



**future
FEST**

www.futurefest.pk

2025

**Pakistan's
Largest Tech
Event**

**January 24-26, 2025
Expo Center Lahore**

Our Legacy

Future Fest 2022 – 2024



410,000+
Attendees



1,000+
Startups



3,000+
Speakers



1,500+
Partners



1,000+
Exhibitors



50m
Digital reach

Building Digital Blueprints for National Innovation

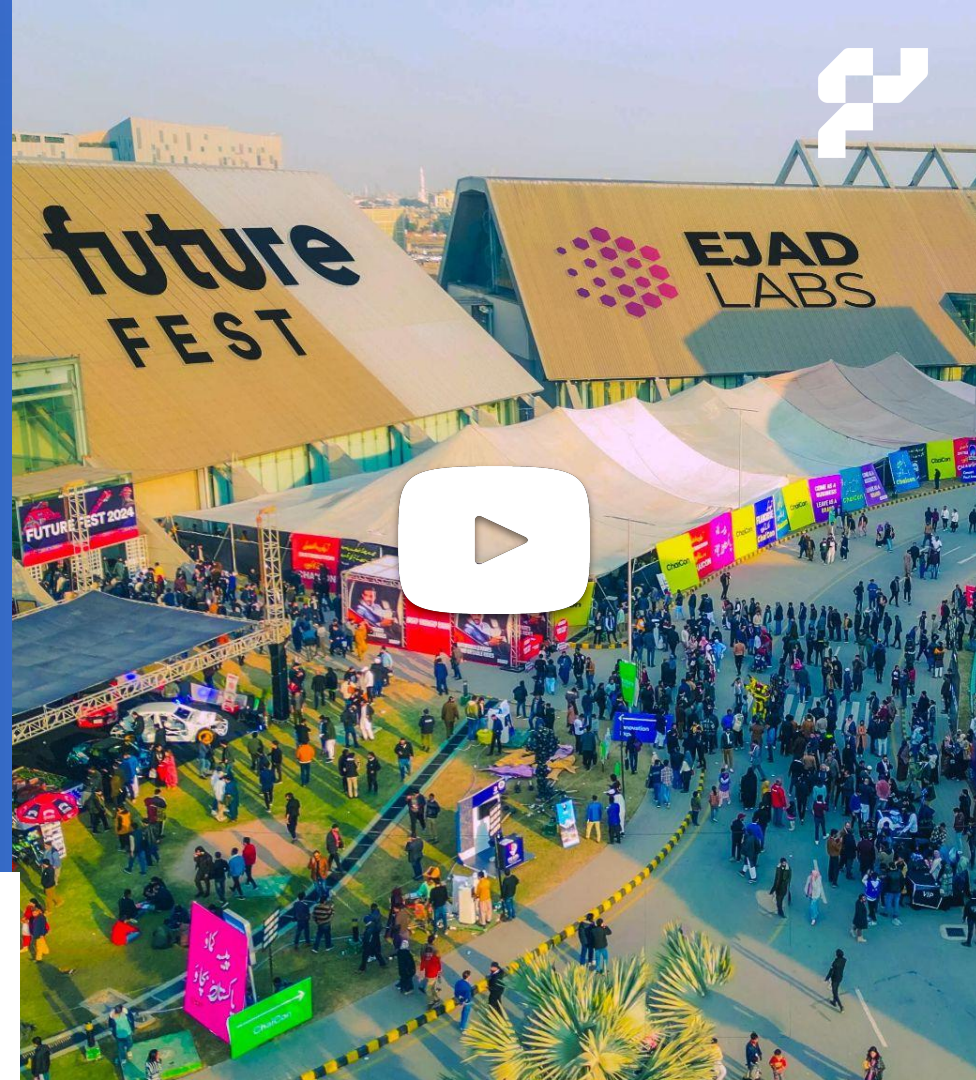


PAKISTAN ☆
TECH SUMMIT

PAK-US
TECH EXCHANGE

Saudi-Pakistan
Tech House

startupgrind
PAKISTAN



Why Pakistan? The Next Asian Tiger



5th

Largest Population



3rd

Largest English Speaking Country



130m+

Internet Users



52%

Population Speaks English



46.3%

Internet Penetration



4th

Largest Freelancing Economy



71.7

Million Social Media Users



6th

Largest Crypto Adoption Globally



Fast Growing Startup Scene



\$1b+
invested since 2020



40%
of all deals by
international VCs



\$5.8m
million avg. ticket
size in 2021



\$1.6m
million avg. ticket
size in 2020



\$36 b+
projected worth
by 2025



\$100m
b2b commerce
investments

Leading Global VC Funds back Pakistani Startups



KLEINER PERKINS.



