



#techzoneasia



TECHZONE ASIA EXPO 2025

Techzone Asia Expo 2025 is Pakistan's first premier mega exhibition dedicated to the latest advancements in Technology, Electric Vehicles (Evs), Mobile Devices, Computers, Gadgets, Home Appliances, Automation, Innovation, Security, and Surveillance.

Scheduled to take place on 13–14 December 2025 at the prestigious KK Club, Peshawar, this groundbreaking event will bring together leading tech brands, manufacturers, innovators, startups, industry professionals, and consumers under one roof.

The expo aims to bridge the gap between innovation and industry, offering a powerful platform for showcasing cutting-edge products, forging strategic partnerships, and exploring the future of smart living and digital transformation in Pakistan.

Whether you're a tech enthusiast, business investor, or solution provider, Techzone Asia Expo 2025 is your gateway to explore the latest trends, network with industry leaders, and witness the evolution of technology firsthand.

One Platform Countless Opportunities



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WHY PESHAWAR, KHYBER PAKHTUNKHWA:

✔ Untapped Market Potential

- ▶ KP is emerging as a tech and innovation hub with significant growth in IT parks, startups, and digital services.
- ▶ Unlike major cities like Karachi or Lahore, Peshawar is still an under represented market—exhibitors have a chance to tap into a fresh, less saturated audience.

✔ Youth-Driven Population

- ▶ Peshawar has a young, tech-savvy population with growing interest in gadgets, EVs, mobile technology, automation, and digital businesses.
- ▶ Hosting in Peshawar empowers local talent and encourages youth engagement in future technologies.

✔ Government & Institutional Support

- ▶ The KP Government actively supports digital transformation, innovation hubs, and youth entrepreneurship through initiatives like KPITB (Khyber Pakhtunkhwa Information Technology Board).
- ▶ Strong potential for public-private partnerships and local government backing.

✔ Strategic Location

- ▶ Peshawar is a gateway to Central Asia and a key city on the **CPEC (China-Pakistan Economic Corridor)** route providing regional business access.
- ▶ Connects **KP, FATA, Northern Punjab**, and even cross-border regions with potential trade and tech collaboration.

✔ Encouraging Regional Development

- ▶ Hosting a premier expo here promotes regional development, decentralizes opportunities, and showcases KP as a tech-forward region, not just dependent on traditional sectors.

✔ Growing Infrastructure

- ▶ With venues like KK Club Peshawar, the city is now equipped to host high-quality expos and large-scale business events.



KHYBER PAKHTUNKHWA KEY FACTS & BUSINESS POTENTIAL

✓ Population Insights

- ▶ Total Population: Approx. **40.85 million**
- ▶ Urban vs. Rural: ~39% urban and 61% rural population.
- ▶ Youthful Demographic: Over 50% under age 30, a massive market for tech, education, digital services & gadgets.

✓ Mobile & Digital Penetration

- ▶ KP has a growing number of mobile users due to wide coverage by major telecom providers.
- ▶ Cities like Peshawar, Mardan, and Swat have high mobile and internet usage—ideal for tech, apps, mobile accessories, e-commerce, and online service promotion.
- ▶ Increasing smartphone adoption, especially among the youth and small businesses.

✓ Strategic Location

- ▶ Border with Afghanistan — a vital trade and transit route.
- ▶ Located along the China-Pakistan Economic Corridor (CPEC), boosting regional logistics and connectivity.
- ▶ Peshawar is a gateway to Central Asia, linking South Asia to northern trade corridors.

