



# EV EXPO AND GREEN MOBILITY CONFERENCE 2026

Pakistan's Premier Platform for Green Mobility, Investment & Innovation

📅 9<sup>th</sup> - 10<sup>th</sup> June, 2026

📍 Pak China Friendship Center

Pakistan's mobility sector is undergoing a structural transformation, driven by policy momentum, rising energy challenges, and global electrification trends.

The EV Expo & Green Mobility Conference 2026 is designed as a national convergence platform, bringing together government, industry, investors, and innovators to accelerate the transition towards electric mobility.

-  **Showcase technologies and products**
-  **Engage with policymakers and regulators**
-  **Unlock investment and partnerships**
-  **Access high-value B2B and B2G opportunities**
-  **Position your brand in Pakistan's EV transition**







**Where Policy Meets Market.  
Where Innovation Meets Investment.**

# WHY THIS PLATFORM MATTERS?

## 01

### Market Opportunity

Pakistan presents a rapidly emerging EV market driven by:





-  New Energy Vehicles Policy (2025–2030)
-  Increasing demand for clean mobility
-  Growing investment interest
-  Expanding charging infrastructure

**EARLY MOVERS  
DEFINE MARKET  
LEADERSHIP**

## 02

### Business Value

#### FOR EXHIBITORS





-  Product showcase to targeted audience
-  Direct customer engagement
-  Lead generation and brand visibility
-  Product launches and demonstrations

#### FOR SPONSORS

-  Premium national-level visibility
-  Strategic positioning alongside policy stakeholders
-  Category ownership opportunities
-  High-impact brand recall

## 03

### Real Business Outcomes

-  Investment discussions
-  Strategic partnerships
-  Government-industry engagement
-  Market expansion opportunities

NOT JUST AN EXHIBITION

**A DEAL-MAKING PLATFORM!**

# A MULTI-LAYERED ENGAGEMENT PLATFORM



## EV Expo (Exhibition Arena)

A dynamic marketplace showcasing:

- Electric vehicles (2W, 3W, 4W, Buses)
- Charging infrastructure
- Battery & energy solutions
- Smart mobility technologies

**KEY FEATURES:** Thematic zones | Live demonstrations | Product launches | EV Test Drive Arena



## Kids Zone (Family Engagement)

- Interactive learning activities on sustainability and green mobility
- Mini EV rides and safe driving simulations
- Creative workshops (drawing, recycling crafts, innovation games)
- Edutainment sessions with quizzes and rewards

**FOCUSED ON:** Awareness Building | Family Inclusion | Future Mindset Shaping



## B2B & B2G Engagement

- Structured business meetings
- Partnership facilitation
- Investor interactions

**FOCUSED ON:** Deals | MoUs | Outcomes



## Innovation & Youth Platform

- Startup showcases
- Innovation challenges
- University engagement



## Test Drive Arena (Experiential Zone)

- Live EV test drives and product demonstration
- Performance showcasing (range, acceleration, charging efficiency)
- Consumer engagement with real-time feedback opportunities
- Safety and handling simulations

