

## **Final Report on GITEX (October 17-21, 2021)**

Total Budget: 124, 442 USD

Total participant Companies: 25

Subsidy Ratio: 60:40 (TDAP: Participation Fee)

Director Pavilion: Rohail Nazir, Assistant Director (IT)

Gitex, 21 has been organized in Dubai World Trade Centre, Dubai UAE from October 17-19, 2021. It has been separated into

- i. Gitex Future Stars for Startups,
- ii. Gitex Technology Week for established companies,
- iii. Marketing Mania, a talk for marketers
- iv. Gitex Future Block chain Summit, a summit covering different themes from Cybersecurity to Block chain technologies

This year, the organization of GITEX was not an easy task as there was an uncertainty till last moment about whether visas will be issued or not. People were hesitant to apply for Gitex. A ray of hope was illuminated by Dubai Expo, 2020 and on this hope, TDAP initiated the work on Gitex. A few companies applied for the Gitex just one week before. In such a challenging circumstances, all went good and a great business deals were made.

2. Mr Rohail Nazir was appointed as Director Pavilion for Gitex Fair. He joined the exhibitors on 16<sup>th</sup> October, 2021 and extended every kind of help they needed. On the conclusion of the fair, he returned home on October 21, 2021. He visited country pavilions of different country and found the pavilion of Morocco the best amongst all. Italy was presented by more than 40 startups under the name of Italia at Gitex.

3. More than 700 startups from 60 countries participated in Gitex Future Stars and around 1,000 companies from 40 countries participated in Gitex Technology Week. Gitex covers every technology including AI, 5G, Cloud Computing, Cybersecurity, Big Data, Fintech, Edutech, IoT and many others. On the sidelines, big tech giants and tech leaders were invited to discuss trends, challenges and opportunities. Roundtables and panel discussions on specific global problems were also arranged. So, Gitex is the most popular and most visited tech show of in MENA region.

4. 36 companies went to Gitex from Pakistan, 25 out of them were through TDAP. The details of the companies are given below;

### **Gitex Tech Week (established ICT Firms)**

<b>Sr #</b>	<b>Company Name</b>	<b>Visitors Received</b>	<b>Country of Origin of the Visitors</b>	<b>Total Business Received</b>
1.	M/s Swift Biz Solutions Pvt. Ltd, Islamabad	200 plus	US, Mexico, UK	Under Process
2.	M/s Tally Marks Consulting (Pvt.) Ltd, Lahore	1000 plus	KSA, UAE,	3.5 Million PKR
3.	M/s SC Technologies Global Private Limited, Islamabad	75 plus	GCC	Under Process
4.	M/s E-Ocean (Private) Ltd, Karachi	200 plus	UAE, Kuwait, Qatar	Under Process
5.	M/s Xord (Private) Limited, Karachi	150 plus	World	Nil
6.	M/s Devsinc, Lahore	100 plus	GCC	Under Process
7.	M/s Ascend Analytics (Pvt) Ltd Lahore	300 plus	GCC, EU	Under Process
8.	M/s Techworks (Pvt) Ltd, Karachi	1000 plus	World	15 Million PKR
9.	M/s Croissance Media, Karachi	750 plus	World	Under Process
10.	M/s Sherdil Cloud, Karachi,	200 plus	Gulf Countries	Nil

**Gitex Future Stars (Startups)**

<b>Sr#</b>	<b>Company Name</b>	<b>Visitors Received</b>	<b>Country of Origin of the Visitors</b>	<b>Total Business Received</b>
1.	M/s Kal Technologies Private Limited Lahore	100 plus	Italy, GCC	Under Process

2.	<b>M/s Tangent Technologies Pvt Ltd</b> Islamabad	1000		<b>Under Process</b>
3.	<b>M/s Instacare Private Limited</b> Lahore	150 plus	India, KSA, GCC	<b>Under Process</b>
4.	<b>M/s Zeki Expert Solution,</b> Islamabad	55 plus	Kuwait, Qatar, Oman	<b>Under Process</b>
5.	<b>M/s Tech Versatile</b> Karachi	100 plus		<b>Under Process</b>
6.	<b>M/s Gul Technology Pvt Ltd,</b> Quetta	100 plus	UAE, Kuwait, UK, China	<b>5 Million PKR</b>
7.	<b>M/s BreatheIO (Pvt) Ltd,</b> Lahore <b>(Woman Enterprise)</b>	1000 plus	Bulgaria, US, EU	<b>35 Million PKR</b>
8.	<b>M/s hashTTA.us</b> Karachi, <b>(Woman Enterprise)</b>			<b>Under Process</b>
9.	<b>M/s Mytm (Private) Limited,</b> Lahore <b>(Ignite Shortlisted)</b>	78 plus	Mauritius, UAE, UK, KSA,	<b>Under Process</b>
10.	<b>M/s Fictive Lab Private Limited</b> Lahore <b>(Woman Enterprise)</b>	1000 plus	All the Countries	<b>4 Million PKR</b>
11.	<b>M/s Qbatch,</b> Lahore	150 plus	Germany, Kuwait, UAE	<b>5 Million PKR</b>
12.	<b>M/s Xeven Solutions (Pvt.) Ltd</b> Lahore	100 plus	US, UK, EU	<b>5 Million PKR</b>
13.	<b>M/s DevStudio,</b> Lahore	100 plus	UAE, Egypt, KSA	<b>15 Million PKR</b>
14.	<b>M/s Cyber Advance Solutions Pvt Ltd</b>			<b>Under Process</b>