✓ Key Urban Markets for Product Promotion

City	Potential Sectors
Peshawar	Mobiles, Gadgets, EVs, Home Appliances, AI
Mardan	Smart Tech, Security Devices, E-commerce
Swat	Renewable Energy, Home Automation
Abbottabad	Educational Tech, Computers, IT services
Charsadda / Nowshera	Budget Tech Products, Mobile Services

✓ High-Opportunity Sectors in KP

- ▶ Mobiles & Accessories
- ▶ Smart Appliances
- ▶ Electric Vehicles (Evs)
- ▶ E-commerce Platforms
- ▶ Home Automation & Security
- ▶ Educational Tech & Digital Literacy





- ▶ **B2B:** Tech companies, Manufacturers, Distributors, Retailers, Investors, Industry Experts, Government Officials.
- ▶ **B2C:** Consumers, Students, Tech Enthusiasts, Families, Gadget Lovers, EV Users, Early Adopters.

- ▶ Drive maximum footfall from both business and public segments.
- ▶ Attract regional and international exhibitors and buyers.
- ▶ Generate leads, sales, and media buzz for participating brands.

- ▶ Email Marketing Campaigns to targeted company databases: tech, EV, appliance manufacturers, resellers, etc.
- ▶ Direct Invitations to CEOs, decision-makers, trade associations, chambers of commerce, and government stakeholders.
- ▶ Cold Calling & LinkedIn Outreach to tech startups, exporters, and OEMs.

- ▶ Profit by Pakistan Today
- ▶ TechJuice, MoreNews.pk, ProPakistani
- ▶ Industry-specific magazines (electronics, automation, auto, energy)
- ▶ Articles & Interviews with organizers and key exhibitors in business magazines

- ▶ Local trade associations , Tech and Electronics Councils, Export Promotion Agencies, Startup Incubators, etc...



✓ B2B Social Media Strategy

- ▶ LinkedIn Campaigns targeting business professionals, investors, and tech buyers
- ▶ Paid LinkedIn Ads and InMail outreach, Paid Facebook Ads, Paid Google Ads
- ▶ Webinars & “Why Exhibit at Techzone” live sessions for B2B audience

B2C MARKETING PLAN

✓ Digital & Social Media Campaign

- ▶ Platforms: Facebook, Instagram, TikTok, YouTube, X (Twitter), WhatsApp.

Content types:

- ▶ Product Demos, Countdown Posts, Influencer Collaborations.
- ▶ Reels & TikTok videos of tech gadgets, EVs, smart homes.
- ▶ Facebook & Instagram Live from expo buildup and during event.

Paid ad targeting:

- ▶ Age 16–45, tech lovers, gamers, students, professionals, families.
- ▶ Geo-targeting: KPK, Afghanistan, and South Punjab.

✓ Mass Media Campaign

TV & Radio Ads on:

- ▶ City-based & national channels (AVT Khyber, HUM News, ARY, FM 91, FM 101).

Newspaper Ads in:

- ▶ Daily Jang, Dawn, Express Tribune, The News and Kpk news papers.

✓ Campus & Youth Activation

- ▶ Pre-expo roadshows in universities and colleges.
- ▶ Distribute free student passes.
- ▶ Tech competitions (e.g., robotics, app dev, gaming challenges).

✓ Outdoor & Transit Advertising

- ▶ Billboards, pole streamers, and banners in Peshawar, Mardan, Swat, Abbottabad, Charsadda etc...
- ▶ Branded rickshaws, metro bus wraps.
- ▶ Free entry passes distribute in Peshawar populated areas Like Saddar, University Road, Ring Road, and major malls.

✓ Public Relations & Press Engagement

- ▶ Press Conference before the event with top media houses
- ▶ Invite journalists & bloggers for exclusive coverage
- ▶ Daily press releases and live updates during the event
- ▶ Post-event media kit sharing outcomes, partnerships, and footfall





Time Frame	Activities
July–Sep 2025	Branding, B2B outreach, Partnerships, Influencer contracts
Oct–Nov 2025	Paid ads, Media launch, Campus events, Roadshows
Dec 2025 (Pre-Event)	Press conference, Reminders, Content Boost, Outdoor Advertising Campaigns
Dec 13–14, 2025	Live media coverage, influencer streams, daily highlights
Post-Event	Press release, Thank-you campaign, Data analysis