**FOCUSED ON:** Immersive Experience | Product Validation | Buyer Confidence Building



## Green Mobility Conference

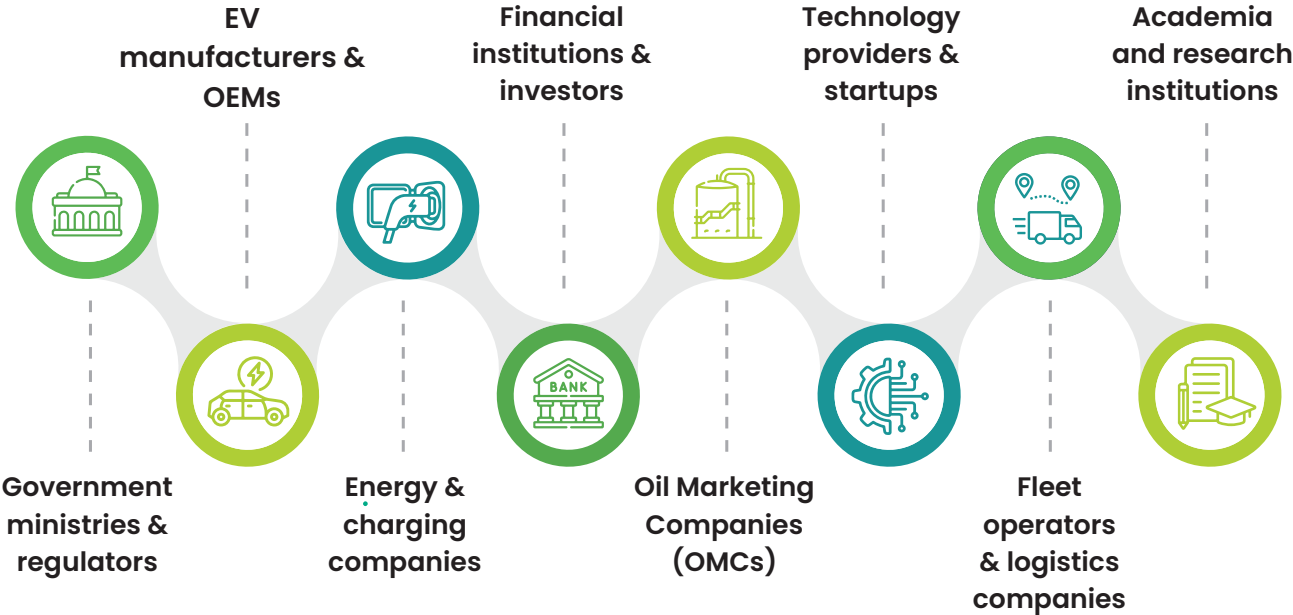
High-level platform featuring:

- Ministerial dialogues
- Policy roundtables
- Industry panels

**KEY FEATURES:** EV Policy & Regulatory Alignment | Financing & ESG Investment | Infrastructure & Energy Integration | Global EV Trends

# BRINGING THE ENTIRE EV ECOSYSTEM UNDER ONE ROOF

## Who Will Participate?



### Expected Outcomes



Increased EV market visibility



Capacity building across stakeholders



New partnerships and investments



Enhanced industry readiness



Strengthened policy coordination

This platform accelerates the transition from **policy intent to market implementation**, enabling real collaboration across sectors.

# EXHIBITOR PACKAGES

## Premium Exhibitor Package

GROUND FLOOR

- Premium Plus
- Primum 360
- Premium

## Mid-tier Exhibitor Package

FIRST FLOOR

## Standard Exhibitor Package

FIRST FLOOR



### ADD ONS



Sponsor Advertising at **Conference Room**



Sponsor Advertising at **Test Drive Arena**



Sponsor Advertising at **Food Court**



Sponsor Advertising at **Kids Zone**



Sponsor Advertising at **Entry Gates**

# PREMIUM EXHIBITOR PACKAGE

Flagship Tier - Maximum Visibility, Influence & Market Access

## Exhibition Infrastructure & Operational Excellence



1 x SMD Screen (10x20 ft) for high-impact visual display



4 Single Sofas, 1 Table



Dedicated spot lighting



Electricity connection



Dustbin & daily cleaning services



Provision of lunch for stall management staff



End-to-end operational support, including:

- Robust security arrangements
- Fire & safety compliance
- Dedicated parking facilities



# PREMIUM PLUS & PREMIUM 360 EXHIBITOR PACKAGE

## Strategic Brand Positioning & Visibility

- Prime exhibition space in a **central, high-footfall zone**
- Largest premium stall** with fully digital architecture and **3D illuminated logo branding (3 ft × 3 ft)**
- Extensive branding integration** across venue, event collaterals, and promotional campaigns
- Prominent **inclusion in all press releases, marketing campaigns**, and official advertisements
- Brand visibility** in post-event documentary and curated event highlights






