

DataFest-2025

Numbers to Lives

Introductory Handbook

**SPONSORSHIP AND EXHIBITION
OPPORTUNITIES**

11th & 12th November 2025

**Pak China Friendship Centre,
Garden Avenue,
Shakarparian Rd, Islamabad**



Join Us

Join us at **DataFest 2025**, Pakistan's premier data innovation festival, organized by the Pakistan Bureau of Statistics! **November 11th & 12th 2025**, at the **Pak-China Friendship Centre, Islamabad**, dive into a vibrant environment filled with data-driven discussions, interactive workshops, and unparalleled networking opportunities. Discover the latest in data, analytics, and technological advancements while enjoying the scenic backdrop of **Garden Avenue, Shakarparian Rd**. Don't miss this chance to contribute to shaping the future of data in Pakistan. **Mark your calendars** and be part of this **inspiring journey at DataFest 2025!**



About Festival

National Data Fest 2025 is set to be a landmark event that brings together **experts**, **researchers**, **policymakers**, and **data enthusiasts** from across Pakistan and beyond. This festival provides a unique platform for participants to share knowledge, **exchange ideas**, and explore innovative applications of data in a wide range of fields—including **technology**, **healthcare**, **governance**, **education**, and sustainable development.

Location



By connecting **professionals**, **academics**, and innovators, the event aims to spark creative solutions, foster collaboration, and highlight the transformative potential of data in driving evidence-based decision-making. Attendees will have the opportunity to engage in interactive **workshops**, **panel discussions**, and **exhibitions** that **showcase cutting-edge data tools**, research, and solutions.

Background

Pakistan Bureau of Statistics (PBS) successfully hosted **DataFest 2024**, a landmark event that celebrated the transformative power of data in evidence-based decision-making, innovation, and sustainable development. The event included **workshops, panel discussions, data exhibitions, and partnerships through Memoranda of Understanding with universities and government agencies**, the festival became a vibrant platform for knowledge exchange and collaboration. The international experts and representative of National Statistical Organizations of various countries also participated in addition to Pakistan's eminent statistician, economist, demographers, professionals and experts from diverse fields including IT, Telecom, Climate, Disaster Management etc. The gracious presence of the Federal Minister, who inaugurated the event added to its significance, making DataFest 2024 a true **national celebration of data** and its role in enhancing quality of life through evidence base policy planning.

Building on this success, PBS is now advancing towards **DataFest 2025** with the vision of scaling up its impact. This year's event aims to act as a catalyst for **knowledge exchange, skill development, interdisciplinary collaboration, and data-driven innovation**. Beyond highlighting the pivotal role of data, the festival seeks to foster long-term partnerships, strengthen Pakistan's data ecosystem, and translate data into actionable insights for inclusive policy-making and economic growth. By bringing together professionals, researchers, academia, and data enthusiasts, DataFest 2025 aspires to position Pakistan at the forefront of **data-driven transformation** both nationally and globally.



Objectives



Data-fest 2025 aims to:

Promote Data Literacy: Enhance understanding and skills in data science among participants.

Directly Engage Data Producers with Data Users: Facilitate interactions to bridge the gap between data creators and users.

Showcase Benefits of Data Integration and Sharing: Highlight how data integration can generate holistic insights for informed decision-making.

Create a Marketplace for Data Exchange: Foster an environment where data can be exchanged, accessed, and utilized effectively.



Activity Plan for Datafest-2025

Keynote Speeches: Talks by international and regional experts on the role of data in various sectors.

Workshops and Training: Sessions on diverse data topics, giving participants practical skills.

Data Product Exhibitions & Tech Demonstrations: Interactive exhibits of cutting-edge data products and tools. Showcasing AI, GIS, Big Data, and other emerging technologies relevant to data use.

Panel Discussions: Discussions on critical topics like data for governance, economic growth, climate resilience, and public health. Small, focused dialogues between policymakers, academia, and private sector on sector-specific data needs and opportunities.

Poster Presentations: Visual displays of research findings, methodologies, or innovative applications of data by students and professionals.