- ✓ Pre-arranged hosted buyers meetings with
 - ▶ Policy Makers / Government Officials
 - ▶ International / National Distributors
 - ▶ Electronic Retail Chains
 - ▶ Corporate Companies
- ✓ Business Matching with distributors & Stockists at the stall through our business matching networking.
- ✓ Interactive Booth Experience
- ✓ Post-Event Marketing Support
- ✓ B2C - Direct Access to Target Audience
- ✓ B2B Networking Opportunities
- ✓ Media & Press Coverage
- ✓ Lead Generation & Sales
- ✓ Strengthen Market Position
- ✓ Collaboration & Investment Opportunities
- ✓ Launch & Demo New Products.
- ✓ Massive Brand Exposure.

One Platform
Countless Opportunities

Capture Significant
Brand Exposure
To Maximize The
Opportunities
Of Connecting
With Your
Target Audience





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- ✓ Showcase of Latest EV Models
- ✓ Live Demonstrations
- ✓ Charging & Battery Tech
- ✓ Green & Smart Mobility Solutions
- ✓ EV Parts & Accessories Zone
- ✓ Investment & Franchise Opportunities
- ✓ Policy, Incentives & Future Trends
- ✓ EV Startups & Innovations Showcase
- ✓ Public Awareness & Adoption Campaigns
- ✓ Business-to-Business Networking
- ✓ Launch & Demo New Products

The logo for the Pakistan Ev Show. It features a green stylized car icon with a white lightning bolt inside, representing an electric vehicle. To the right of the icon, the word "PAKISTAN" is written in a bold, black, sans-serif font. Below "PAKISTAN", the word "ev" is written in a large, green, lowercase, sans-serif font. To the right of "ev", the word "SHOW" is written in a bold, black, sans-serif font.



- ✓ Display of Latest Appliances
- ✓ Smart Home Integration
- ✓ Energy-Efficient Technologies
- ✓ B2B & Dealer Networking
- ✓ Air Conditioners & Refrigerates
- ✓ LED / LCD TVs
- ✓ Microwave Ovens
- ✓ Water Dispensers
- ✓ Innovations in Kitchen & Cleaning Tech
- ✓ Kitchen Appliances
- ✓ Washing Machines
- ✓ Home Automation Devices
- ✓ Exclusive Launches & Promotions
- ✓ Consumer Awareness & Education
- ✓ Juicer & Blenders etc....





- ✓ Artificial Intelligence
- ✓ Robotics & Automation
- ✓ Innovations
- ✓ Surveillance Devices
- ✓ Security Devices & Solutions
- ✓ Fire & Smoke Alarm Systems
- ✓ Home Automation Solutions
- ✓ Online Monitoring Solutions
- ✓ Scanners & Detectors
- ✓ AI & IoT Integration
- ✓ Wireless & Remote Control Devices
- ✓ Energy Management & Efficiency
- ✓ Vendor & Installer Networking
- ✓ Product Launches & Tech Talks
- ✓ Virtual & Augmented Reality



**SURVEILLANCE & SECURITY
AUTOMATION
SHOW**





BIGGEST INDOOR VENUE

GLIMPSE OF OUR SUCCESSFUL EXPO'S





GLIMPSE OF OUR SUCCESSFUL EXPO'S



PAKSITAN'S FIRST PREMIER MEGA TECHZONE, EVS, APPLIWORLD & INNOVATION EXPO

A Spirit for Innovation

CALLING ALL
EXHIBITORS
AND
SPONSORS!

Be a Part of Pakistan's
Growing Tech & EV Industry
Exhibit at



TECHZONE ASIA EXPO

13-14 DECEMBER 2025

KK CLUB, PESHAWAR, KHYBER PAHKTUNKAWA

FOR BOOKING & INFORMATION

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