




EV EXPO AND GREEN MOBILITY CONFERENCE 2026

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

 9th - 10th 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

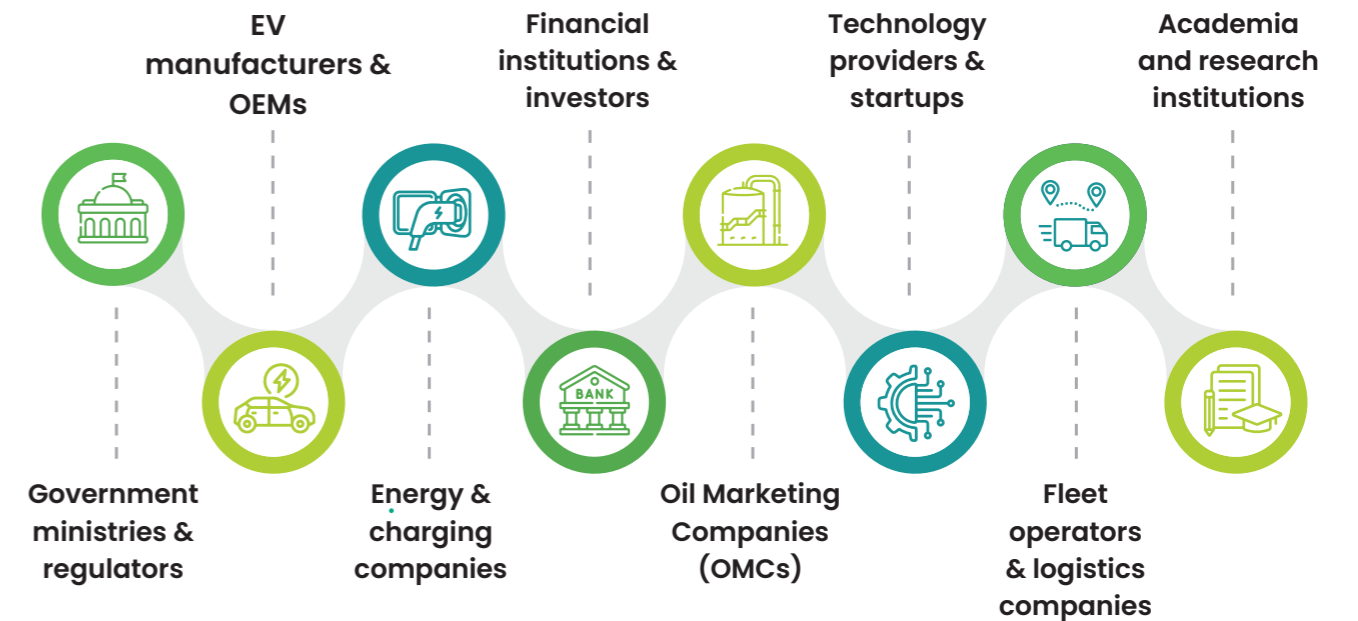
High-level platform featuring:

- 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

GROUD FLOOR

- Premium Plus
- Primum 360
- Premium

Mid-tier Exhibitor Package

FIRST FLOOR

Standard Exhibitor Package

FIRST FLOOR



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
- Electricity connection
- End-to-end operational support, including:
 - Robust security arrangements
 - Fire & safety compliance
 - Dedicated parking facilities
- 4 Single Sofas, 1 Table
- Dustbin & daily cleaning services
- Provision of lunch for stall management staff
- Dedicated spot lighting

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 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 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
- 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:
 - Documentary inclusion
 - 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

