 subscribers
Others Stand On	900 subscribers

SATELLITE & BROADCASTING: TRANSMIT YOUR BUSINESS GLOBALLY

The Pakistan Satellite and Broadcasting industry has also witnessed unprecedented growth over the past seven years in the number of TV channels, cable TV and FM Radio stations.

The government is currently planning to introduce digital terrestrial broadcasting at national provincial and district level of Pakistan. The aim is to reap the advantages of digital broadcasting and at the same time keeping up with the Millennium Development Goals.

TV Homes in Pakistan	Over 12.28 million
Investment in Electronic Media Industry	US\$ 2.5 billion
Cable TV Subscriber Base	More than 8 million
Cable TV Viewer Ship	40 million viewers (per day)
VAS Operators	Over 490
CVAS Operators	More than 290
Licenses Issued:	
Cable TV	2373
FM Radio	135
Satellite TV	83
Landing Rights	28
MMDS	6
Mobile TV	2
IPTV	2

SOFTWARE DEVELOPMENT: INNOVATION AT YOUR DOORSTEP

The enterprising scenario of software development has also made progress in recent years. Advantages such as high quality software development at low cost basis are the key features of the local industry and offers bright prospects for new ventures and partnerships. The major areas of expertise are in the Financial, ERP, Animation & Gaming, Mobile Content, Medical Transcription, Legal Transcription and Document Management softwares.

Registered IT Companies	1739
Computer & Information Services	
Imports	US\$ 163.2 million
Exports	US\$ 186.6 million
Major Software Export Markets	Canada, China, Hong Kong, Singapore, Australia, Japan, Germany, Thailand, U.S.A., U.K. and U.A.E.

CONNECT 2011: EMPOWER YOUR BUSINESS

CONNECT 2011 is the only B2B exhibition that provides valuable opportunities for business networking in Pakistan. The event showcases cutting edge technologies and solutions such as 3G, IPTV and Mobile Broadband Satellite and offers enhanced prospects for new commercial ventures. CONNECT caters to a broad range of sectors in the ICT industry and brings business professionals together under a lucrative environment.

CONNECT ICT FORUM 2011 – THE KNOWLEDGE HIGHWAY

CONNECT ICT Forum will once again bring an informative experience for the attendants. The Forum is aimed at converging the latest techniques and solutions under a unified platform. Featuring distinguished speakers from the local industry, the Forum will have been partaking from business professionals, entrepreneurs and students.

Show Highlights – CONNECT 2010:

- Sardar Latif Khan Khosa - Advisor to PM on IT, Government of Pakistan, graced the Inaugural Ceremony of CONNECT 2010 with his distinguished presence as the chief guest.
- Participation of 100 local and international companies from 14 countries including Canada, China, Egypt, Hong Kong, India, Kuwait, Pakistan, Singapore, Thailand, The Netherlands, U.A.E., U.K., U.S.A. and Ukraine
- ICT Forum was held comprising of three exclusive sessions on Information Technology, Youth and Telecom. The Forum was addressed by 20 eminent speakers from various government bodies and leading IT companies. Around 200 business professionals from the related industries attended the sessions
- Exclusive pavilion by PSEB with participation of more than 35 companies
- Attendance of more than 7000 business professionals from local and international ICT industry, trade associations, officials from various consulates, Government bodies and media personnel
- Information Technology Department, Government of Sindh launched first of its kind "Video Conferencing System" through which Live Video Coverage of CONNECT 2010 was shown in 23 districts.
- Ardently supported by the Federal Ministry of Information Technology; Government of Pakistan, Pakistan Telecom Authority (PTA), Pakistan Software Export Board (PSEB), Information Technology Department; Government of Sindh, Universal Service Fund (USF), Engineering Development Board (EDB), Board of Investment (BOI), Pakistan Software Houses Association (P@SHA), Pakistan ICT Consortium, SAMENA Telecommunications Council, Association for Telecommunication Industry Singapore (ATIS) and Institute of Electrical and Electronics Engineers (IEEE).
- Extensive local and international media coverage including 15 publications and e-media partners from the world over including countries like Singapore, China, India, Pakistan, U.K., U.S.A. and Ukraine