## Executive Engagement & Policy Influence

- Speaking opportunity for **senior leadership** in a high-level **Industry Panel Discussion** at Green Mobility Conference 2026
- Exclusive participation in **B2G & B2B Closed-Door Roundtable** with policymakers, regulators and financiers
- Featured **media interview coverage** to position leadership as a thought leader
- Inclusion of company profile in **PGMM Event Report and Whitepapers**






## Premium Hospitality & Executive Privileges

-  **VIP access for Panel Participants** to High Tea & Lunch at the venue
-  **5-star accommodation** for designated panel representative
-  **Exclusive invitation to VIP Gala Dinner (strictly for CEO/MD/Executive Leadership only)** with Ministers, Diplomats, and distinguished guests





## Market Access, Product Activation & Data Intelligence

-  **Dedicated showcase slot** in the Test Drive Arena for live product demonstrations
-  **Access to verified visitor and participant database** (2-day Expo & Conference) for marketing use
-  Inclusion in **curated networking opportunities** with industry leaders and stakeholders



## Content Production & Extended Brand Recall

-  Production of **1 custom promotional video** (up to 1 minute) (Islamabad-based shoots only)
-  Featured coverage in **post-event storytelling assets**, including:
  1. Documentary inclusion
  2. Leadership discussion snippets



The Premium Plus Package is designed for **market leaders seeking unmatched visibility**, direct policy engagement, and strategic positioning within Pakistan's evolving green mobility ecosystem.

# PREMIUM EXHIBITOR PACKAGE

## Strategic Brand Positioning & Visibility

- Prime exhibition space in a **central, high-footfall zone**
- Premium stall** with fully digital architecture and **3D illuminated logo branding (3 ft x 3 ft)**
- Extensive branding integration** across venue, event collaterals, and promotional campaigns
- Prominent inclusion in all press releases, marketing campaigns,** and official advertisements
- Brand visibility** in post-event documentary and curated event highlights






## Executive Engagement & Policy Influence

- Speaking opportunity for **senior leadership** in a high-level **Industry Panel Discussion** at Green Mobility Conference 2026
- Exclusive participation in **B2G & B2B Closed-Door Roundtable** with policymakers, regulators and financiers
- Featured **media interview coverage** to position leadership as a thought leader
- Inclusion of company profile in **PGMM Event Report and Whitepapers**






## Premium Hospitality & Executive Privileges

-  **VIP access for Panel Participants** to High Tea & Lunch at the venue
-  **3-star accommodation** for designated panel representative
-  **Exclusive invitation to VIP Gala Dinner (strictly for CEO/MD/Executive Leadership only)** with Ministers, Diplomats, and distinguished guests





## Market Access, Product Activation & Data Intelligence

-  **Dedicated showcase slot** in the Test Drive Arena for live product demonstrations
-  **Access to verified visitor and participant database** (2-day Expo & Conference) for marketing use
-  Inclusion in **curated networking opportunities** with industry leaders and stakeholders