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- 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
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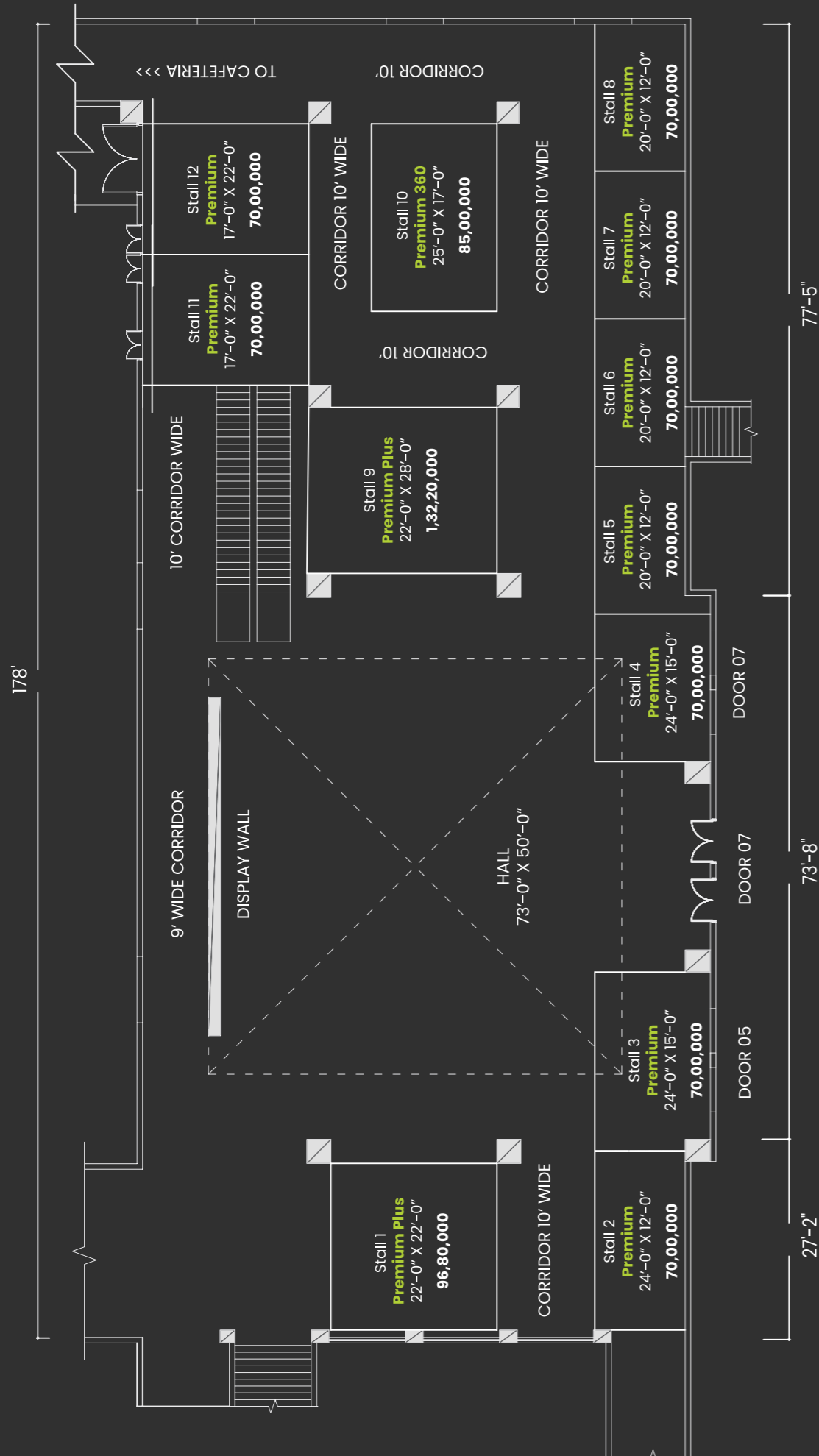


Content Production & Extended Brand Recall

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 - 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:
 - Robust security arrangements
 - Fire & safety compliance
 - Dedicated parking facilities
- 4 Single Sofa Chairs
- Dustbin & daily cleaning services
- Provision of lunch for stall management staff
- Dedicated spot lighting



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:
 - Documentary inclusion
 - 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 | | <ul style="list-style-type: none"> • Robust security arrangements • Fire & safety compliance • Dedicated parking facilities |
|  Information Counter |  Provision of lunch for stall management staff | | |