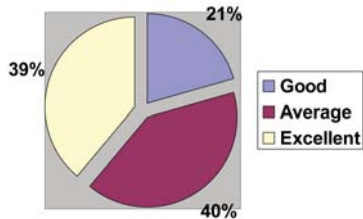


PICTURE GALLERY

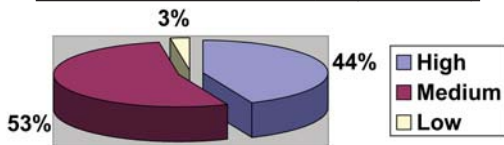


THE EXHIBITORS' PERSPECTIVE:

QUALITY OF VISITORS

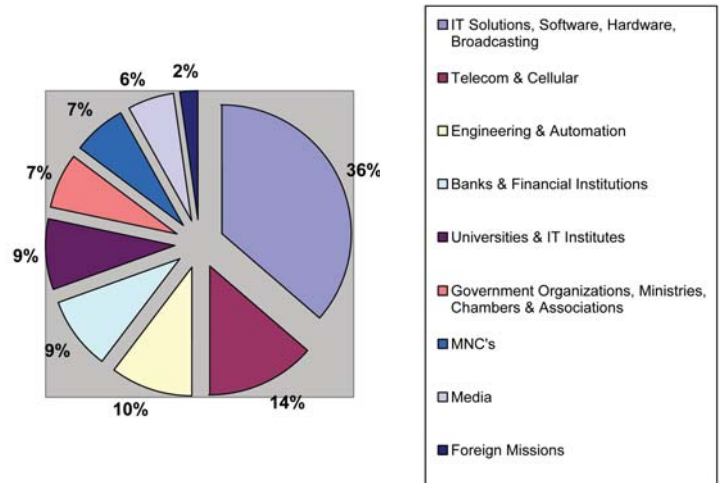


FUTURE PROSPECTS OF BUSINESS IN PAKISTAN ICT INDUSTRY



EXHIBITION RESULTS:

SECTOR WISE OVERVIEW OF VISITORS



Views On Connect:

Sardar Muhammad Latif Khan Khosa
Advisor to PM on IT
Government of Pakistan

"CONNECT will serve to enhance the country's massive potential as a progressive nation and at the same time, will highlight the aptitude of our human resource on an international scale."

Mr. Mohammad Raza Haroon
Minister for Information Technology
Government of Sindh

"This event will provide an interactive platform to many local and international participants while yielding beneficial results for both ends of trade; not only local but international business seekers as well because Telecom & IT are rapidly growing sectors of Pakistan that have lots of opportunities and avenues yet to be explored."

Dr. Mohammad Yaseen
Chairman
Pakistan Telecommunications Authority

"CONNECT 2010 is a forthcoming development and sheds new light on the nation's enterprising and optimistic stance. The event expansively promotes an interactive platform to meet business professionals, exchange views and information, expedite decision making, discover new resources, and gain business leads."

Mr. Zia Imran
Managing Director
Pakistan Software Export Board

"CONNECT 2010 provides a great platform for the large and small players involved in building state of the art products and services for consumers and businesses to showcase their capabilities."



EXHIBIT PROFILE

TELECOM

- Bandwidth Exchange Services
- Bridges & Gateways
- Broadband Equipment / Networks
- Computer Telephony Integration
- Corded Telephones
- Cordless Telephones
- Data Communications
- Design / EDA Tools
- DSL / ADSL / HDSL / SHDSL / VDSL
- E-Commerce
- Fiber Optics / Optical Fiber
- Hubs, Switches & Routers
- International Carrier Services
- Internet / Intranet Products & Services
- Internet Service Providers
- IP Telephony
- ISP's
- LANS, MANS, WANS
- Metro Ethernet
- Mobile Voice & Messaging
- Modems & Multiplexers
- Software / Peripherals
- Power Systems
- Remote Access Products
- Satellite Transmission Services
- Switching Equipment
- Telecommunication Systems & Miscellaneous Equipment
- Telecom Cables
- Telecommunication Call Management & Key Systems
- Telecom Parts
- Telephone Accessories
- Test & Measurement
- Video Conferencing
- Voicemail & Messaging
- VOID
- VPNS
- Wireless & Satellite

