



DIGITAL LEADERS  
PAKISTAN

#DLC2025

# DIGITAL LEADERS CONFERENCE 2025

 Lahore

10TH  
OCTOBER  
AT 09:30AM

STRATEGIC SPONSORS

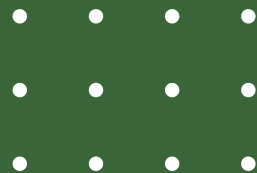


STRATEGIC PARTNER





# AGENDA



**Date:**  
10 OCTOBER 2025



**Time:**  
9:30am - 05:30pm



**Location:**  
Lahore

**10:00 AM**

**Welcome & Opening Remarks**

**Host and Management**

**10:10 AM**

**KeyNote Speaker (Digital Public Infrastructure & E-Governance)**

**Presented By PITB**

**10:25 am**

**Digital Payments & Banking: The Future of Financial Transactions**

Moderator:  
Ashfaque Ahmed - Chief Officer  
- AIK Digital (Bankislami)

- Syed Ali Zain - Customer Success Lead - Payoneer.
- Saud Shahid - Country Head Trade & Transaction Banking - UBL (Islamic Banking)

**11:00 AM**

**Fireside Chat -Pakistan's social impact initiative - Ba-ikhtiar**

Moderator:  
Saud Umar Khan- Director  
Commercial - Convex Interactive

- Atta-ur-Rahman Mir - VP Marketing PTCL Group - Ufone & PTCL
- Azima dhanjee - Co-Founder & CEO at ConnectHear3.
- Marrium Hussain - Entrepreneur , Community Mobilizer

Powered By :  

**11:15 AM - 11:40 AM**

**BRUNCH**

**11:40 AM**

**The Rise of Digital Ecosystems**

Moderator:  
Asim Malik - Head of Digital  
(North) - BCP

- Miral Sharif - Country Head - Yango Pakistan
- Ali Zaidi - GM Marketing - Omoda & Jaecoo.
- Nilofer Sohail- GM Channel Strategy & Growth Segments - EFU Life Assurance Ltd
- Faizan Siddiqui - Chief Operating Officer - Sona Centres (FFC)

**12:20 PM**

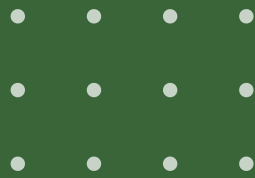
**Artificial Intelligence: Powering the Next Wave of Transformation**

Moderator:  
Asim Malik - Head of Digital  
(North) - BCP

- Usman Bukhary - Group Chief Data & AI Officer - Stylo Pvt Ltd.
- Dr. Faisal Orakzai - Chief Executive Officer- Digifloat Private Limited
- Umair Javed - Founder & CEO - at Tkxel



# AGENDA



**1:00 PM**

## **Retail Tech & E-Commerce Innovation: Redefining Consumer Experiences**

Moderator:  
Asif Javed - Head of marketing  
Fast cables

- Usman Qaiser - Chief Marketing Officer - J. Junaid Jamshed Pvt Ltd
- Raza Pirbhai - Chief Executive Officer - KFC Pakistan
- Taha Magrabi - Director Quick Commerce Pakistan - Foodpanda

**1:30 PM - 2:15 pm**

## **JUMMA NAMAZ BREAK**

**2:20 PM**

## **ESG & Sustainability: Driving Responsible Growth**

Rabel sadozai - Director  
Marketing and Sales - Fatima  
Group

- Sajjeed Aslam - Partner - ESG & Technology - SpectrEco

**2:30 PM**

## **Cybersecurity: Safeguarding the Digital Future**

Moderator:  
Muhammad Husnain Sarwar  
Co-Founder / Chief Technology  
Officer - Attack Insights

- M. Ali Manzer - Chief Information Security Officer - The Bank of Punjab
- Farhan Mirza - Founder & Chairman - Catalytic Tech

**3:00 pm - 3:15 PM**

## **HI TEA**

**3:30 PM**

## **Gaming, Metaverse & Immersive Technologies: Unlocking the Next Frontier**

Moderator:  
Nauman Azhar - Chief Operating  
Officer - FRAG Games

- Saad Hameed - CEO & Co - Founder - Game District
- Usman Sheikh - Founder & CEO - OZI Group
- Abdul Samad - Co-Founder - Finz Games

**4:10 PM**

## **Digital Media & Marketing: The New Rules of Engagement**

Saad Akhter - Head of  
Business Strategy & Sales -  
TransGroup

- Danish Elahie - Chief Content & Innovation - IG Square Pakistan
- Yasser Akhter - Chief Commercial Officer - Brainchild Communications Pakistan

**4:40 pm**

## **Closing Remarks**

**5:00 pm**

## **Digital Leaders Awards**