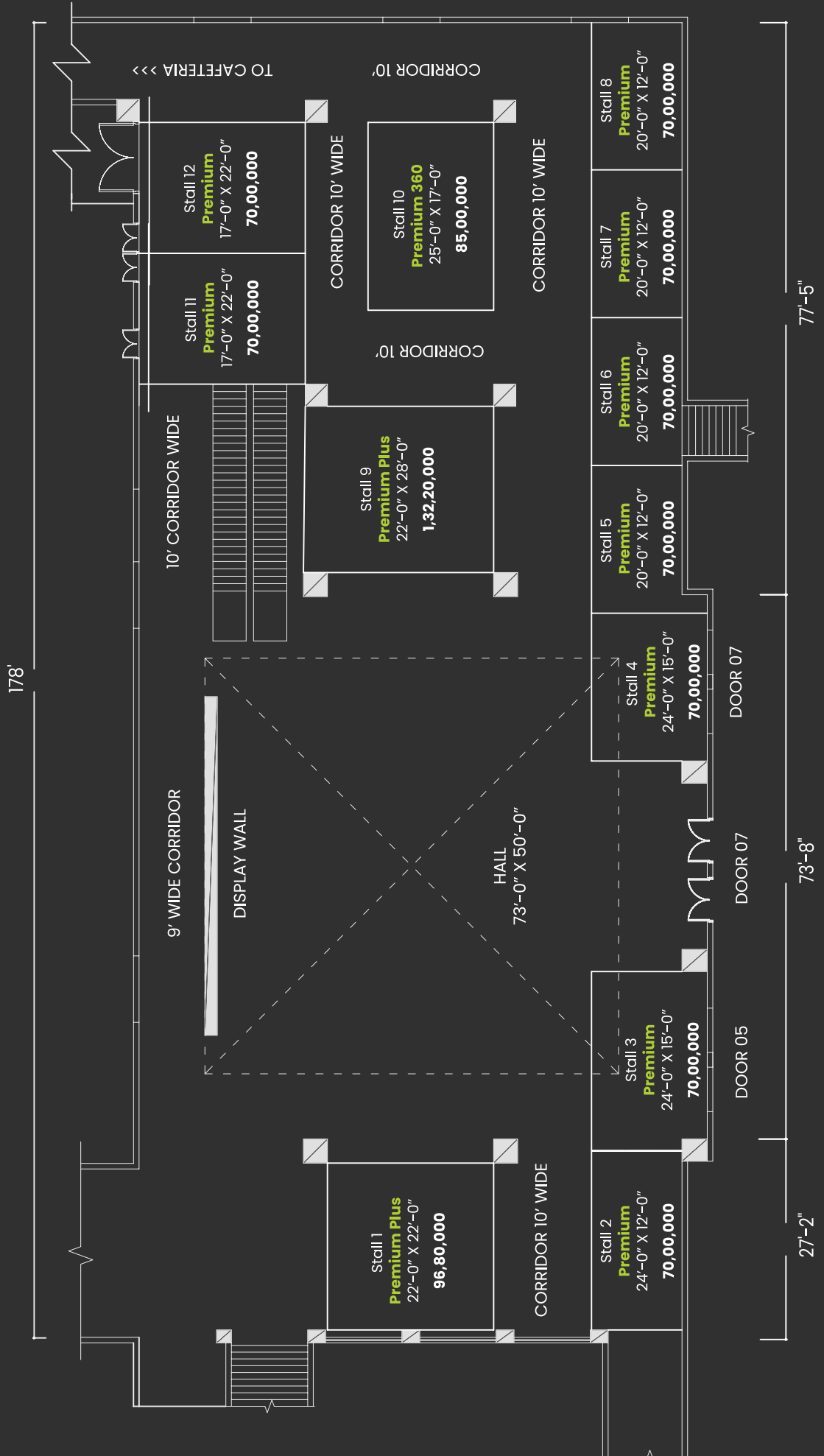


## Content Production & Extended Brand Recall

-  Production of **1 custom promotional video** (up to 1 minute) (Islamabad-based shoots only)
-  Featured coverage in **post-event storytelling assets**, including:
  1. Documentary inclusion
  2. Leadership discussion snippets



# Ground Floor Plan



# MID-TIER EXHIBITOR PACKAGE

Flagship Tier - Maximum Visibility, Influence & Market Access

## Exhibition Infrastructure & Operational Excellence



1 x SMD Screen (10x10 ft) for high-impact visual display



Electricity connection



End-to-end operational support, including:



4 Single Sofa Chairs



Dustbin & daily cleaning services

- Robust security arrangements



Dedicated spot lighting



Provision of lunch for stall management staff

- Fire & safety compliance

- Dedicated parking facilities



## Strategic Brand Positioning & Visibility

- Prime exhibition space in a **central, high-footfall zone at First Floor**
- Customized stall** with SMD Support and **3D illuminated logo branding (1.5 ft × 1.5 ft)**
- Branding integration** across venue, event collaterals, and promotional campaigns
- Prominent inclusion in all press releases, marketing campaigns**, and official advertisements
- Brand visibility** in curated event highlights