MOBILITY

- CDMA / GSM / TDMA
- Cellular & Mobile Communications
- Internet Transmission Via Satellite
- KU-Band Systems
- LMDS / MMDS
- Mobile Accessories
- Mobile Phones & Terminals
- Mobile Voice & Data Communications
- Network Integration Services
- Pcs Equipment & Services
- Real Time Multimedia Distribution
- Satellite Telephony Networks
- VSAT & Its Applications
- Wireless ATM / Local Loop
- Wireless Data Products / Solutions
- Wireless Messaging / PBXS
- Wireless Telephony
- Wi-Fi
- WLL

BROADCAST, CABLE & SATELLITE

- Antennas
- Audio Production Equipment & Accessories
- Broadcast And Production Equipment & Services
- Broadcasting Satellite Services
- Cable / Fiber Optics & Wires (Accessories / Products / Services)
- CATV / CCTV Modulators / Demodulators
- Multimedia Communications & Services
- Satellite Communication Products
- Set-Top Boxes
- Signal Processing Equipment
- Software For Subscriber / Transaction Management System
- Studio Equipment
- Telephony Over Cable
- Transmitters
- Uplink / Downlink Equipment
- Video Encoders / Decoders / Compression Systems
- Video Conferencing
- Video Production Equipment & Services
- Conditional Access System
- DAB / DVB Technologies
- Digital Audio Equipment For CATV
- DTH System
- Earth Station Equipment
- Internet Over Cable

INFORMATION TECHNOLOGY CORRIDOR

- Application Service Providers
- BPO's / Outsourcing / Call Centre Equipments & Services
- Call Centre Equipments & Services
- Customer Care & Billing Solutions
- Client Server Solutions
- Computer Telephony
- Data Warehousing / Data Mining
- Database Management
- Document Management
- E-CRM / ERP / SCM
- E-Government
- Embedded Computer Technology
- Embedded Software Solutions
- Image Processing Applications
- Internet Access Products/Internet Telephony
- Internet Infrastructure and Software
- IT Services & Consulting
- Network Components / Network Computing Services
- Point of Sales System
- Power Line Communication
- Servers
- Streaming Media Services
- Storage
- Systems Integration
- System Software

- Telecom Software And Services
- Telematics & Navigation
- UPS Systems

INFORMATION SECURITY

- Alarms & Alarm Systems
- Biometrics
- Building Management Systems
- CCTV / Surveillance
- Certificate Authorities
- Consulting
- Content Filtering Software
- Control Station Equipment
- Cryptography & Secure Communications
- Data Security
- Detection & Alarm Systems
- Digital Forensics
- Disaster Recovery / Business Continuity
- Encryption
- Enterprise Security Management
- Firewalls
- Guard Control & Monitoring
- Integrated Security Management Systems
- Intellectual Property Controls
- Internet / Intranet Security
- Intrusion Detection System
- Managed Security Services
- Metal Detectors & X-Ray/ Screening Equipment
- Monitoring Analysis Response Team
- Monitoring Technology And Systems
- Network Security Systems
- Operations/ Security Control Centre Systems
- People, Vehicle Tracking Systems
- Perimeter Security Systems
- PKI
- Radio Systems
- Single Sign-On
- Smart Cards
- Surveillance Systems & Intruder Detectors
- Tagging And Tracking Systems
- Threat Image Projection Systems
- Training / Education
- Videophones
- Virtual Private Networks
- Virus Protection
- Wireless / Mobile Security Access Control

BANKING AUTOMATION

- Online Banking
- Integrated Customer Information System
- Mobile Banking
- ATM Services
- Network Management Systems
- Banking Equipment
- Business Process Outsourcing

