



AN EVENT ON ALTERNATIVE ENERGY

27-29 FEB. 2024
EXPO CENTRE LAHORE
10AM - 06PM

2024: Pakistan Sustainability Week: Embrace a Brighter, Greener Future!



In an era where environmental concerns are escalating and the global community is rallying for sustainability, Pakistan is stepping up to make significant advances towards a more sustainable and greener future with the launch of Pakistan Sustainability Week. Now in Karachi, Islamabad and Lahore! This pioneering event is a clear demonstration of the country's dedication to enhancing environmental awareness and advocating for sustainable practices. It unites a wide range of stakeholders to tackle urgent environmental issues. Amid the ongoing battle with climate change, this initiative stands out as a symbol of hope and innovation, aimed at ensuring a harmonious balance between development and environmental conservation. For the first time, the Pakistan Sustainability Week Exhibition is merging two flagship events, Solar Pakistan and Electricity Pakistan, enhancing its reach and influence. This strategic combination creates a

dynamic platform that highlights crucial areas of solar energy and electricity, fostering a unique synergy between the two. Solar Pakistan celebrates its 14th edition of facilitating discussions, showcasing innovations, and promoting technological advancements in the solar industry. Meanwhile, Electricity Pakistan, now in its 7th edition, continues to spearhead progress and innovation in the electrical sector. By bringing these two leading exhibitions together, Pakistan Sustainability Week encourages a rich exchange of ideas, inviting participants from various backgrounds to collaborate. This edition promises to be more impactful than ever, with the integration of Solar Pakistan and Electricity Pakistan under the Pakistan Sustainability Week umbrella broadening the horizon for innovative solutions to Pakistan's energy challenges. This event draws together industry experts, policymakers, researchers, and the

public, creating an ideal environment for cooperative efforts that go beyond conventional and geographical limits, inviting global participation. Pakistan Sustainability Week marks a significant step towards a sustainable future. By merging Solar Pakistan and Electricity Pakistan, the event emphasizes the need for a comprehensive, interdisciplinary approach to address environmental challenges. This fusion not only expands the event's scope but also showcases Pakistan's firm commitment to sustainability and alternative energy. As a gathering point for stakeholders from various fields to discuss, display, and learn, Pakistan Sustainability Week symbolizes a collective stride towards innovation, hope, and action in meeting the nation's demand for clean energy solutions ♦

Editor's Message:

Saleem Khan Tanoli
CEO, Fakt Exhibitions (Pvt.) Ltd.

I'm glad to announce the extraordinary success of Pakistan Sustainability Week held in Lahore. As the CEO of Fakt Exhibitions, witnessing another landmark achievement in our quest to promote alternative energy solutions across our region fills me with great pride.

Following the launch of Pakistan Sustainability Week in Karachi last year, we've expanded our reach to Lahore and Islamabad, attracting over 175 companies from more than 15 countries in our Lahore edition. This expansion has elevated the event to unprecedented levels, making it the most significant alternative energy industry gathering in Pakistan to date. Solar Pakistan, celebrating its 14th edition, and Electricity Pakistan, with a solid 7th edition history, have firmly

established themselves as foundational pillars of Pakistan Sustainability Week, receiving robust support from industry colleagues and stakeholders alike.

This edition of PSW was truly remarkable, featuring an array of groundbreaking innovations from leading companies and inventors. These advancements are crucial for transforming our energy landscape and addressing Pakistan's growing energy needs. Additionally, the event facilitated vital conversations among industry experts and policymakers, furthering alternative energy policies, market trends, and underscoring the essential role of technology in our energy future. My deepest thanks go to everyone who contributed to making this event an overwhelming success.



Looking forward, Pakistan Sustainability Week along with Solar Pakistan and Electricity Pakistan, play a vital role in meeting our country's energy needs and paving the way for a more sustainable and environmentally friendly future. I am deeply grateful for your continued support and commitment to this cause ♦

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Muhammad Baligh Ur Rehman, Governor of Punjab praises the efforts of Fakt Exhibitions

I express my support for Pakistan Sustainability Week (PSW) along with Solar Pakistan – 14th International Renewable Energy Exhibition & Conference and Electricity Pakistan – 7th International Exhibition for Energy Storage and Power Industry from 27th – 29th February at Expo Centre Lahore. This

event promises to be a remarkable platform for professionals, businesses, and enthusiasts to explore the latest trends and innovations in the alternative energy industry.