20VC

Buckley
Ventures

Y Combinator

500
startups

TIGERGLOBAL



Acrew

ADDITION

defy.



Extraordinary Talent Ecosystem



400,000+

Software Engineers &
3rd globally in active
developers pool



30k+

CS & IT grads per year



144.9 m

working age
population



\$400 m

Earned by
freelancers in 2023



**International
unicorns** have

significant tech team
based in Pakistan



Pakistanis

are the largest
foreign-born Muslim
group in Silicon Valley



Over-supply
of tech talent



Companies like
**Google, Apple,
Amazon, etc**
have our talent



Digitally Enabled Crypto Adoption



33%

Investors use crypto to hedge against Rupee devaluation



55%

investors use crypto for trading



47%

crypto investors are male, Gen Y



22%

using crypto to buy NFTs



26

million crypto users



Increasing investment

in crypto from middle & low income households

 **BINANCE**

 **KUCCOIN**

 **Fasset.**

 **Rain**

BYBIT

 **BitOasis**

LBANK



Fast Growing Consumer Market



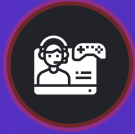
\$7b

revenue from consumer electronics in 2024



\$17b

transaction value of Digital Commerce



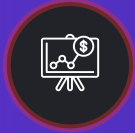
\$0.5b

consumer spending in 2024



\$170b

Revenue from retail sector in 2023



5.4%

Projected growth of consumer electronics sector (2023-2027)



\$3b

E-commerce transactions in 2023



\$1.5b

Tourism revenue in 2023



Winning Esports & Gaming



\$2b

Revenue growth in esports in 2022



11th

In global esports earnings



60m

Gamers projected by 2026



5K

Participants in Lahore Esports Festival



\$250m

revenue from games Since 2020



\$1b

Expected video games revenue by 2027



37 Ranking

In global esports



Emerging Creator Economy



\$150m

Spending in the
Influencer Advertising



8m

Users expected
by 2027



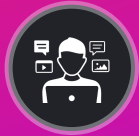
\$300m

Valuation of the
digital advertising
market



\$500m

Projected revenue in
Pakistan's Video Streaming
market



\$1.7b

Annually generated
by 2m content
creators



5b

views on YouTube from
Pakistan every month



\$100m

Online ad revenue for
creators and platforms



Gateway to Pakistan Market Access Platform



**B2B
Meetings**



**Industry
Meetups**



**Government
Relations**



**Speaking
Opportunities**



What to Expect



Who to Expect



Industries

Software
Hardware
Education
Finance
Healthcare
Entertainment
Transportation
& Logistics
Government
Non-Profit
Publishing

Job Profile

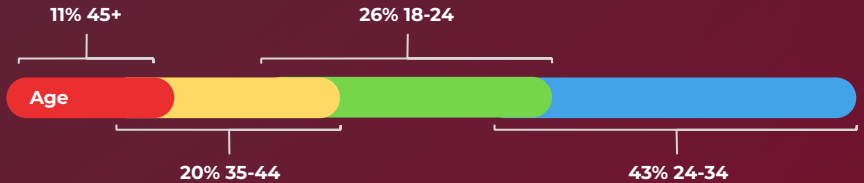
Founder/CEO
C Level Executives
Marketing
Professional
Developers
Investors
Media
Job Seekers/ Fresh
Graduates