Networking Events: Opportunities for data enthusiasts and professionals to connect.

Specialized Seminars: Focused sessions on topics like statistics for non-statisticians, data for governance, and more.

Youth Engagement Activities: Competitions such as Data Quiz and University Student Data Analytics Projects to encourage creativity and innovation among young researchers.

The Music & Fun Gala: The last day of DataFest will be augmented with Musical Show and Food Stalls along with Data & Exhibition Stalls for general Public.



Thematic Area

The proposed themes are aligned with the **URAAN Pakistan Vision**, which emphasizes inclusive, data-driven and sustainable development. They are further structured around the **5Es framework** — Economy, Environment, Equity, Energy, and E-Pakistan — to provide a holistic roadmap for national progress.



URAAN Pakistan (Planary Session):- A forward-looking dialogue on Pakistan's data-driven future. This preliminary session will set the stage for DataFest 2025 by exploring pathways for innovation, youth engagement, and the transformative role of data in national development.

Environment – Disaster Risk & Climate Resilience



Strengthening resilience against climate change and natural disasters through vulnerability mapping, resilient infrastructure, crop and asset insurance, urban planning for flood management, and adaptation in rural and agricultural systems. This theme emphasizes sustainable ecosystems and proactive disaster preparedness.

Economy – Data for Growth & Investment



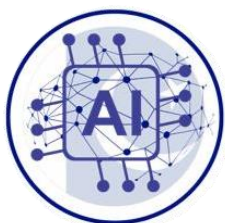
Harnessing data to drive inclusive economic growth by improving productivity in crops, livestock, and SMEs; enabling value addition; promoting IT-based and gig economy solutions; reducing industry carbon footprint; and using evidence-based insights for competitiveness, trade facilitation, and sustainable investment planning.

Social Equity – Health, Education & Resource Distribution



Advancing equity and inclusivity in service delivery systems including health, education, law & order, and social protection. The theme also focuses on poverty reduction, resource distribution, fiscal equity through NFC Awards, and leveraging technology to ensure fair opportunities and balanced development across regions.

E-Pakistan – Data Ecosystem, AI & Communication



Building a modern data ecosystem by transforming the National Statistical Office into a broader National Statistical System, integrating provincial and national stakeholders. This theme emphasizes Big Data, AI, data governance, security, and ethics while developing value chains that convert raw data into actionable insights.

Stakeholders & Sponsors

Key stakeholders and sponsors include:

Government Agencies: Ministry of Planning, Finance, Health, Education, and other Federal and Provincial Departments etc.

Semi Government and Autonomous Bodies: Regulatory Bodies and Autonomous Institutions like NADRA, FBR, SUPARCO, NITB, PSEB, PITB, NTC etc.

Private Sector: Corporations, financial institutions, tech firms, data companies, and banks.

Academic and Research Institutions: Universities, think tanks, and research organizations.

International Organizations: UN agencies, international development banks, and foreign embassies.

NGOs & Civil Society: NGOs, CBOs, and advocacy groups focused on data-driven policy.

Media Houses: Leading Media Houses (Print, Electronic, Social Media)

Associations and Unions: Associations Like APTA, P@SHA etc.



Partnership with International and National Organizations

DataFest 2025 is envisioned as a collaborative platform that brings together global and national stakeholders to advance statistical literacy, foster innovation, and highlight the transformative role of data in policymaking and development. Partnerships with international organizations, UN agencies, and National Statistical Offices (NSOs) will be central to the success of this festival.

Role of Partners

- **Sponsorship and Resource Mobilization:** International organizations and development partners are invited to contribute through sponsorships or resource mobilization efforts to ensure the successful organization of the festival. Development partners are main stakeholders for provision of logistic support and sponsor specific segments of the event, such as panel discussions, workshops, or establishment of exhibitions, branding at the venue and publicity of the event etc.
- **Session Leadership:** Partners will have the opportunity to propose and lead dedicated slots for their own panel discussions, thematic sessions, or technical workshops aligned with the festival's themes in consultation with PBS.
- **Knowledge Sharing:** International experts can be nominated to share global best practices, innovations, and cross-country experiences in the use of data and statistics.
- **Media & Outreach Partnerships:** Interested Media House may collaborate as media partners to amplify the visibility of **DataFest 2025** at both national and international levels.