## Executive Engagement & Policy Influence

- Exclusive participation in **B2G & B2B Closed-Door Roundtable** with policymakers, regulators and financiers
  - Featured **media interview coverage** to position leadership as a thought leader
- Inclusion of company profile in **PGMM Event Report and Whitepapers**






## Premium Hospitality & Executive Privileges

-  **Exclusive invitation to VIP Gala Dinner (strictly for CEO/MD/Executive Leadership only)** with Ministers, Diplomats, and distinguished guests





## Market Access, Product Activation & Data Intelligence

-  **Dedicated showcase slot** in the Test Drive Arena for live product demonstrations
-  **Access to verified visitor and participant database** (2-day Expo & Conference) for marketing use
-  Inclusion in **curated networking opportunities** with industry leaders and stakeholders



## Content Production & Extended Brand Recall

-  Production of **1 custom promotional video** (up to 1 minute) (Islamabad-based shoots only)
-  Featured coverage in **post-event storytelling assets** including:
  1. Documentary inclusion
  2. Leadership discussion snippets



# STANDARD EXHIBITOR PACKAGE

Flagship Tier - Maximum Visibility, Influence & Market Access

## Exhibition Infrastructure & Operational Excellence



1 x 55" LED Screen with Stand for visual display



Electricity connection



End-to-end operational support, including:



2 Single Sofa Chairs



Dustbin & daily cleaning services

- Robust security arrangements



Information Counter



Provision of lunch for stall management staff

- Fire & safety compliance

- Dedicated parking facilities



## Strategic Brand Positioning & Visibility

- Exhibition space in First Floor Hall
- Kiosk with 55" LED Screen with Stand and Company Name Fascia
- Branding integration across venue, event collaterals, and promotional campaigns
- Inclusion in press releases, marketing campaigns, and official advertisements
- Brand visibility in curated event highlights



## Executive Engagement & Policy Influence

- Featured **media interview coverage** to position leadership as a thought leader
- Inclusion of company profile in **PGMM Event Report and Whitepapers**



## Market Access, Product Activation & Data Intelligence

- ∞ **Dedicated showcase slot** in the Test Drive Arena for live product demonstrations
- ∞ **Access to verified visitor and participant database** (2-day Expo & Conference) for marketing use
- ∞ Inclusion in **curated networking opportunities** with industry leaders and stakeholders



## Content Production & Extended Brand Recall

- ∞ Production of **1 custom promotional video** (up to 1 minute) (Islamabad-based shoots only)