Females **38%**



Males **62%**



Industries & Content Tracks



Banking	Health	Energy	Logistics & Transport	Automobiles	Education	Real Estate
Entertainment	Technology & Communication	Agriculture & Food	AR/VR	AI/ML	Robotics & Drones	Web3 & Metaverse
Crypto & Blockchain	Biotech	Sustainability	Future of Work	SaaS	NFTs	Fintech
Media & Journalism	ESGs & SDGs	IoT	Creators Economy	Marketing & Advertising	Film, Animation & VFX	Cybersecurity
Gaming	Startups & Venture Building	Arts & Culture	Cloud Computing	Climate Change	3D Visualisation	Proptech
Edtech	Agritech	Future Leaders	Digital Transformation	Policy & Governance	EV / Automotive	eSports

Previous Speakers



Over 4,000 speakers have participated at our events over the past 5 years.



Our Impact



20 Companies

from the Kingdom of Saudi Arabia

150 B2B

meetings

50+ MoUs worth

\$200+ million

12000 App

downloads for Zindigi

Al Gooru

exceeded its target number of applications for tutors

Unifonic's

new office launched in March **2023**

Endeavor

launched its Pakistan office at Future Fest 2022

Squadio

received **5,000** new applications

Yango

launched in Pakistan through our Market Access Program

700K+ Franchise sales

and leads, 1k+ International orders,

\$100K Retail sales, and 50k+ Products sold.

Announcement of Saudi-Pakistan Tech House, 1000+ jobs to be created, over 300 projects worth US \$100 million by ILSA Interactive – formally launched by HRH Prince Fahad bin Mansour Al Saud of Saudi Arabia in March 2023.

SadaPay & Mozn

Pakistani fintech SadaPay is amongst the first companies in Pakistan to opt & sign up for Saudi Arabia based Mozn's services

PNY & Reskills

PNY is now a partner in Pakistan for Reskills & recently also got invited to Malaysia

Partnership between

Tracking & one of Pakistan's largest telcos, **Zong**

What People Say



Morrad Irsane · 2nd
CEO Co-Founder | Takadao
2mo · Edited · 🌐

Jin may Lahore nahi wakhiya o Jamiya nahil!

It was my first, but not last visit to Lahore, Pakistan with an amazing delegation of Saudi Startups supported by the Ministry of Communications and Information Technology of Saudi Arabia, the Digital Cooperation Organization and Ejad Labs among many others.

#futurefest2023 was really a great event to size up the potential of Pakistan becoming a startup nation of 230M people. 70% of the population is under the age of 30 and super tech savvy. I love the kindness, hospitality and generosity of the Pakistanis. It is a sizzling smart techie youth population eager to build the future of Pakistan. The Takadao team signed 4 MOU's during this 3 day event with:
Web3 Pak | HAYK | Craftose | Soon Valley Development Program - SVDP

Micro lending and industries in the re forward to bringing great nation.

#lahore #pakista #saudiarabia #dig #crypto #web3 # #DAO #Takadao #takatun #takatun #futurefestpk

Thanks for all my new friends and old friends.

Tracking
3,089 followers
2mo · 🌐

Immensely under gratitude for the whole team of **Future Fest**, Ejad Labs, Arzish Azam CEO Ejad Labs and Country Manager Startup Growth. **Takadao** Country Head of **TMPTRACKER** collaboration of

Here is the cover witnessing the e

Wajiha Ghazal Affordable.pk
Wonderfull experience, very impressed Arzish
11:11

Umair Mansha
Great experience, management team was on top of things. Had a wonderful time
11:22 PM

Aisha Fayyazi C
Thank you for Loved the opportunity to speak about a green future. Especially in the context of climate vulnerabilities.
11:30 AM

Mehria Akhtar · Following
Senior Growth Executive @letsremotify | Marketing Executive @Nilofer Shahid...
5mo · 🌐

Brilliant brain behind **Future Fest!**
Arzish Azam thanks for bringing an inovative platform for education, networking, and inspiration in the tech industry.