	Lahore			
15	M/s Edraak, Lahore <b>Shortlisted)</b>	(Ignite	30 plus	India, Gulf Countries
				Under Process

5. Companies have declared that they have secured business worth of 84.5 million PKR whereas many did not give any number as their deals are yet to mature up. Following conclusions can safely be drawn on the basis of the aforementioned data;

- i. Main visitors at Gitex were from GCC, UK and USA. Rest of the markets i.e. EU, Asia Pacific, China, Latin America and Central Asia cannot be exploited by participating in Gitex. So, it's best to exploit GCC, USA and UK markets.
- ii. Gitex is best suited for Startups and less suited for established big firms. As evident from the data, business worth of 69 million PKR is made by startup. Moreover, 700 startups participated in it while a few countries like Italy and Russia only participated in Gitex Future Stars (startup section).
- iii. All the three women enterprises made business at Gitex.
- iv. Cloud managed services and Blockchain services got the poorest response at Gitex while the best response was attracted by IoT i.e. Eye Smart helmets, Air Purifiers etc

6. Mr. Ali Gul of M/s Gul Technologies participated in Gitex Future Stars with a product of clean technology. He developed an Eye Smart Helmet for miners. The helmet detects poisonous gases, humidity, fire, smoke in the mine and give alarms bells to ensure safety and security of the miners. It has also equipped with monitors and sensors for vitals of the miner, connected remotely with outside world for a timely rescue in need of a collapse.

Mr Ali Gul honed his tech talent under the mentorship of national Incubation Centers and had been selected from Balochistan. Eye smart helmets of Ali Gul received a very good response from the visitors at Gitex and many potential investors expressed their desire to invest in the project. Mr Ali Gul received an order for manufacturing 500 Eye Smart Helmets at the cost of 10 million PKR during the exhibition. A startup from Balochistan has never received such a good response in an exhibition.

7. Another fintech startup from Lahore has also been selected by TDAP for participation in Gitex Future Stars and this startup won Gitex Supernova Challenge 21.

Supernova Challenge is a competition of innovative and sustainable ideas that startups pitch against the investors at Gitex. This year, there were more than 12 categories of Supernova Challenge, 2021 and more than 700 startups pitched for the competition.

MyTM, a Lahore based fintech startup competed in the category of Creative Economy for Supernova Challenge and beaten down a UK based startup in the finals. MyTM won USD 4,000/- prize money in the competition. This was the history that this startups made and made Pakistan proud. Founder of MyTM has reported that he has received many investors and potential partners after winning this competition at Gitex.

8. Gitex theme includes conferences and roundtables on key issues faced by tech industry on the sidelines of main event. These discourses are joined by leading keynote speakers and industry specialists from around the world. Being part of anyone of these conferences is a matter of huge honour for any country. In most of the cases, the persons from main corporations or the country whose industry possesses the right set of skill or expertise are invited to speak on the issues at hand.

One such conference was arranged on the issue of Cybersecurity (Cyberspace Security). Mr Abdul Qadir from Pakistan was made part of the panel which was an honour for Pakistan, he not only spoke very well on the topic but also represented the country as well. Mr Abdul Qadir highlighted the Cyberspace Security in the context of regional enmities and geopolitical frames. He emphasized on making the cyberspace more secure and outside of geopolitical ambitions of the hegemons.

9. One of the Pakistani companies at Gitex had signed a MoU with Huawei for providing Apps in Snap services for Huawei products. M/s AIS is an Islamabad based company and had been participating privately. The MoU was signed on the first of Gitex which gave confidence to Pakistani exhibitors as reposing confidence by Huawei is a sign of acknowledgment of Pakistan's potential to provide services to world class tech giants.

10. Mr Aminul Haq, federal Minister for ITT paid a visit to Gitex along with PSEB's MD, Chairman of Ignite and other officials. The visit of the Minister paved the way for international buyers to the Pakistani booths at Gitex. Minister inaugurated many stalls of the companies and gave talks in many conferences. This way, PSEB and MoITT stole the show and an impression was created on the exhibitors that all have been arranged by MoITT or PSEB. TDAP's contributions were just ceremonially acknowledged only. It is therefore proposed that TDAP must spend some amount on its branding and visibility as well. This is necessary for projection and for getting due acknowledgment from the quarters concerned.

11. **Reservations of the Participants**

- i. Pakistan Pavilion must be more visible and prominent
- ii. PP must be on some good location
- iii. First time attendees of Gitex may be given prior training by experienced exhibitor
- iv. More aggressive advertisement and promotion campaigns may be carried out
- v. TDAP should also arrange B2B meetings at the exhibition
- vi. Focused and targeted digital marketing drive may also be carried out

## 12. **Recommendations**

- i. Startups may be preferred over established firms as startups fetch more business than established firms.
- ii. Pakistan Pavilion may be constructed next year and all the participants must be placed there under.
- iii. PSEB may be engaged for a better branding and B2B meetings of the exhibitors on cost sharing formula
- iv. An MoU with Ignite may be signed to send startups from National Incubation Centres (NICs) to Gitex
- v. IoT gets more orders so IoT providers and manufacturers may be encouraged for next year Gitex
- vi. For securing a better location, TDAP needs to reserve the space at the earliest