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
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Market Access, Product Activation & Data Intelligence

- Dedicated showcase slot in the Test Drive Arena for live product demonstrations
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Content Production & Extended Brand Recall

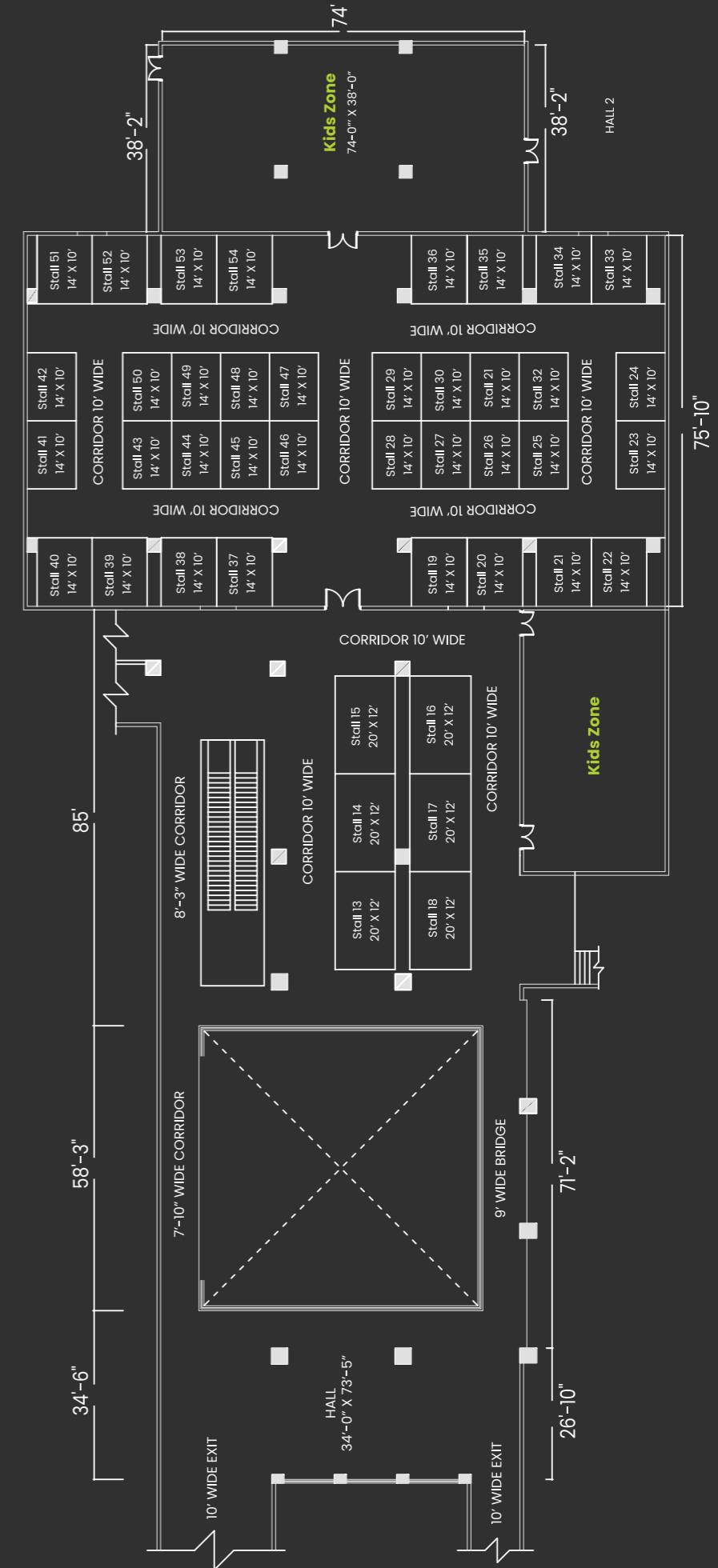
- Production of 1 custom promotional video (up to 1 minute) (Islamabad-based shoots only)