Exhibitions like Pakistan Sustainability Week, which serve as a crucial link between potential

buyers, suppliers, manufacturers, distributors, and service providers. This exhibition is poised to play a pivotal role in expanding trade and business opportunities, fostering joint ventures, and significantly contributing to innovation and business growth.

Pakistan Sustainability Week not only showcases local industry potential but also provides a gateway to international markets. We urge local exhibitors to seize this opportunity for growth.

I am confident that this event will propel fresh ideas within the

industry by introducing cutting-edge machinery and technology. We are wholeheartedly committed to providing our utmost support to the organizers, Fakt Exhibitions (Pvt.) Ltd., and extend a warm welcome to exhibitors and visitors alike ♦



M. Baligh Ur Rehman

Governor of Punjab



Shah Jahan Mirza

Managing Director,
PPIB

Shah Jahan Mirza, Managing Director, PPIB. Fakt Exhibitions on setting another benchmark with PSW 2024

I am delighted to know that Fakt Exhibitions (Pvt.) Ltd. is organizing Pakistan Sustainability Week alongside Solar Pakistan exhibition and Electricity Pakistan exhibition from 27th – 29th February 2024 at Expo Centre Lahore.

The economic development of a country is closely linked with stable and affordable energy supplies. In wake of the disruptive impacts of the climatic changes, the utilization of environment friendly

energy resources has become imperative. Being amongst the most vulnerable countries affected by the climate change, the energy transition towards clean technologies is even more critical for Pakistan. The Government of Pakistan (GoP) is maintaining its efforts to increase the share of clean and green power generation in order to achieve the policy objectives of affordability, energy security, self-reliance, transparency and sustainability. The Government of

Pakistan has set the target of achieving 60% share of its generation capacity through indigenous clean energy technologies by 2030. Through the National Electricity Policy 2021 and the National Electricity Plan 2023, the Government has laid the foundation for transformation of Pakistan's power sector. As Managing Director of PPIB, I am dedicated to transform Government's vision of a sustainable power sector into a reality.

Pakistan Sustainability Week can provide a suitable great platform for experts, policymakers, innovators, and others to come together and share their thoughts, ideas, and experiences on alternative and renewable energy technologies. Pakistan is a land of opportunities and the renewable energy sector of Pakistan provides many avenues for investment. The private sector together with the support of the public sector needs to strive for achieving the much needed clean

energy transition in order to make this country cleaner, greener and more prosperous.

I encourage all stakeholders, businesses, and individuals to actively participate in Pakistan Sustainability Week, engage in meaningful discussions, and explore various innovative solutions presented therein. Together, we can usher in a new era of energy excellence and environmental stewardship. I wish the event a great success ♦

Aamir Hussain, Chairman, PAEA. Congratulates on a need-of-the-hour initiative taken by Fakt Exhibitions

On behalf of the Pakistan Alternative Energy Association (PAEA), it is my privilege to extend our wholehearted support to the prestigious event of Pakistan Sustainability Week, organized under the esteemed management of Fakt Exhibition.

The Pakistan Alternative Energy Association, as

a duly registered trade body committed to fostering the growth and development of sustainable energy solutions in Pakistan, PAEA recognizes the paramount importance of initiatives like Pakistan Sustainability Week in driving positive change towards a more sustainable future.

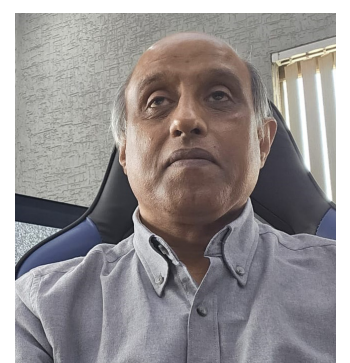
The upcoming event, scheduled to take

place from 27th to 29th February 2024 at Expo Centre Lahore, promises to be a gathering of minds dedicated to exploring innovative solutions, fostering collaborations, and accelerating the adoption of sustainable practices across various sectors.