Sharene Lee · 2nd
Co-Founder at TAKADAO, a shariah-compliant cooperative insurance DAO.
2mo · 🌐

What an amazing experience at Future Fest Lahore 2023. The energy, the crowds and the number of exciting companies that are hungry to take on the Oh, and I also learned to speak Punjabi... 😊

#futurefest2023 #futurefestpk #futurefest #takadao

hir Manifest Studio
looking for the next **Arzish Ejad Labs**
11:32 PM

Wajiha Ghazal Affordable.pk
+92 311 4655124
as an amazing event, Arzish. Hard work surely paid It was very well organised! Congratulations to you and

whole team of his organizers and volunteer... discovering talent that pa
rown_gurmani Incredible Event! Enjoyed a lot alone 🙌
24w Reply

Mohammad Salah
Thank you Arzish for having us, always a pleasure being in Pakistan 🇵🇰❤️
11:16 PM

Kudos to @Arzish Ejad

in and beautiful network.

future of work is going to be won by the global south.

If anyone wants to 1:1 anytime feel free to reach book me on Pick for calls, coaching, g and more.

mybrain.world/maxine-

Mudassir Saleem Malik Apsge...
It was amazing... kudos to the team for smooth execution
11:19 PM

icipated in ore, Pakistan. A d about the e 39th biggest

current situation act on capital shed light on the nomic centers the available al, and its role in

