

EventPulse

MONTHLY



THE WORLD'S MARKETPLACE NEVER STOPS EVOLVING



GOVERNMENTS AND TRADESHOWS:

The Partnership That Drives
Economic Growth

BUILDING TRUST IN THE GLOBAL HALAL ECONOMY:

22nd Malaysia International
Halal Showcase (MIHAS)



SSCLS CONNECT:

Where HashMove is Shaping
the Future of AI-Driven Supply
Chains



BUILDING THE FUTURE OF GLOBAL PHARMACEUTICAL

A Deep Dive into CPHI & PMEC
Shenzhen 2026



FARNBOROUGH INTERNATIONAL AIRSHOW 2026
WHERE THE FUTURE OF AEROSPACE TOOK FLIGHT

Table of Contents



EventPulse
MONTHLY

- 03** Message from the Editor
The World's Marketplace Never Stops Evolving
- 04** Governments and Tradeshows: The Partnership That Drives Economic Growth
- 07** Where Global Investment Meets Opportunity
An Inside Look at AIM Congress 2026, Dubai
- 08** Canada's Tradeshow Industry: What Lies Ahead
- 09** Driving the Future of Sustainable Mobility
A Comprehensive Look at EV World 2026, Dubai
- 10** Beyond Certification: Building Trust in the Global Halal Economy, 22nd Malaysia International Halal Showcase
- 11** Unlocking the Critical Minerals Frontier: Pakistan Minerals Investment Forum 2026
- 12** Building the Future of Global Food Systems: Global Food Week 2026
- 13** Strengthening Global Food Security through Innovation, Trade, and Sustainability: FoodAg 2026
- 15** SSCLS Connect: Where HashMove is Shaping the Future of AI-Driven Supply Chains

- 16** PTE Asia 2026 to Showcase the Future of Airport Passenger Experience in Singapore
- 17** The Next Wave of Digital Transformation: Shifting Paradigms and Global Digital Convergence at LEAP 2026 and DeepFest 2026
- 18** The Epicenter of Tomorrow's Infrastructure: 20th Build Asia International Exhibition & Conferences
- 19** Designing the Future of Architectural Surfaces: Analytical Insights into UNICERA Istanbul 2026
- 20** Building the Future of Global Pharmaceuticals A Deep Dive into CPHI & PMEC Shenzhen 2026
- 21** Farnborough International Airshow 2026: Where the Future of Aerospace Took Flight
- 23** Highlights from Farnborough International Airshow Exhibitors
- 25** Rare Titanic artefacts set to arrive at Titanic Exhibition: Farnborough this autumn

Disclaimer: Image Credits & Copyright

Images featured in this publication are sourced from the official websites and/or official digital and social media channels of the respective organizations, exhibitors, event organizers, companies, or rights holders.

All copyrights, trademarks, and other intellectual property rights remain the property of their respective owners and are used solely for editorial, informational, and non-commercial purposes.

Any omission or error is unintentional. Rights holders seeking correction, attribution, or removal may contact the publisher for prompt resolution.

WELCOME TO EVENTPULSE

Discover a collection of insightful articles, and emerging trends that will keep you informed, inspired, and looking ahead. Enjoy!
eventpulse@exhibitorstv.net

Message *From the* Editor

The World's Marketplace Never Stops Evolving

Business events have always been about far more than exhibitions and conferences. They are where ideas become innovations, conversations become partnerships, and opportunities become economic growth. Every exhibition hall and convention centre serves as a catalyst for trade, investment, knowledge exchange, and international collaboration.

Today, the global events industry is entering a new era, one defined not by recovery, but by reinvention.

Artificial Intelligence is transforming every stage of the event lifecycle, from marketing and matchmaking to attendee engagement and data-driven decision-making. Sustainability is no longer an aspiration; it has become a strategic priority, influencing venue operations, exhibition design, and event logistics. At the same time, hybrid experiences continue to extend the value of face-to-face events, enabling year-round engagement that complements, not replaces, in-person interactions.

Despite geopolitical tensions and economic uncertainty, the exhibition industry continues to demonstrate remarkable resilience. Recent industry research shows that while businesses remain cautious about global developments,



Huma Z. Saeed
huma.saeed@exhibitorstv.net

confidence in the long-term value of exhibitions remains strong, with organizations continuing to invest in technology, customer experience, and sustainable growth.