Benefits for Partners

- Recognition as key supporters of a flagship national data event.
- Opportunity to co-create and lead panel discussions, workshops, or thematic sessions.
- Branding across event materials, media campaigns, and exhibition spaces.
- Access to a diverse audience, including policymakers, researchers, academia, students, development partners, public-private organizations and the general public.
- Enhanced networking with national and international stakeholders in the field of statistics, data science, and policy.

Sponsorship Tiers

National Data Fest 2025



Platinum Sponsor – 20 Million PKR

- Exclusive naming rights for the event%
- Full-page advertisement in official materials
- Prominent logo placement across venues and publications
- Speaking opportunities on main stage
- VIP passes for top executives



Diamond Sponsor – 15 Million PKR

- High-visibility logo placement in event spaces
- Half-page advertisement in official materials
- Premium booth space for interaction with attendees
- VIP passes



Gold Sponsor – 10 Million PKR

- Logo placement in select event materials
- Quarter-page advertisement
- Exhibition space to showcase products/services



Silver Sponsor – 5 Million PKR

- Logo placement in program and signage
- Mention in official program
- Exhibition space

Bronze Sponsor – 2.5 Million PKR

- Logo placement in program and signage
- Mention in official program

Additional Sponsorship Opportunities – 0.15–1 Million PKR

Session Sponsor / Stalls:

- Naming rights for session/stall
- **Speaking opportunity** during session
- Logo placement

Workshop Sponsor:

- Naming rights for workshop
- Logo placement
- Opportunity to deliver **workshop remarks**

Stall Type	Size	Quantity	Unit Cost (PKR)
Premium – High Visibility	20 × 10 ft	5	850,000 PKR
Essential Stalls	18 × 9 ft	10	400,000 PKR
Medium Stalls	18 × 9 ft	13	300,000 PKR
Basic Stalls	9 × 9 ft	19	120,000 PKR

Youth Engagement and Opportunities

Youth will be at the center of **DataFest 2025**, as they are the driving force for innovation, creativity, and the future of data-driven decision-making. The festival will provide a dedicated platform for young people- especially **university students who are currently enrolled and graduates seeking employment** - to

Showcase their skills, learn from experts, and contribute actively to the event's success.

Key Opportunities for Youth

- **Project Competitions:** University students and fresh graduates will be invited to present innovative data-driven projects and solutions. **Workshop stations will be provided for participants to display and demonstrate their projects**, offering visibility, mentorship. Participants' knowledge of statistics, data literacy, and general awareness, creating an educational environment.
- **Volunteer Program:** Students and young professionals will be encouraged to join us as ambassadors for the event for media campaign through Social Media platforms and other sources, volunteers to perform various activities on the event day, taking part in event logistics, participant facilitation, media support, and workshop coordination etc.

Role of Volunteers

Volunteers will play an essential role in ensuring the smooth execution of the festival. Their responsibilities will include:

- Assisting in managing sessions, workshops, and exhibitions.
- Supporting communication between organizers, participants, and media partners.
- Guiding attendees and facilitating the flow of activities.
- Serving as ambassadors of DataFest 2025 by spreading awareness and engaging with peers.

Benefits for Youth

- **Capacity Building:** Gain practical exposure in statistics, data science, IT, GIS and event management.
- **Networking:** Opportunity to connect with policymakers, researchers, academicians, and international experts.
- **Career Development:** Special opportunities for graduates and job seekers to enhance employability through skill building, networking, and visibility.
- **Recognition:** Certificates and awards for outstanding volunteers, project winners, and quiz champions.



Volunteer's registration in DataFest-2024

Registration Information

Participants are invited to join two days of immersive exploration into the latest in data science and innovation, taking place from **November 11th to 12th at the Pak China Friendship Centre in Islamabad**. Please register online through following link. <https://www.pbs.gov.pk/pbs-datafest-2024>

Data Fest Secretariat

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