PAEA believes that by coming together,

sharing knowledge, and showcasing cutting-edge technologies, we can collectively pave the way for a greener, cleaner, and more strong Pakistan. PAEA is fully committed to supporting and actively participating in all endeavors aimed at promoting sustainability and environmental stewardship.

We extend our sincere gratitude to the organizers, participants, and partners involved in making Pakistan Sustainability Week a reality. Together, let us seize this opportunity to inspire action, drive change, and create a brighter, sustainable future for generations to come ♦



Aamir Hussain

Chairman,
Pakistan Alternative Energy Association (PAEA)



Engr. Khalid Pervez, IEEEEP - Chairman Karachi Centre “Fakt Exhibitions is setting an example for sustainability in the country”

I am pleased to offer my wholehearted support for the Pakistan Sustainability Week organized by Fakt Exhibitions, set to take place from February 27th to 29th at Expo Centre Lahore. This event is poised to be an exceptional platform for industry professionals, businesses, and enthusiasts to delve

into the latest trends and innovations in solar, wind, and hydro technologies.

The PSW exemplifies the dynamic growth and potential of Pakistan's industrial landscape. It presents a unique opportunity for manufacturers, suppliers, and service providers to showcase their offerings,

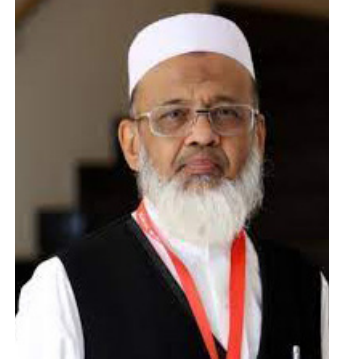
fostering collaborations and partnerships that will drive our industries forward.

In today's interconnected world, staying informed about the latest technologies and market developments is crucial for sustained growth and competitiveness. Events like these not only provide a

venue for showcasing innovations but also facilitate knowledge exchange, networking, and collaborations that are indispensable for the advancement of our industries.

IEEEEP strongly supports such Business & Trade Exhibitions, which serve as a common platform for all stakeholders to

interact, voice their concerns, and generate effective suggestions to steer things in the right direction. We believe that this exhibition will instill confidence in investors regarding Pakistan's alternative energy sector ♦



Engr. Khalid Pervez

IEEEEP - Chairman
Karachi Centre

Asad Riaz Sharing his thoughts for SOLAR PAKISTAN EXHIBITION and Conference

In recent years, solar energy has emerged as a leading contender in the quest for sustainable power sources. As technology advances and environmental concerns grow, the demand for efficient and reliable solar energy solutions has skyrocketed. Among the key components of any solar energy system is the inverter, a device that converts the direct

current (DC) produced by solar panels into alternating current (AC) usable by household appliances and the electrical grid.

Traditional solar inverters serve the fundamental purpose of converting DC electricity generated by solar panels into AC power for household use or grid connection.

Be Support the adoption of renewable energy sources in Pakistan



ASAD RIAZ
CEO
PRIMAX SOLAR ENERGY

Profile:

Primax Solar Energy was founded in 2019, and over the years, our dedication and hard work have earned us the reputation we proudly hold today as Primax Solar Energy (Pvt) Ltd. We specialize in solar panels and inverters to address electricity production challenges and promote sustainable development in society.

Guided by our vision, we lead the global transition to clean, renewable energy, fostering a greener planet for future generations, while our mission propels us to pioneer sustainable energy solutions through innovation and expertise, illuminating a brighter, eco-friendly future.

Primax Solar Energy delivers on its promise of sustainable energy solutions. Their professionalism and expertise shine through in every interaction. I'm thrilled with the results, and I highly recommend their services.



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PV+ Unveils Its 6th Edition: Journal Sustainable Living - The Way Forward

The appeal of affordable energy solutions is capturing the interest of consumers, with both commercial and industrial sectors increasingly turning to solar power as a cost-effective alternative. Solar power generation has become the most economical option, with the cost of setting up solar units now falling below that of traditional gas-powered plants.