Success in the years ahead will not be measured solely by visitor numbers or exhibition space sold. It will be defined by the quality of connections created, the business opportunities generated, and the lasting impact events deliver to industries, communities, and economies.

At EventPulse, we believe business events remain the world's most powerful marketplace for human connection. Our mission is to spotlight the people, ideas, technologies, and destinations shaping the future of the global events industry while celebrating the exhibitions and conferences that continue to drive innovation and economic progress.

As you explore this edition, we invite you to look beyond the headlines, discover emerging trends, and join us in shaping the next chapter of the global events industry.

The future of events isn't waiting to happen; it is already taking shape.

Governments and Tradeshows: The Partnership That Drives Economic Growth

Why Public Sector Support Has Become a Strategic Imperative for Global Trade



By **Adeeb Aijaz**, Co-Founder & Editor-in-Chief, Exhibitors TV Global Media & EventPulse Monthly
(adeeb.aijaz@exhibitorstv.net)

In today's global economy, trade shows are no longer merely business events, rather, they are platforms which facilitate international trade, facilitate investments, showcase innovations, and establish international partnerships. All successful exhibition economies have one thing in common: strong government support.



Germany remains a global benchmark. Federal and state

governments actively support international exhibitions by providing national pavilions, export assistance, and exemplary exhibition infrastructure. According to a 2026 Prognos economic impact study commissioned by the Association of the German Trade Fair Industry (AUMA), Germany's trade fair industry contributes approximately €30 billion annually to the economy, supports around 280,000 jobs, and

generates approximately €5.4 billion in annual tax revenues.



As part of its economic diversification strategy, the **United**

Arab Emirates has positioned exhibitions as a cornerstone. With events such as GITEX, ADIPEC and Arab Health sponsored by the government, the country has become a global business hub, attracting investors, multinational corporations, and trade delegations as well as strengthening its non-oil economy.



In **Singapore**, trade exhibitions are an important component of the national trade and investment agenda, aided by agencies such as **Enterprise Singapore**, which help local businesses expand internationally, attract foreign direct investment, and accelerate innovation led growth.



China has also demonstrated the strategic value of government

support for tradeshows. Through the Ministry of Commerce, it has developed a world-class exhibition ecosystem, with flagship events such as the **China International Import Expo (CIIE)** showcasing how sustained public-sector backing can attract global participation, facilitate international business engagement, and enhance a country's global economic presence.



South Korea has likewise recognized exhibitions as strategic

instruments of economic development. Through the government-backed **Korea Trade-Investment Promotion Agency (KOTRA)**, it actively supports international exhibitions that promote business networking, facilitate trade and investment, and strengthen the global competitiveness of Korean industries.



Italy has long recognized the strategic value of international trade fairs in promoting its industrial and manufacturing sectors. Through the **Italian Trade Agency (ITA)**, the government actively supports and coordinates national participation in leading international exhibitions, enabling Italian businesses to expand their global presence, strengthen international partnerships, and showcase the country's manufacturing excellence.



Malaysia has likewise integrated trade exhibitions into its national export and industrial development strategy. Through the **Malaysia External Trade Development Corporation (MATRADE)**, the **Malaysia Convention & Exhibition Bureau (MyCEB)**, and active support from the **Ministry of Investment, Trade and Industry (MITI)**, the government facilitates international participation, promotes Malaysian products and services, and

attracts global buyers and investors. Flagship events such as the **Malaysia International Halal Showcase (MIHAS)** have positioned Malaysia as a global leader in the halal economy, demonstrating how sustained public-sector support can elevate trade shows into powerful platforms for export promotion, investment attraction, and international business collaboration.



The **Pakistan** government is also embracing this strategic approach.

Sector-specific trade shows **ITCN**

Asia and **Health Asia** have been made more credible and effective with the support of the **Ministry of Information and Telecommunications** as well as the **Ministry of National Health Services, Regulations & Coordination**. The **Trade Development Authority of Pakistan (TDAP)** is also promoting Pakistan's trade exhibition ecosystem by facilitating international participation. Meanwhile, the **Special Investment Facilitation Council (SIFC)** is strengthening country's investment ecosystem by supporting trade and investment promotion initiatives, which recognize **exhibitions as powerful platforms** for economic diplomacy, export growth, investment facilitation, and global business engagement.

