

ORGANIZED BY



IEEEP EXPO 2026

INDUSTRIAL MEGA EXHIBITION

“Show Casing Pakistan’s Engineering Industry”

4th - 6th May, 2026
Expo Centre Lahore, Pakistan



IEEEP Pakistan is Pakistan's premier exhibition for energy, technology, and industrial innovation. Join global leaders, innovators, and professionals shaping the future of power, infrastructure, and advanced technologies.

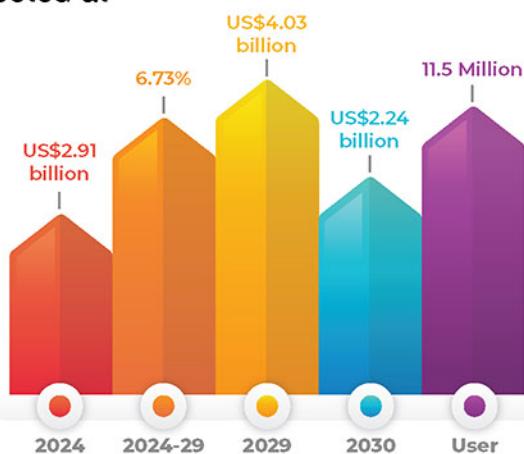


Pakistan Electrical & Electronics Industry:

Pakistan is emerging as a major market for electrical and electronics manufacturers due to rapid urbanization, industrial growth, and rising consumer demand. The sector is expanding steadily, offering opportunities for both local and international players. Pakistan offers a rapidly growing, strategically positioned, and policy-supported market for electrical and electronics manufacturers. Both consumer demand and industrial requirements make it a lucrative destination for investment and expansion.

Pakistan Market Size & Growth

- The electrical and electronics market is driven by urbanization, industrialization, and a growing middle class, creating demand for appliances, semiconductors, batteries, and industrial equipment.
- Pakistan's electronics market revenue is projected at



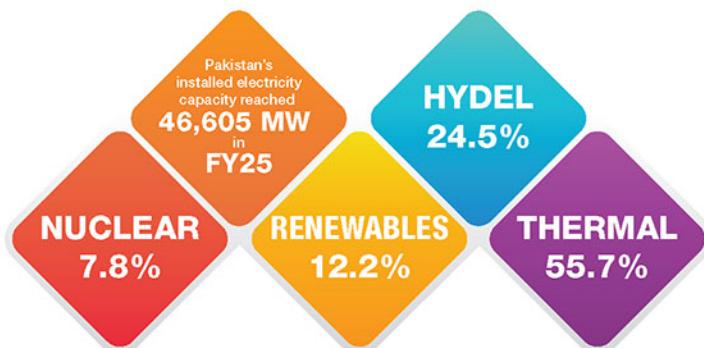
Opportunities in Pakistan for Global Manufacturers

- Component Manufacturing:** Pakistan imports most semiconductors and advanced components, offering scope for local production.

- Battery & Energy Storage:** With EV adoption and renewable energy expansion, demand for lithium-ion batteries and storage systems is rising.
- Medical Electronics:** Healthcare modernization drives demand for diagnostic and electro-medical devices.
- ICT & Telecom:** With 200 million+ subscribers, Pakistan's ICT sector is a fast-growing market for electronics integration.

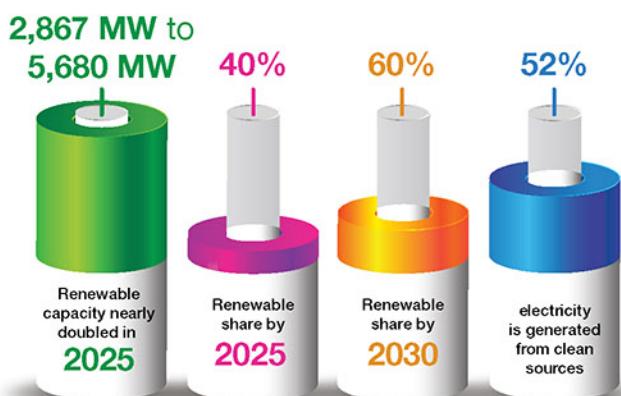
Why Pakistan is Attractive

- Strategic Location:** Gateway to South Asia, Middle East, and China via CPEC.
- Young Population:** Over 64% under age 30, driving tech adoption.
- Economic Recovery:** IMF forecasts GDP growth rising from 2.68% in 2025 to 3.5% in 2026, strengthening purchasing power.
- Policy Support:** Government initiatives in digitalization, renewable energy, and industrial automation align with electronics manufacturing needs.
- Transmission, Generation & Distribution:**



Import dependency on fossil fuels for over 64% of generation in recent years.

Renewable & Clean Energy:





- **Battery & Energy Storage:** Government is deploying large-scale Battery Energy Storage Systems (BESS) to stabilize the grid as renewables expand.

1.25 GWh with duties increasing the final cost by 48-50% **2024**

2030 8.75 GWh, accounting for 26% of peak national demand

• Energy Management & Efficiency:

National Energy Efficiency & Conservation Authority (NEECA) aims to double efficiency improvement rates by 2030. World Bank highlights industrial efficiency opportunities in textiles, cement, and steel. The Punjab Energy Efficiency and Conservation Agency (PEECA) operate as a designated provincial agency under NEECA, spearheading regional implementation programs like the establishment of the AC Testing Lab in Lahore and procurement of efficient appliances.