# First Floor Plan

**MID-TIER CATEGORY**

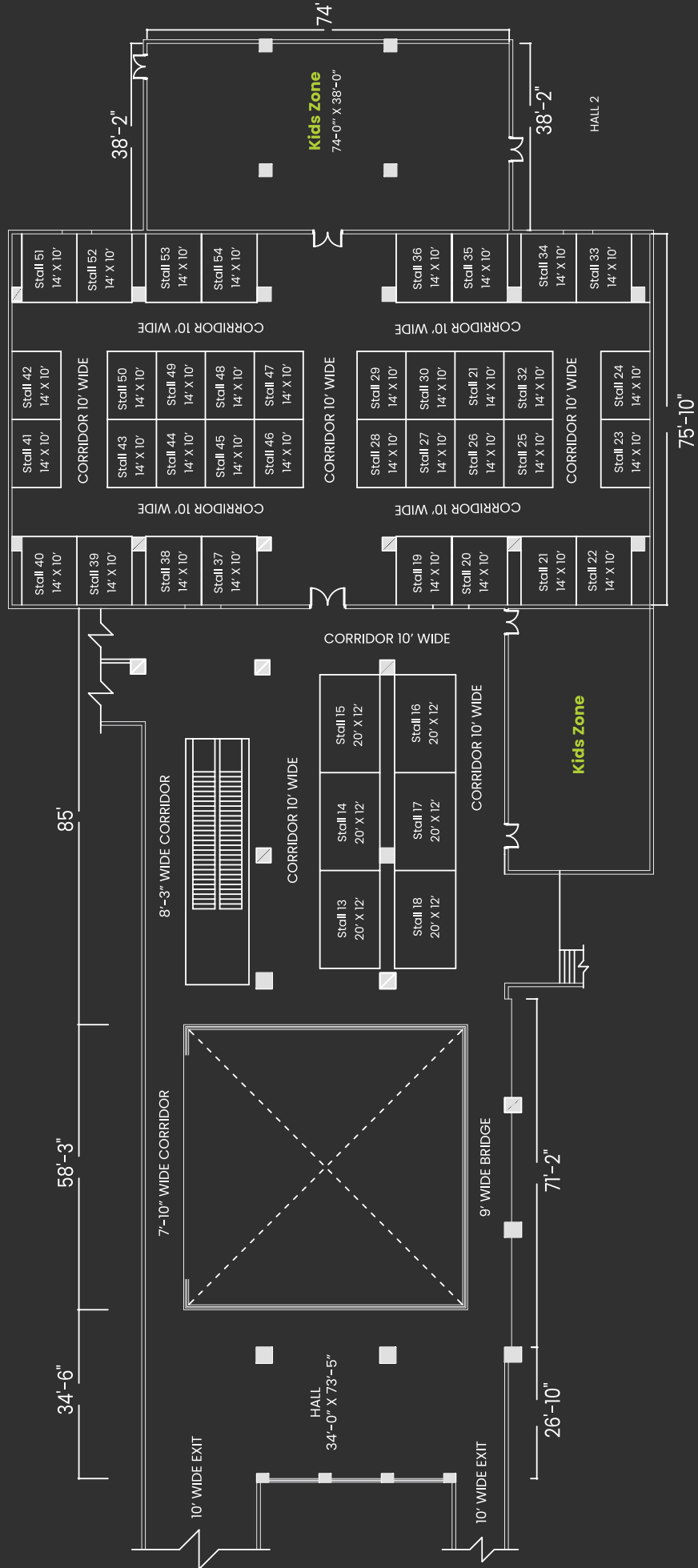
Stall 13 – Stall 18

20,00,000

**STANDARD CATEGORY**

Stall 19 – Stall 54

12,50,000



# TEST DRIVE ARENA

The Test Drive Arena is a controlled track setup inside the event venue where attendees can:



Test drive electric vehicles



Compare multiple brands in real-time



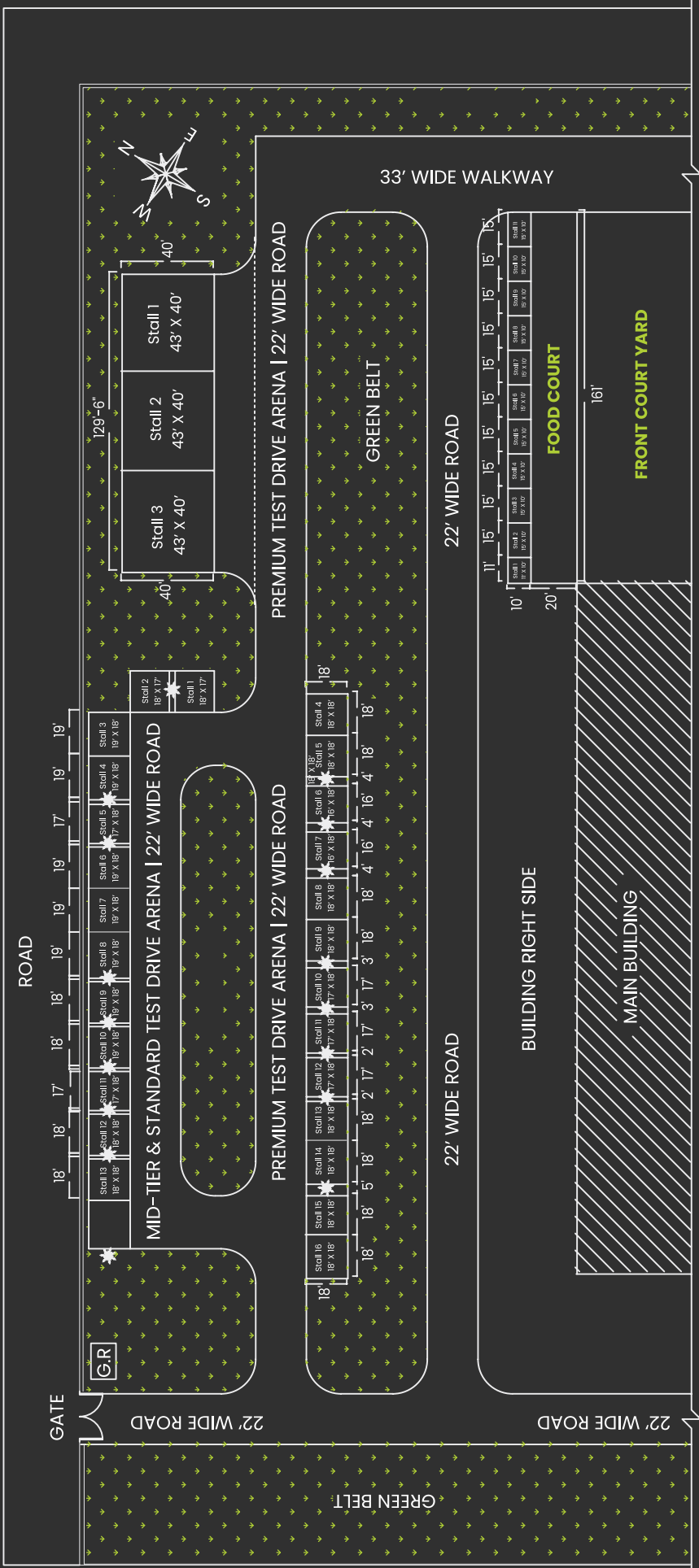
Experience speed, braking, and handling



Interact with vehicle technology



# Test Drive Arena Map



# PAKISTAN GREEN MOBILITY MISSION (PGMM) AWARDS 2026

*Recognizing Leadership in Green Mobility*

The Pakistan Green Mobility Mission (PGMM) Awards 2026 celebrate organizations and leaders driving Pakistan's transition toward electric mobility, low-carbon transport, and sustainable infrastructure.

The awards recognize measurable impact, innovation, and market leadership across the evolving green mobility ecosystem, from EV adoption and charging infrastructure to digital innovation and inclusive workforce development.



## Who Should Apply

- 🌀 The PGMM Awards are open to a wide range of stakeholders contributing to the green mobility ecosystem, including:
- 🌀 Electric vehicle manufacturers and assemblers
- 🌀 Energy companies and charging infrastructure providers
- 🌀 Technology firms and mobility startups
- 🌀 Logistics, fleet, and transport operators
- 🌀 Financial institutions and investors
- 🌀 Public sector entities and policy bodies
- 🌀 Academic and research institutions
- 🌀 Development sector organizations and social enterprises

## Why Participate

- 🌀 Position your organization as a leader in Pakistan's green transition
- 🌀 Gain visibility at the Pakistan Green Mobility Conference & EV Expo 2026
- 🌀 Connect with high-level stakeholders, partners, and investors
- 🌀 Demonstrate your commitment to sustainability, innovation, and impact

# SECURE YOUR PRESENCE AT PAKISTAN'S LEADING GREEN MOBILITY PLATFORM

Limited premium exhibition and  
sponsorship opportunities available.



PGMM Contact Center:

 0335 777 7466

 [info@pgmm.pk](mailto:info@pgmm.pk)