Our Media Reach



Our Outreach



Posts
1827

Reach
44.46 million

Engagement Rate
6.54%



Reach
259,000

Retweets
600+

Likes
2000+



Reach
550,000+

Comments
730+

Engagement Rate
23.95%



Reach
21 million

Engagement Rate
4.6%

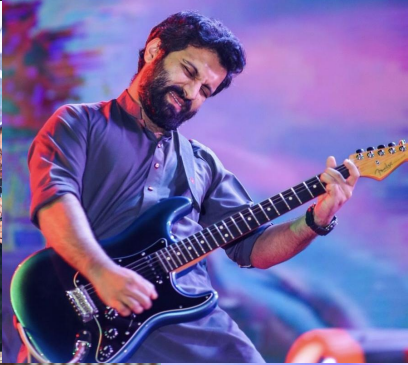


Reach
4.3 million



Website Traffic
406,000+ Visits

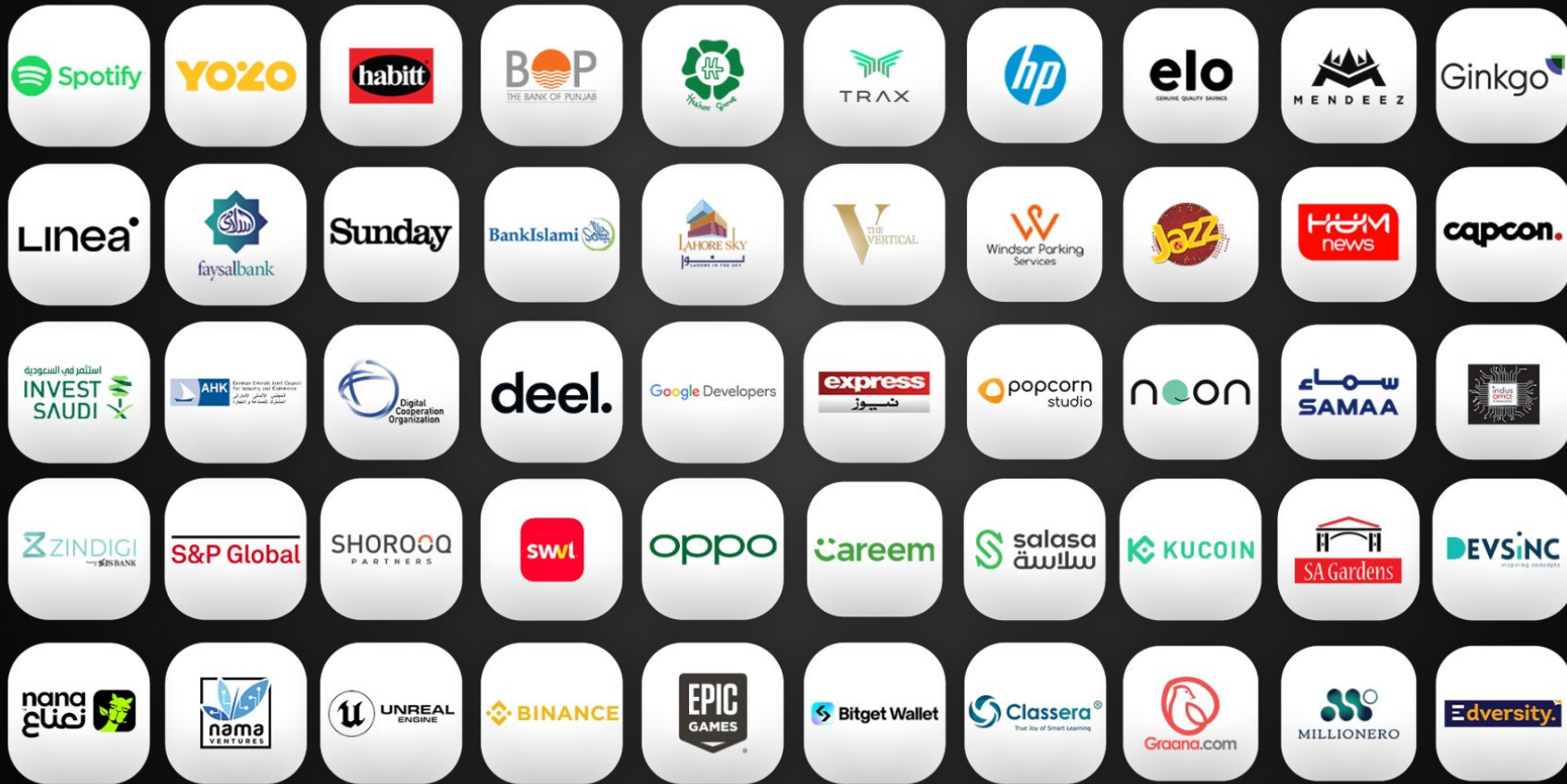




Our Partners



Over 1,500 partners have supported our events over the past 5 years.



Pakistan Innovation Roadshow



50 Cities	100 Universities	3,000 Creators
1,000 Startups	20,000 Freelancers	50,000 Participants

Future Fest is going on the road!

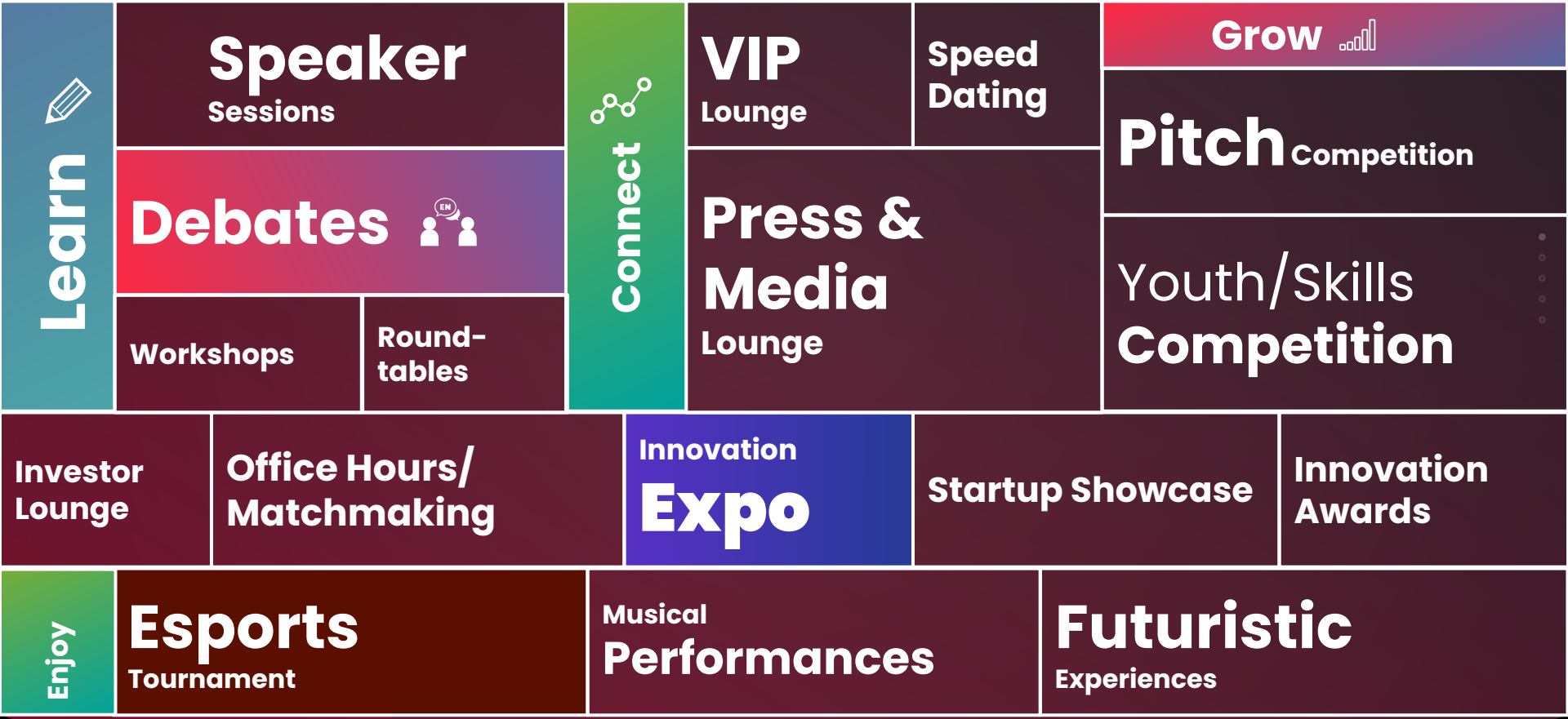
For two months leading up to Future Fest, we are traveling across the country to discover hidden gems; celebrate success stories and hold thought provoking discussions. It's time to take our future in our own hands and what better way than to use technology to think impossible.