• Industrial Automation & Electronics:

Robot density expected to surpass

2.5 robots per 10,000 employees

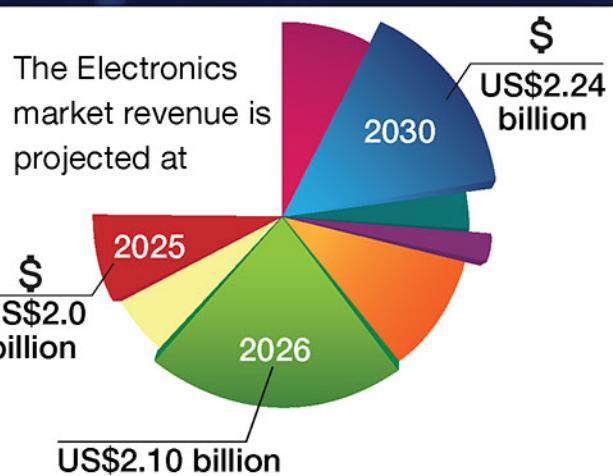
High import dependency for advanced machinery

90% of Specialized equipment being imported

Industry requirements and demand from 2025-2030

2025-2030 will accelerate

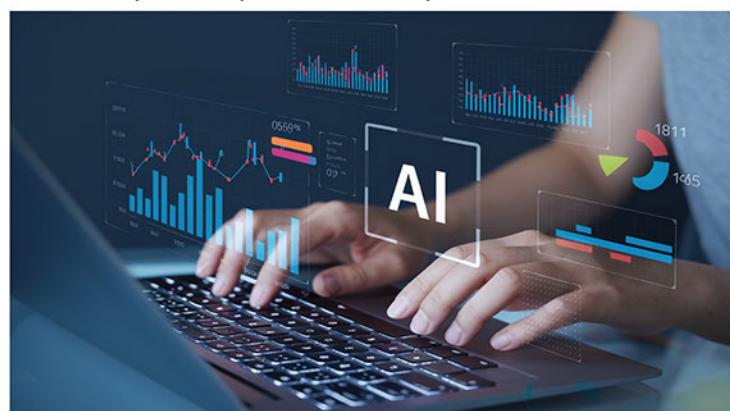
- **Electronics & Components:** The Electronics market revenue is projected at



- **Transportation & Mobility:** Pakistan's EV Policy 2025-2030 targets 30% of new vehicle sales as electric. The PAVE Scheme introduces subsidized electric bikes, rickshaws, and loaders. This transition aims to save nearly US\$1 billion annually on oil import bills.



- **Building & Infrastructure:** Mega projects include Diamer Basha Dam (4,500 MW), ML-1 Railway (1,872 km), and Ravi Riverfront Urban Development (46,000 acres).



- **Telecom, AI, Data Centers & ICT:** ICT exports surged to US\$2.8 billion in FY25 with 200 million telecom subscribers, following the passage of the Digital Nation Act 2025 advancing AI, IoT, and 5G adoption.
- **Electro Medical:** The medical devices market is projected to reach US\$705 million in 2025, growing at a 9.3% CAGR to US\$1.1 billion by 2030, primarily driven by cardiology and diagnostic equipment demand.

Exhibitor Profile

- ⚡ Electrical Power Generation Equipment and Services
- ⚡ Transformer, switchgear and substation equipment manufacturers.
- ⚡ Industrial Automation, Instrumentation, Control Systems & Robotics companies
- ⚡ Battery Storage, UPS, Invertors and Power Supply Systems
- ⚡ Micro-grids, Smart grids and distributed generation
- ⚡ Electrical Cables, Wires, Ducting Systems and Accessories
- ⚡ Solar, Inverters, Renewable and Alternative Energy Technology
- ⚡ Energy Management System, Meters, Testing & Measuring Instruments
- ⚡ Mechatronics, Electrical Vehicles and charging technology
- ⚡ Home Appliances, Electronics
- ⚡ Electrical Communication, ICT providers, AI & Data Centers
- ⚡ Defense & aerospace contractors, Avionics Products, Drones
- ⚡ Clinical and Biomedical device manufacturers
- ⚡ Consultants, Engineering Institutes, Universities & Training Houses

Option 1 Shell Scheme

Stand Size: 3m x 3m (9Sqm) Cost: USD 3,150 @USD 350Sqm

Option 2 Bare Space

Stand Size: 3m x 6m (18Sqm) Cost: USD 5,850 @USD 325Sqm

Option 3 Bare Space

Stand Size: 6m x 6m (36Sqm) Cost: USD 11,700 @USD 325Sqm

Visitor Profile

- ⚡ Industry professionals, engineers, and policy makers
- ⚡ Investors, entrepreneurs, and technology buyers
- ⚡ Academic researchers and students
- ⚡ International delegations and trade representatives
- ⚡ Engineering Consultants and Practitioners
- ⚡ Engineers & Technologists from Process Industries and Power Plants
- ⚡ Power Industry OEMs and Utility Managers
- ⚡ Facility Managers General Contractors
- ⚡ Government Energy and Regulatory Departments
- ⚡ Government Officials and Decision Makers
- ⚡ Manufacturers & Suppliers of the Industrial and Allied Equipment
- ⚡ Supply chain professional & purchase managers from all departments & industries
- ⚡ Engineering Universities' Faculties

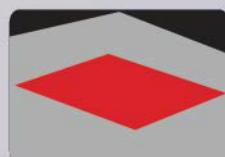
SHELL SPACE

- Shell scheme Includes space plus basic exhibition stand comprising of White Walls, Ceiling Grid, Carpet, (Fascia) Name Board in English, 02 Spotlights, 01 Electrical Socket.
- Furniture includes 01 information Counter, 02 Chairs. Additional Furniture can be provided on Rental basis



BARE SPACE

- Only Exhibit Space would be provided without any structure/furniture.
- Exhibitor will be responsible for fabrication/construction of Booth including all wooden, paint or electrical work.
- Power supply will be available at common points of the Hall. Extra load will be charged separately.



Supporting Bodies



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