First Floor Plan

MID-TIER CATEGORY
Stall 13 – Stall 18
20,00,000

STANDARD CATEGORY
Stall 19 – Stall 54
12,50,000



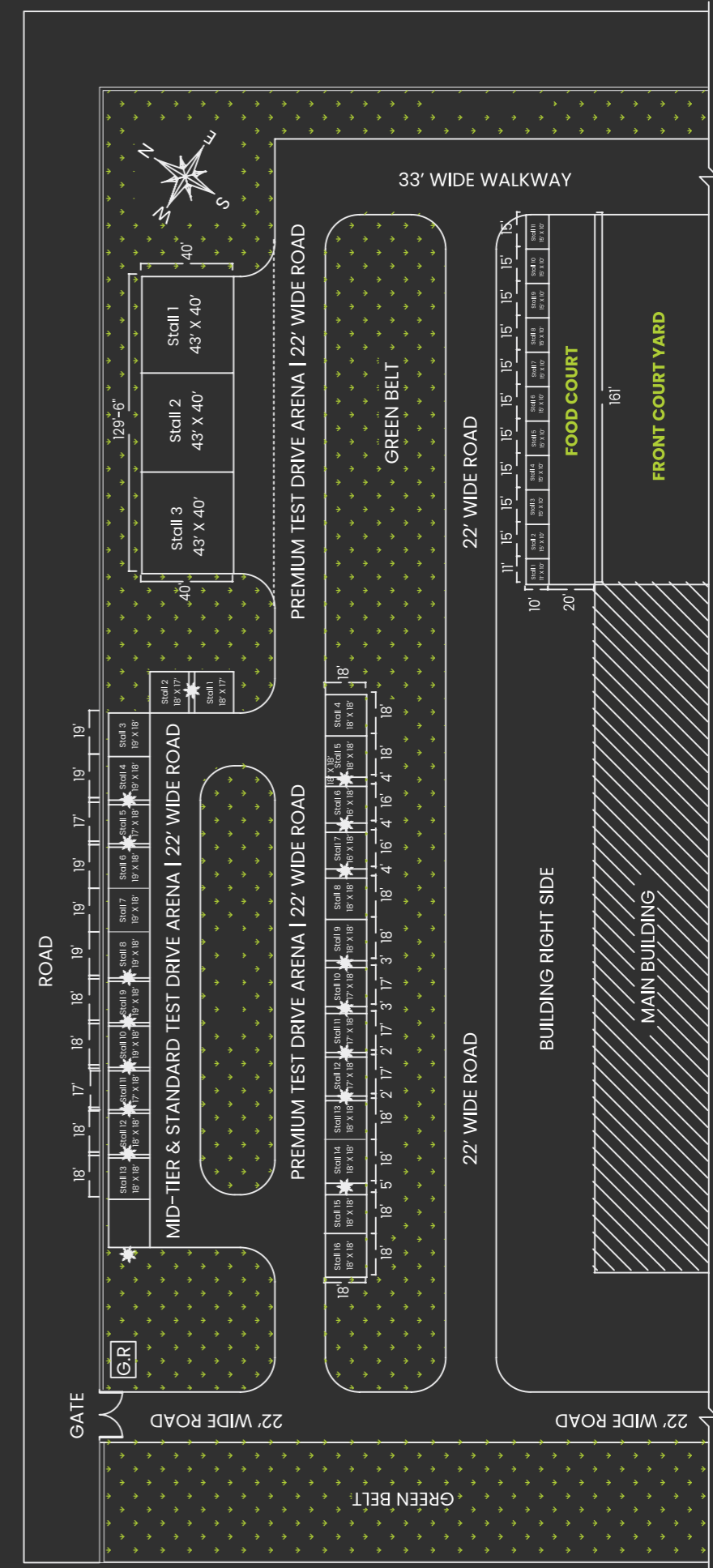
TEST DRIVE ARENA

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.



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