1st January to **23rd** January

Gilgit to **Gwadar**



Event Activities



Partner with us



Brand Awareness

Showcase your brand story to your right audience at Future Fest. Create custom packages to get the spotlight you seek for success.



Networking

Connect meaningfully at Future Fest. Unrivaled networking with industry leaders, potential partners, and future talents.



Thought Leadership

Elevate your brand: Lead industry discussions, launch products, and showcase innovation at Future Fest – where meaningful conversations thrive.



Lead Generation

Connect with industry leaders and pioneers of future technologies at Future Fest. Network and, generate business leads.



Exhibitor options

All exhibitor packages include

- Basic Facilities (power)
- High visibility location
- Logo on Website
- Conference passes

Optional extra services

- All-inclusive turnkey solutions
- Production & build-up (backdrop printing, furniture, etc.)
- Add-ons (refrigerator with refreshments, barista bar, soft drinks bar, etc.)
- Design service: backdrop designs, booth design

*Future Fest will provide a full refund if deliverables are not met.



Kiosk (Pre-Built)

Dimensions 6*6 ft
36 ft²
Price Rs. 350,000



Double

Dimensions 12*6 ft
72 ft²
Price Rs. 700,000



Standard

Dimensions 12*12 ft
144 ft²
Price Rs. 1,500,000



Presence

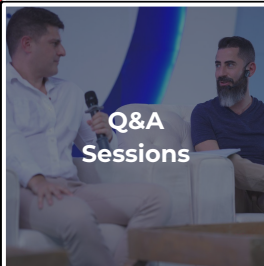
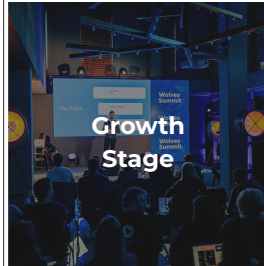
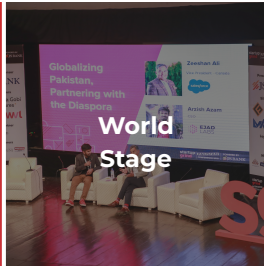
Dimensions 24*12 ft
288 ft²
Price Rs. 2,000,000



