



Press Release

## **PAKISTAN'S FIRST TECH FESTIVAL 'THE MIX' CONCLUDES**

Lahore, November 12, 2017

Pakistan's first tech centered festival; "The MIX" organized by Punjab Information Technology Board (PITB) concluded after two days marathon festivities here today. The MIX extravaganza engaged the public through advancement and excitement of technology to promote experience-based learning and give a platform to change-makers using technology.

The MIX was jam packed with activities that include AR/VR, 3D gaming, Music, Food, Heritage, Health, Finance, Fashion, Media, Kids section, Digital Libraries, Art, Theater etc. attracted a large number of public from different walks of life. The mega event included panel discussions on innovative ideas, smart applications, technology and science, pavilions activated through instruments of technology with a feel of life in a purely digital space.

PITB Chairman Umar Saif said that technology is playing a vital role in improving Pakistan's socioeconomic conditions, which is most evident in Punjab where smart applications are allowing improvements in health, education, economy, revenue and other areas. "Pakistani youth have tremendous potential to contribute in entrepreneurial activity and to promote the ecosystem through the application of technology," said Saif.

He said that the festival first ever of its kind in Pakistan following the model of Austin, Texas has a blend of technological activities being experienced by the people in daily life including share ride, smartphone applications, music and solutions to various problems but not being acknowledged at large.

Information and Culture Department of Punjab, Information Technology University Lahore and other companies are collaborating in this mega event. The food market will be powered by Hungerist and activated by SimSim, allowing you to pay through a digital wallet and enjoy major discounts. Mangobaaz hosted a list of activities on the event like a short film competition and an open mic session. International venture capitalists, leading tech-preneurs, champions for social change, celebrities of the cricket world, artists and designers who are creating an impact through their work featured in motivational talks for the audience and ten startups showcased their breakthrough technology in front of thousands of people.

Patari powered gigs included Mehdi Maloof, Shajie, SomeWhatSuper, Abid Brohi, Mughal-e-funk, Roots etc. The first day concluded on cultural performance followed by a promotional activity by the cast of VERNA which included actress Mahira Khan and actor Haroon Shahid. Both days end with concerts performed by Abdullah Qureshi and FACE Music Mela, which brought Qawalistan and Bakshi Brothers among others. The delegation from Austin, Texas as part of PITB's Plan9-ATX-PAK program took active part in the festivities of The MIX.