For governments around the globe, the message is clear: tradeshows should be viewed more as a national economic infrastructure rather than as a standalone event. The provision of greater policy support, financial incentives, export promotion programmes, international marketing, and public-private partnerships will enable businesses—especially SMEs—to access new markets, attract investment, create jobs, and strengthen national competitiveness. **In investing in tradeshows, governments are investing in exports, innovation, entrepreneurship, foreign investment, and long-term economic growth.**



SAUDI | 20 WOODSHOW | 26

Global WoodShow Part of
Saudi Wood Forum

1 - 3 September 2026

Riyadh International Convention
& Exhibition Center

Register
Now



www.woodshowglobal.com/saudi

Where Global Investment Meets Opportunity

An Inside Look at AIM Congress 2026, Dubai



قمة AIM للاستثمار
AIM CONGRESS

As economies adapt to rapid technological innovation, shifting trade corridors, and evolving geopolitical realities, international investment has become a key driver of sustainable growth. Governments, investors, entrepreneurs, and financial institutions are increasingly seeking collaborative platforms that connect capital with innovation, accelerate economic diversification, and unlock opportunities in emerging markets.

From **7–9 September 2026**, the **Dubai World Trade Centre** will host **AIM Congress 2026**, organised by the **AIM Global Foundation**. Recognised as one of the world's leading investment platforms, the congress will convene policymakers, sovereign wealth funds, institutional investors, venture capital firms, multinational corporations, entrepreneurs, and technology

innovators from across the globe. Guided by the theme, "Reshaping Global Prosperity: Unlocking New Investment Pathways Towards a Sustainable and Inclusive Future," the event will explore sustainable investment, digital transformation, foreign direct investment (FDI), entrepreneurship, future cities, advanced manufacturing, and international economic cooperation.

Building on the success of previous editions, which welcomed more than 20,000 participants and over 400 regional and international financial, banking, technology, and investment institutions, AIM Congress has become a premier forum where policy dialogue translates into commercial opportunity. The programme combines high-level conferences, investment forums, business matchmaking, startup showcases, and strategic networking designed to foster cross-border collaboration.

For exhibitors and delegates, the congress provides direct access to investors, government leaders, development organisations, and corporate decision-makers seeking innovative projects and long-term partnerships. It also offers valuable insights into emerging investment trends, regulatory developments, digital economies, and sustainable business models that are reshaping international markets.

At a time when global investment strategies are increasingly influenced by technology, sustainability, and economic resilience, AIM Congress 2026 offers more than a business event. It provides a collaborative platform where capital, innovation, and policy converge to create new pathways for growth. By bringing together the public and private sectors under one roof, the congress continues to reinforce Dubai's position as a leading global hub for investment, innovation, and international business.



CANADA'S TRADESHOW INDUSTRY: WHAT LIES AHEAD

*Driving Innovation, Investment, and
Global Business Connections*



By **Ambreen Faisal**,
Exhibitors TV US & Canada
(ambreen.faisal@exhibitorstv.net)

Canada's trade show industry continues to be one of North America's most resilient business event sectors, serving as a catalyst for trade, innovation, investment, and international collaboration. As global supply chains evolve and industries embrace digital transformation, Canadian exhibitions are increasingly positioning themselves as strategic platforms for market expansion rather than merely product showcases.

Major international exhibitions such as the **Canadian Manufacturing Technology Show (CMTS)** in Toronto, **SIAL Canada** (food and beverage), **PDAC Convention** (mining and mineral exploration), **Global Energy Show** in Calgary, **Canadian International AutoShow**, and **Collision Conference** (technology) attract thousands of exhibitors, buyers, investors, and policymakers from around the world. Together, these events reinforce Canada's reputation as a destination for advanced manufacturing, agriculture, mining, energy, technology, and innovation.

Government agencies also play a pivotal role in strengthening Canada's exhibition landscape. Organizations such as Global Affairs Canada, Agriculture and Agri-Food Canada (AAFC), provincial trade ministries, and regional economic development agencies actively support Canadian participation in international trade fairs while facilitating inbound buyer programs and investment missions. These initiatives help Canadian businesses, particularly SMEs, expand

their global footprint and enhance export competitiveness. The economic contribution of business events to Canada is substantial. Trade shows generate billions of dollars annually through direct visitor spending, venue operations, hospitality, transportation, logistics, and business tourism.