VISITORS' PROFILE

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none"> • Advertising • ASP's / FSP's • Audio / Film / TV Equipment/ TV Studios • Banks & Financial Institutes / • Business & Markets Analysts • BPO's • Broadcasting / Production Services • Cable Operators • Carriers • Cellular Communications • Construction • Consultancy • Content Creation / Acquisition | <ul style="list-style-type: none"> • CRM / e-CRM • Defence / Security Services • Department of Space • Designers / Web Developers • Education / Training • Emergency Services (Police / Fire / Hospital) • Engineering Sector • Equipment Leasing / Rental • Government / Ministries • Health Care • Information & Broadcasting • Internet Service Providers • Insurance Companies • I.T. Companies | <ul style="list-style-type: none"> • Manufacturers / Industrialists • Media & Public Relations • Meteorological Services • MIS Management • Multi Service Operators • Oil, Gas & Energy Sector • Operators • Pharmaceutical Sector • Printing / Publishing • Programmer • Radio Trunking Operators • Radio / TV Stations • Railways • Researchers & Marketers • Retailers / Distributors | <ul style="list-style-type: none"> • Satellite Communications • Science & Technology • SME's • Software Houses • System Integrators • Telecommunication Companies • Traders (Imports / Exports) • Trade Associations • Transmission Equipment • Transportation • Travel / Hotel / Restaurant • Uplink / Downlink Facilities • Utilities (Gas / Water / Electricity) • VARs / Distributors / Agents • VSAT Services |
|--|---|---|---|

SPACE RESERVATION FORM

FILL THIS FORM IN BLOCK LETTERS

Contact Person: _____ Designation: _____

Company Name: _____

Address: _____

City: _____ Country: _____

Tel: _____ Cell: _____ Fax: _____

Email: _____ URL: _____

Primary Product / Service: _____

Shell Space Pre-Constructed Stand *(Please Tick The Relevant Box)*

The Standard Shell Scheme Package will include:

- Fascia Board with Co. Name & Stand No
- White Laminated Plywood Partitions
- 5 AMP /220V/ 50HZ Single Phase Electrical Socket
- 3 Spot Lights
- 3 Chairs
- 1 Information Counter
- 1 Round Table



Space Options	US\$ Rates
<input type="checkbox"/> 9 Square meters	US\$ 1,600/-
<input type="checkbox"/> 18 Square meters	US\$ 3,200/-
<input type="checkbox"/> 36 Square meters	US\$ 6,400/-
<input type="checkbox"/> Other	
<input type="checkbox"/> Shell/Raw Space US\$ 178 Per Sqm (min. 9 sqm)	
<input type="checkbox"/> For more than 36 sqm US\$ 170/- Per Sqm	

Advertising Space in Show Directory

Advertisement Position	Rates				Total Cost US\$
	Color		Black & White		
	US\$	Qty	US\$	Qty	
Outside Back Cover (4 colors)	550.00		-		
Inside Front Cover (4 colors)	450.00		-		
Page Facing Inside (Back Cover)	450.00		-		
Full Page-Run-of-Page	350.00		250.00		

HOW TO REGISTER

Complete the Space Reservation Form and mail or fax it to:

PEGASUS CONSULTANCY (PVT.) LTD.

2nd Floor Business Center,
Mumtaz Hassan Road,
Karachi -74000, Pakistan
Tel: (+92-21) 111 734 266
Fax: (+92-21) 3241 0723
Email: info@connectit.com.pk

CONFIRMATION

The space reserved will only be confirmed upon receipt of full payment of the total cost of the required space.

PAYMENT MODE

Pay order / Cheque of
Rs / US\$ _____
is enclosed against booking of the exhibit space specified in the registration form.
Please arrange with your bank for payment to be made by T.T. Draft or Pay Order to:
Pegasus Consultancy (Pvt.) Ltd.

BANK DETAILS

Bank Alfalah Limited,
Main Branch I.I Chundrigar Road, Karachi, Pakistan

FOR PAYMENT IN Rs.

Branch code: 0005
Account No: 01358244

FOR PAYMENT IN US\$

Correspondent Bank:
Standard Chartered Bank, New York, USA
Swift Code: SCBLUS33
Account No.: 3582065256-001

Beneficiary Bank:

Branch Code: 0005
Account No: 01804053
Sort/Swift Code: ALFHPKKAMBK
Kindly also fax payment details to
Fax No. +92-21-32410723

* Refund of the space reservation charges will only be made in case of cancellation of the show.

Authorised Signature

Date