

IEEEP
KARACHI CENTRE



25 - 27 September

electrofair **2012**
PAKISTAN

Karachi Expo Centre

**Showcase Event of the Electrical and
Electronics Industry**



Organisers



The Institution of Electrical and
Electronics Engineers Pakistan
Karachi Centre



Event and Conference
International
(Private) Ltd.

www.electrofairpk.com

Information that Motivates Participation

Electrofair has been described as the "one place" to go. Electrofair has also become the place where engineers go to catch up with old friends, look for new solutions, learn about new researches and find know how to address old and new problems.

Electrofair promises an even more dynamic and vibrant trade fair being held in Karachi, the economical and financial hub of Pakistan. It will be an ideal place where exhibition will once again gather the electrical and electronics industry and engineering sectors of Pakistan through the joint efforts of the Institution of Electrical and Electronics Engineers Pakistan (IEEEP) Karachi Centre and Event and Conference International (Pvt.) Ltd.



Welcome to Electrofair 2012

Electrofair 2012 is the third annual edition of its series. It is now considered as Pakistan's biggest event of electrical and electronics industry.

Electrofair 2012 welcomes all companies to display innovative products and services of the electrical and electronics sectors, solutions for energy rationalization and efficiency, and new technologies for generation, transmission and distribution of energy, lighting, instrumentation & control, telecommunication, other related industry and allied services.

The three day event will be held on 25 to 27 September, 2012 at Karachi Expo Centre. This time, Electrofair will be a bigger and more vibrant event with the participation of large number of high profile companies, technocrats and decision makers who will meet and discuss business opportunities, shed light on new ways to address challenges and potential growth opportunities for you and your company.

New features like the New Product Zone in the exhibit hall and the addition of Business Awareness Seminars will provide the participants with the most productive business environment by allowing participants to meet with government officials, professionals, key decision and policy makers to explore the areas of mutual cooperation related to electrical and electronics industry in order to cater the future requirements.



Technology - For Better Life

The self-sufficient and sustainable use of technology is a subject of rapidly increasing importance in the modern world. Technology has revolutionized many countries, adding value to products and services. In an industry that is changing fast, firms must continually revise their design and range of products. This is necessary due to continuous technology change and development as well as other competitors and the changing preference of customers.

The high-value addition is a concept that aims to save the nation from environmental degradation and grind the wheels of economy for a better and more economically forward nation. It is about time that we re-evaluate our priorities and make a radical shift from being an agricultural society to a technology one to catch up with the digital age.

Promotional Campaign that Works!

The arrangements of hi-tech extravaganza, Electrofair 2012, are already ongoing. An intensive and carefully focused campaign through various media and press briefings before the opening of the fair will also be launched. This will ensure the participation of many industry movers and the highest level of potential participation of trade visitors to the exhibition.

Like past years the effective campaign expects a gathering of more than 20,000 trade visitors and all relevant professionals from the electrical and electronics industry.



Visitors' Profile

- Power Industry Project Developers, Contractors
- Energy Service Providers
- Power and Energy Marketers
- Engineers and Technologists
- Research & Development Scientists
- Government Officials & Decision-Makers
- Facility Managers & Power Industry OEMs
- Project Managers / Directors
- Govt. and Business Delegations
- Govt. Energy and Regulatory Departments
- Independent Power Producers
- Power Generating Electric Utilities
- Logistics Operators & Suppliers
- IT Professionals / Managers
- Engineering Universities' Faculty
- Electrical & Electronic Engineering Students
- Engineering Consultants, Practitioners

Exhibit Profile

- Telecommunication
- Industrial Automation
- Switchgear
- Power Generation
- Power Transmission & Distribution
- Alternative Energy Systems
- Power Electronics & Opto Electronics
- Lighting Systems & Energy Conservations
- Computers, Software and Workstations
- Instrumentation & Control
- Renewable Energy Sources
- Safety & Security Equipment
- UPS and related Power Supply Systems
- Generators and Auxiliary Power Systems
- Electrical Cables, Wires & Accessories
- Motors/ Electrical Equipment
- Electrical Safety & Protective Relays

The Organisers

Electrofair 2012 is a major event through the concerted efforts of the **Institution of Electrical and Electronics Engineers Pakistan (IEEEP) Karachi Centre** and the **Event and Conference International (ECI) Private Limited**.

The **Institution of Electrical and Electronics Engineers Pakistan (IEEEP) Karachi Centre** was formed in 1979 as a local chapter in the business and economic hub of the country. The IEEEP is the leading professional body in Pakistan for the advancement of technology. The institution has very accomplished engineers in its fold who have found affiliation with the centre as the most rewarding experience. Its main aim is to promote knowledge, research and development and to improve the professional skills by arranging seminars, symposia, conferences and exhibitions.

Event and Conference International (ECI) Pvt. Ltd. established in 1996 to provide the high quality and world class services in organising and management of local and international events/exhibitions nationwide. Up-till now ECI has successfully developed, planned and implemented more than 900 high-profile events/trade exhibitions at local and international levels.

Strategic Venue & Dates:



Karachi Expo Centre
25 - 27 September, 2012

Electrofair - Success in 2011!

The top names and key players converged the **Electrofair 2011** again for an unbelievable business-networking event. 2011 hosted the largest show case of solution providers.

Expo Centre's biggest hall was filled to capacity, this was the largest Electrical & Electronics exhibition yet and brought major influencers together from all corners of the country.

All-round, Electrofair2011 was a fantastic show where all stakeholders built new relationships, gained new insight and engaged successfully with key customers and partners.

The industry's prime movers were also allowed to explore technological advancements in the industry and the latest products under one roof. Qualified buyers of electrical and electronic equipment, including custom electronics professionals, electrical consultants and engineers, contractors, plant and facility managers, electrical and electronics supplies wholesalers, consumers and distributors were gathered at the occasion of the electrofair 2011 to interact with local and global manufacturers.

In parallel with the exhibition a series of **Business Awareness Seminars** was also held. The program was proved very comprehensive and high-level focusing seminars on power, electricity, career counselling, etc... conducted by international keynote presenters with a panel discussions as well as specialised discussion.



Business Awareness Seminar:

At the occasion of **Electrofair 2012** the organisers are glad to offer an opportunity to the valued Exhibitors for a business/commercial presentation to potential visitors or even to the specially invited audience through **Business Awareness Seminars**.

Business Awareness is a series of seminars and will be the forum for the presentations of new advancements and research in the fields of **Power Generation, Alternate Energy and Energy Conservation** etc...

Business Awareness is designed for Exhibitors and Non Exhibitors to deliver a technical presentation to participated companies as well to aware the latest developments in their sectors and expertise. Attendee of the seminar will share innovative ideas and know-how and the presenter can also demonstrate state-of-the-art technologies. Please contact the organisers for Booking of Slot and further details.



Reserve Space in

25-27 September
electrofair 2012
Karachi Expo Centre PAKISTAN

An Interactive Platform for
Excellent Business Exposure

To obtain information on booking of
Stalls & Sponsorships, please contact

Exhibition Secretariat:
Event and Conference
International (Pvt.) Ltd.



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