



Press Release

400 STARTUPS TO SHOWCASE IN INTERNATIONAL I T CONFERENCE “The MIX”-Dr. Umar Saif briefs media

Lahore, October 3, 2017

The Pakistan Information Technology Board (PITB)’s entrepreneurship wing is holding 2-day International I T Conference at Lahore on November 11 to 12 to showcase work of 400 commercially successful and viable Startups, 40-50 successful foreign corporate and media persons including 3000 I T companies. This was sated by the founding Vice Chancellor of Information Technology University (ITU) Punjab, Chairman PITB and Advisor to the CM Punjab Dr. Umar Saif in a press briefing here today.

While briefing the media Dr. Umar Saif said that the event would bring technology to the average Pakistani and inspire them to join the debate for the future. Intersection of history, culture and media with technology would be focused while role of technology in journalism would also be discussed to assess the impact of news on web and its monetization, he added.

He further stated that the event was being structured around the use of technology in all aspects of life and was supposed to be a technology and culture festival to give Pakistanis an opportunity to celebrate and to initiate important discussion on the use of Technology.

While detailing the PITB’s efforts to promote Startups activity, Dr. Umar Saif informed that five years back the Government of the Punjab established Plan9 Startup incubator to implement the vision of the CM Shehbaz Sharif and provided rent free space at Arfa Tower and incubated 160 Startups, which received Rs.380 million investment, provided 800 employments and generated revenue Rs.360 million per annum. Our 20 companies have been showcased at Austin while federal government, provinces and countries like Uzbekistan and Tataristan were replicating our Startups and Austin was also establishing self-generating Centre, he said.

PITB’s flagship project e-Rozgaar has established seven Centers in various districts to monetize the technical, non-technical and creative skills of our youth to empower them through self-employment to generate foreign exchange to the tune of \$ one billion by earning \$ 30 per day and to add to the existing software export of \$ 2.5 billion per annum, he briefed.

The MIX would be a 2-day event promises pomp and show for people of all ages and the event has been described as a mega family fun festival, suggesting there will be interesting activities for children, students, youth, parents, adults and families. As a part of Plan9’s ATX-

PAK program, a delegation will be arriving from Austin, Texas and will be joining in the festivities of The MIX.