Recent reports indicate a surge in Pakistan in the availability of solar home system products, including solar water pumps, lighting solutions, and water heaters. The International Renewable Energy Agency (IRENA) emphasizes the significant contribution of hydropower to Pakistan's energy mix, with an existing grid-connected capacity of 7.1 GW and an estimated economic and technical potential of up to 60 GW. Furthermore, IRENA

identifies a theoretical wind energy potential of 50 GW in the southern provinces of Sindh and Baluchistan. Pakistan enjoys an average of nine and a half hours of sunshine daily. Following the implementation of supportive government policies in 2013, solar energy has become a key component of the country's energy strategy. The Pakistan Economic Survey reports that six solar power plants with a total capacity of 430 MW have commenced operations in the last five years, contributing electricity to the national grid. The rise in electricity costs and unreliable grid supply have led more businesses and households in larger cities to adopt solar solutions, including rooftop installations. The government introduced net metering regulations for systems under 1 MW in September 2015, aiming to enroll at least 1 million subscribers

and add approximately 3000 MW of solar power through net metering, indicating a rapid growth trajectory for the sector.

The World Bank has allocated \$100 million to the Sindh Solar Energy Project to support independent power producers in developing 400 MW of new solar projects and offer partial grants for the commercial distribution of Solar Home Systems to 200,000 households, thereby enhancing the proportion of renewable energy in Pakistan's energy portfolio. This move invites everyone to explore the potential of alternative energy solutions, underscoring the shift towards renewable energy despite the challenges that may arise.

Readers can anticipate detailed explorations of:

The Explosive Growth of Solar Power and its

Regulatory Landscape: Discover the latest in photovoltaic technology and the transformative impact of solar energy on the global energy scene.

The Influence of Government on Renewable Energy Progress: An in-depth look at how policy and incentives shape the adoption and development of renewable energy sources.

With the publication of its sixth issue, PV+ Journal's dedication to promoting renewable energy solutions is unwavering. In a world where the imperative to combat climate change is ever-present, this edition aims to inspire, inform, and empower its readers to consider renewable energy as a hopeful solution ♦



THE COMPLETE JOURNAL ON ALTERNATE ENERGY

Conference and Gala Dinner

The Pakistan Sustainability Week's conference on renewable energy marked a significant milestone in the country's pursuit of sustainable energy solutions, gathering esteemed leaders and experts to deliberate on how to overcome the nation's energy challenges. Among the distinguished speakers were Mr. Abu Bakar Ahmed, the Secretary of Energy for the Government of Sindh, who highlighted the region's dedication to embracing renewable energy. Mr. Zaigham Rizvi, Chairman of the National Platform for Housing Research, presented a future where renewable energy is

integral to sustainable housing, showcasing the synergy between energy solutions and sustainable urban planning. Additionally, Khalid Pervez, Chairman of the Institution of Electrical and Electronics Engineers in Pakistan (IEEEEP), shared insights on the pivotal role of electrical and electronics engineering in advancing the integration of renewable energy into Pakistan's power infrastructure. This conference provided a crucial forum for discussing policy, economic, and technological strategies, encouraging united efforts towards a sustainable energy future for Pakistan.

To further celebrate the progress and unity within the industry, a gala dinner was held at the Nishat Hotel, bringing together all the professionals and stakeholders in the energy sector. This event was not just a networking opportunity but also a cultural celebration, featuring a mesmerizing performance that showcased Pakistan's rich cultural heritage. This blend of professional collaboration and cultural festivity underscored the industry's commitment to a sustainable future while honoring the nation's traditions and values ♦





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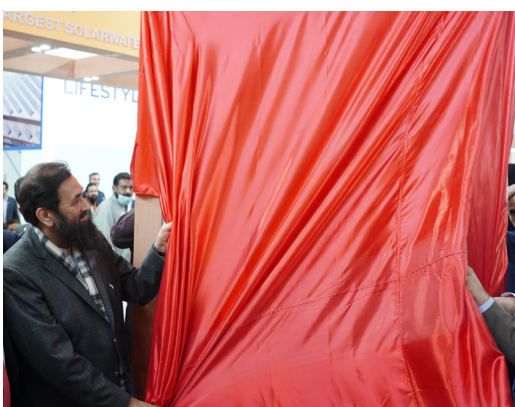
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