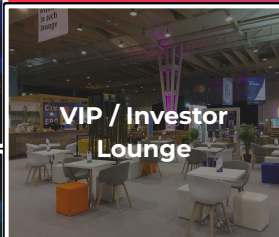
Pavilion

Dimensions 24*24 ft
576 ft²
Price Rs. 3,600,000

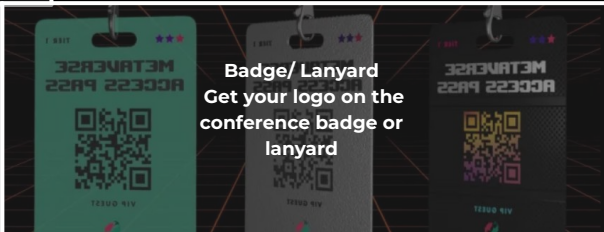
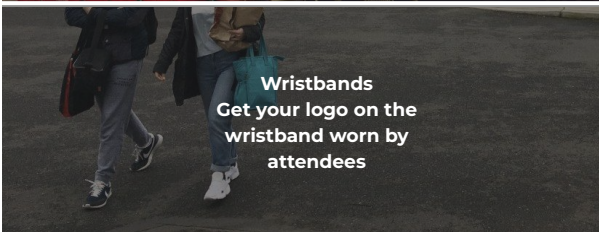
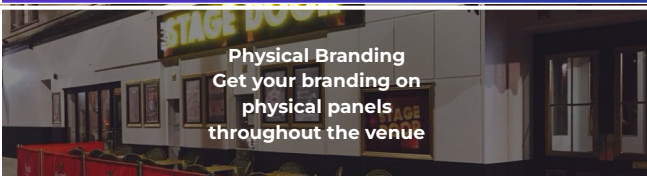
Speaking Opportunities



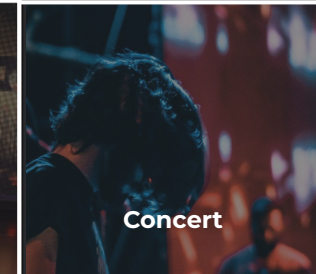
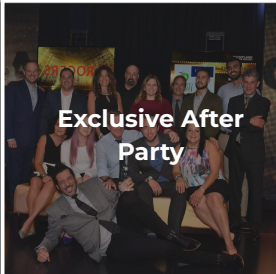
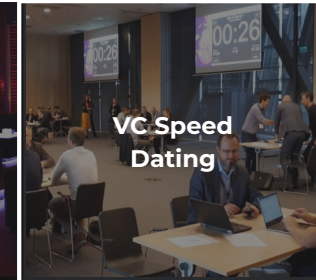
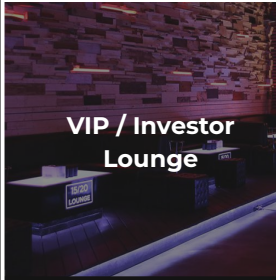
Thought Leadership



Branding



Networking



Lead Generation

Our Partners Say



Having some of the most successful ecosystem developers at Future fest creates an opportunity to foster new ideas towards the eventual future of Web3 in Pakistan.



We brought gaming to life at Future Fest with the Gamenow gaming zone, an immersive experience that connected gamers and tech enthusiasts. We're thrilled to have powered such engagement!



Aisi performances ke lagay mahol ek dam 'Pakka Hit Hai'. We had a blast at all three days of Pakka Hit He and Future Fest. Shoutout to all the artists for creating magic on the stage.



HP's innovative product showcase at Future Fest was a technological marvel. Attendees experienced cutting-edge technology firsthand, thanks to HP's contribution along with M&P and Compsi's support.



It's an honour to be the Official Travel partner of Future Fest. Yango ensured smooth travels for all attendees and has proven to be amongst the best marketing campaigns yet in Pakistan.



ELO is proud to have been the Official Merchandise Partner of Future Fest. It allowed us to share our passion for quality and design, outfitting the festival with the coolest gear. Looking forward to more stylish ventures



Our Partnership with Future Fest helped us engage with thought leaders from gaming industry and enabled us to engage our dynamic youth on the future of gaming in Pakistan

Get in touch

Partnerships Team

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@FutureFestPK



FutureFestPK



Future Fest



Future Fest



/futurefestpk



**EJAD
LABS**

