



TECHZONE ASIA EXPO

- ✓ MOBILE PHONE & COMPUTERS
- ✓ GADGETS & ACCESSORIES
- ✓ ELECTRIC VEHICLES
- ✓ HOME APPLIANCES
- ✓ AUTOMATION & INNOVATIONS
- ✓ SURVEILLANCE & SECURITY

ORGANIZED BY



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

13-14 DECEMBER 2025

KK CLUB, PESHAWAR, KHYBER PAHKTUNKAWA





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PAKISTAN



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



MARKETING TIMELINE (SNAPSHOT)

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

BENEFITS BAGGED BY EXHIBITORS:

- ✓ 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





- ✓ Mobile & Accessories
- ✓ Computers & Laptops
- ✓ Printers & Scanners
- ✓ Gaming & Entertainment
- ✓ Sound Systems
- ✓ Consumer Electronics
- ✓ Smart Home Devices
- ✓ Wearable Tech
- ✓ Smart Watches & Fitness Trackers
- ✓ Bluetooth Speakers & Earbuds
- ✓ Power Banks & Chargers
- ✓ Smart Cameras & Doorbells
- ✓ VR Headsets & Portable Tech Tools
- ✓ Mini Projectors & etc...

MOBILE
PHONE, GADGETS & COMPUTER
SHOW





- ✓ 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

PAKISTAN
ev
SHOW





- ✓ 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





PESHAWAR, KHYBER PAKHTUNKHWA'S
BIGGEST INDOOR VENUE

FOR PAKISTAN'S FIRST PREMIER MEGA
TECHZONE, EVS, APPLIWORLD
& INNOVATION **EXPO**

GLIMPSE OF OUR SUCCESSFUL EXPO'S





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A Spirit for Innovation

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



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