

PIXS

EMPOWERING INNOVATION, ACCELERATING DIGITAL EXPORTS

EXPO 2026

11th February, 2025

Venue: Convention Center, Islamabad

Start Slide



ABOUT PIXS EXPO 2026

PIXS Expo is the Government of Pakistan's first-ever, invitation-only and highly curated technology showcase designed to elevate Pakistan's digital exports on the world stage.

Hosted by TDAP, the Expo convenes:

- Representatives of the Top 100 global tech companies
- International buyers, investors & corporate delegations
- A select group of high-potential Pakistani startups & IT exporters

PIXS is a premium national platform to:

Scale IT-enabled exports

Unlock global partnerships & deal flow

Showcase frontier innovation (AI, fintech, cloud, creative-tech, cybersecurity)

Enable investment, outsourcing & co-development opportunities

Only high-potential companies are invited to exhibit.



PAKISTAN'S DIGITAL EXPORT POWERHOUSE

PIXS Expo 2026 presents a handpicked cross-section of Pakistan's most impactful digital companies – not the entire market, only those that set the benchmark for scale, innovation, and export potential:

- * National Champions – established IT and BPO exporters with global clients and proven delivery capacity
- * Breakout Scale-Ups – fast-growing product and platform companies expanding into international markets
- * Frontier Innovators – AI, robotics, fintech, cloud and cybersecurity firms building cutting-edge solutions
- * Creative-Tech Leaders – gaming, AR/VR, animation and digital content studios with global audiences
- * High-Potential Newcomers – competition-selected startups with strong export focus and strong founding teams

Every exhibitor is invited on the basis of innovation, export readiness, and growth potential – PIXS is a stage only for Pakistan's top-tier digital companies.



THEMATIC ZONES



STARTUP ARENA

Showcasing Pakistan's top emerging founders and high-potential innovators selected through nationwide competition rounds.



AI, AUTOMATION & ROBOTICS

Next-gen intelligent systems and deep-tech engineering.



SaaS, BPO & DIGITAL SERVICES

Export-ready enterprise solutions and global delivery capabilities.



CYBERSECURITY & BLOCKCHAIN

Trust-tech, secure infrastructure and digital identity solutions.



CREATIVE-TECH (GAMING, AR/VR, ANIMATION)

Immersive content and new-media experiences.

Only the most innovative and export-ready companies are showcased across these curated zones.

EVENT HIGHLIGHTS



**B2B
Matchmaking**
curated
meetings with
global buyers
and investors



Tech talks
insights from
global thought
leaders



**Startup
Competition**
showcasing
breakthrough
innovation



**Industry
Networking
Reception**
meet Pakistan's
tech and export
leaders



**STZ Launch
Session**
the formal
unveiling of
Islamabad's new
innovation
district

WHY PAKISTAN? A FAST-GROWING DIGITAL EXPORT ECONOMY



4th largest
freelance
economy
globally



2.5 million+
digital
professionals



US\$3.8B
IT-enabled
services export
potential



60% youth
population —
globally
competitive,
tech-savvy
workforce



200+ tech
companies
operating within
Pakistan's 28
established Special
Technology Zones

global stage — enabling new partnerships and investment.

WHO SHOULD ATTEND?

Technology Companies

Across AI, Cloud, Fintech, Cybersecurity, Robotics, Gaming, Enterprise SaaS.

Investors & Global Incubators/Accelerators

- * Venture Capital funds
- * Corporate venture arms
- * Angel networks
- * Innovation funds

Outsourcing & Tech Buyers

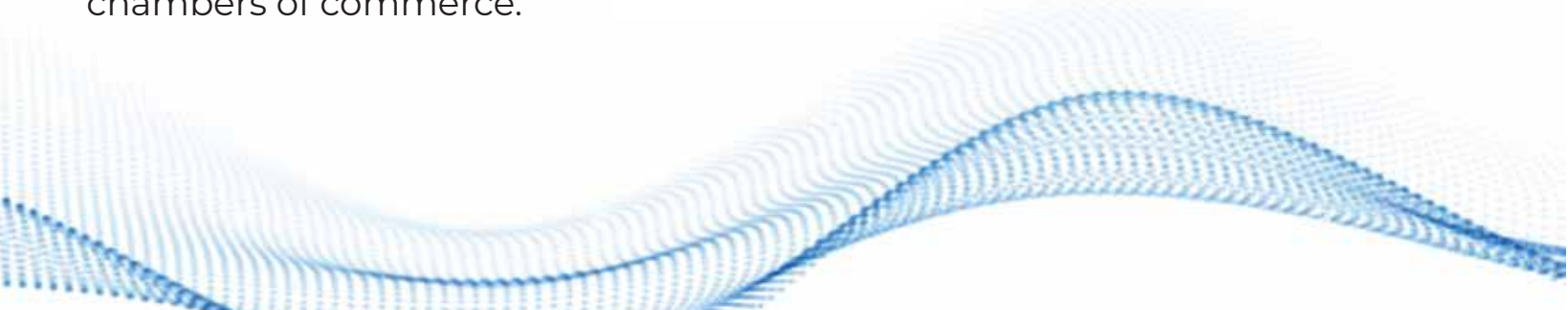
Companies exploring software outsourcing, IT services, BPO, engineering or design teams.

Speakers & Thought Leaders

Experts who can contribute to panel discussions on AI, Fintech, Frontier Tech, Cybersecurity, Digital Economy.

Industry Associations

Tech lobby groups, business councils, digital transformation bodies, chambers of commerce.



PIXS Expo 2026 presents a unified national platform where Pakistan's leading institutions and global technology partners come together

We invite your organization to stand with Pakistan

as a partner in this strategic effort to expand opportunities,
unlock global markets, and elevate our digital capabilities on the world



**Hosted by the Trade Development
Authority of Pakistan (TDAP)**