

ECOTEX

THE 1st TECHNOLOGY EXHIBITION OF
THE ECONOMIC COOPERATION ORGANIZATION 2024



EVENT CATALOG



INTRODUCTION

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Regional alliances hold immense potential within the current climate of rapid technological advancement. Their diverse populations and resource bases represent a wellspring of untapped intellectual capital, capable of propelling economic growth and collective advancement. However, unlocking this potential demands a strategic approach to fostering collaboration and igniting innovation. This is where technology and innovation exhibitions emerge as potent catalysts, driving progress across various critical dimensions.



Beyond Exhibits

Firstly, these exhibitions transcend the mere showcasing of cutting-edge gadgets. They serve as vital platforms for sharing knowledge and expertise. Such exchanges act as fertile ground for collaborative R&D initiatives, accelerating regional progress in crucial fields.

Empowering Communities

Secondly, exhibitions actively empower local communities. Farmers gain access to sustainable irrigation techniques, students are drawn to exciting STEM careers, and communities find tools to tackle environmental challenges. This bottom-up approach fosters ownership and empowers individuals to become active agents of change.

Forging Stronger Ties

Thirdly, these events strengthen the very fabric of regional alliances. As member countries collaborate and innovate in unison, trust and understanding deepen, paving the way for enhanced economic integration.

Igniting Future Minds

Finally, these events have the power to inspire future generations. Witnessing the transformative potential of innovation firsthand, young minds are captivated by the possibilities. Entrepreneurs inspire dreams of building a better future and the spirit of collaborative innovation becomes a torch passed from one generation to the next.

Technology and innovation exhibitions are not mere gatherings; they are engines of progress. Investing in and actively supporting these platforms represents a strategic imperative for regional alliances seeking to unlock their full potential and emerge as global leaders in the era of innovation.

WHY ECOTEX?

The **Economic Cooperation Organization (ECO) Technology Exhibition, ECOTEX**, is an annual platform designed to foster cross-border collaboration and knowledge exchange within the region's technology and innovation ecosystem. It convenes a diverse assembly of stakeholders, including prominent researchers, entrepreneurial ventures, venture capitalists, technology brokers, and established industry leaders from all ten member states.



ECOTEX MISSIONS:

Through a curated program of events, including interactive exhibits, knowledge-sharing workshops, and dedicated networking sessions, the Exhibition facilitates:

Synergistic Partnerships

Bringing together complementary skillsets and resources to drive the development of innovative solutions addressing regional challenges.

Investment Opportunities

Enabling investors to connect with promising startups and established technology companies, promoting venture capital flow within the region.

Technology Transfer

Facilitating the dissemination of best practices and cutting-edge technologies across member states, accelerating regional adoption and advancement.

SECTIONS

EXHIBITION



Witness the ECO region's vibrant innovation ecosystem as the region's top minds and entrepreneurs showcase their technologies, from sustainable solutions to AI-powered breakthroughs. Discover partnerships that will shape the future.

EVENT



Explore the forefront of innovation with curated talks, engaging panel discussions, and interactive workshops. Expand your knowledge, fuel your creativity, and collaborate to propel progress.

VIRTUAL



Bridge physical distances and create a global hub for knowledge exchange. Experience insightful talks, navigate the exhibition, and forge connections with diverse minds from around the world—all from the convenience of your screen.

A photograph of three men seated on a stage for a panel discussion. The man on the left, wearing glasses and a dark suit, is speaking into a microphone. The man in the center, wearing a light grey blazer, is listening. The man on the right, wearing a light-colored blazer, is also listening. In front of them is a table with a green cloth, holding water bottles and tissues. The background is a large screen displaying a diagram with Arabic text. The image is framed by a diagonal white line.

EVENTS & MODEL



STAGE

ECOTEX Stage serves as a dynamic platform for thought leadership and knowledge exchange. Renowned experts and industry leaders deliver insightful talks, engage in lively panel discussions, and present provocative keynote speeches, exploring the frontiers of innovation in the ECO region.

INVESTMENT CAFE

ECOTEX facilitates targeted networking opportunities between promising startups and prominent investors. Through curated one-on-one meetings and dedicated networking sessions, entrepreneurs gain valuable connections with potential funding partners, presenting their business plans and seeking strategic investment opportunities.





PITCH

ECOTEX Startup Pitch competition provides a high-profile platform for early-stage ventures to showcase their groundbreaking ideas and secure vital resources. Competing startups present their compelling visions to a curated panel of investors and industry professionals, demonstrating their disruptive potential and seeking the financial backing and guidance needed to propel their innovative solutions into the market.

REVERSE PITCH

ECOTEX Reverse Pitch creates a unique stage for established corporations to present their strategic challenges and seek innovative solutions from the entrepreneurial community. Startups and technology providers gain firsthand insights into industry needs and showcase their disruptive technologies and expertise, aiming to address these challenges and forge collaborative partnerships.



POSSIBLE APPROACHES FOR ECOTEX'S LAUNCH

ECOTEX faces a strategic decision for the optimal approach to organizing its inaugural event:

1 Standalone Event

Forging its own path, ECOTEX would establish a brand new platform, building momentum and identity organically. This route, while brimming with autonomy and long-term potential, entails significant resource commitments and a potentially extended timeframe for establishing widespread recognition.

2 Strategic Concurrency

A strategic alliance with established technology and innovation exhibitions within the ECO member states

could provide ECOTEX with immediate access to a wider audience, reduced organizational burden, and the invaluable boost of brand recognition from established partners.

Events like Teknofest of Turkiye, SEE Pakistan, and INOTEX boast established infrastructure, robust attendee bases, and well-recognized brand identities.



INOTEX

We propose a strategic concurrency with **INOTEX**
2024 for **ECOTEX**'s inaugural edition



INOTEX

13 OVERALL STATS

EDITIONS



EVENTS



NEWS



COUNTRIES



CONTRACTS



VISITORS



EXHIBITORS

INOTEX 2023

VISITORS
+100,000

INTERNATIONAL
BOOTHS
25

PHYSICAL
BOOTHS
450

B2B MEETINGS
+400

VIRTUAL
BOOTHS
450

CONTRACTS
83

By holding ECOTEX with INOTEX, we aim to leverage several key benefits:

1 Enhanced Visibility: ECOTEX will benefit from the established infrastructure, brand recognition, and extensive attendee base of INOTEX, ensuring immediate access to a relevant and engaged audience.

2 Resource Optimization: Sharing logistical and organizational resources with INOTEX can offer significant cost efficiencies and optimize resource allocation for both events.

3 Shared Learning: Cross-participation in sessions and activities across both events can enrich the experience for all attendees, facilitating the exchange of knowledge and best practices.

4 Accelerated Growth: This strategic partnership can provide ECOTEX with a springboard for rapid growth and establishment, capitalizing on the established reputation and reach of INOTEX.



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MAY 2024

PARDIS TECHNOLOGY PARK

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