Beyond their immediate economic impact, exhibitions stimulate investment, encourage technology transfer, foster research collaborations, and create long-term commercial partnerships. Major convention centres in Toronto, Vancouver, Montréal, Calgary, and Ottawa continue to invest in modern infrastructure to meet growing international demand for world-class business events.

Looking ahead, sustainability, digital integration, artificial intelligence, and hybrid event models are expected to shape the next generation of Canadian exhibitions. Organizers are increasingly incorporating smart event technologies, data-driven matchmaking, and environmentally responsible practices to enhance delegate experiences and maximize business outcomes.

As governments and industry continue to work in partnership, Canada's trade show sector is well positioned to remain a significant contributor to economic growth, international trade, and innovation. More importantly, it is evolving into a strategic platform where business diplomacy, investment facilitation, and global collaboration converge, creating new opportunities for Canadian enterprises and international partners alike.



Driving the Future of Sustainable Mobility

A Comprehensive Look at EV World 2026, Dubai

The future of transportation is being shaped by rapid advances in electrification, digital connectivity, automation, and clean energy. As governments and industries work to reduce emissions while improving efficiency, the transition extends far beyond electric vehicles to encompass integrated mobility solutions across land, sea, and air. Against this backdrop, Dubai continues to strengthen its position as a global hub for innovation in sustainable transportation.

From **10–12 November 2026**, the **Dubai World Trade Centre** will host **EV World 2026**, bringing together industry leaders, policymakers, manufacturers, investors, and technology innovators to explore the next generation of mobility. Organised in strategic partnership with Dubai's **Roads and Transport Authority (RTA)**, the exhibition supports the emirate's vision for zero-emission transport while fostering international collaboration and investment across the mobility ecosystem.

The exhibition will feature a diverse range of participants, including vehicle manufacturers, original equipment manufacturers (OEMs), battery technology companies, charging infrastructure providers, fleet operators, mobility software developers, autonomous technology specialists, investors, startups, and government agencies. This broad participation creates opportunities for knowledge exchange, technology transfer, and commercial partnerships between regional and international stakeholders.

Covering every major segment of future mobility, **EV World 2026** will showcase electric passenger and commercial vehicles, battery storage systems,

charging technologies, autonomous transport, smart mobility platforms, marine and air mobility solutions, and sustainable fleet management. Live demonstrations, vehicle test drives, product launches, and structured business matchmaking sessions will enable participants to experience emerging technologies while building strategic business relationships.

Complementing the exhibition, a high-level conference will examine the policies, investment strategies, financing models, regulatory frameworks, climate commitments, and smart city initiatives shaping the global mobility transition. Discussions will also address the challenges and opportunities associated with decarbonising commercial transport and developing resilient, connected transport networks.



As sustainable mobility becomes a defining priority for economies worldwide, **EV World 2026** offers more than an industry exhibition. It provides a collaborative platform where governments, businesses, investors, and innovators can accelerate the adoption of clean transportation technologies and help shape the future of connected, low-carbon mobility.

Join the world's
Biggest Halal Showcase
23 - 26 Sept 2026



Beyond Certification: Building Trust in the Global Halal Economy

22nd Malaysia International Halal Showcase

As consumers demand greater transparency, quality assurance, and ethical sourcing, trust has become one of the world's most valuable trade assets. Today, the global halal economy extends far beyond food to encompass pharmaceuticals, cosmetics, healthcare, finance, logistics, tourism, modest fashion, and lifestyle products. Increasingly, halal certification is recognised not only as a religious standard but also as a benchmark for product integrity, traceability, and responsible business practices.

From **23–26 September 2026**, the **Malaysia International Trade and Exhibition Centre (MITEC)**, Kuala Lumpur, will host the **22nd Malaysia International Halal Showcase (MIHAS 2026)**. Organised by the **Malaysia External Trade Development Corporation (MATRADE)**, with **ES Exhibition Services Sdn. Bhd.** appointed as the official event management company for 2026–2030, the exhibition continues to strengthen Malaysia's position as a leading global hub for the halal economy.

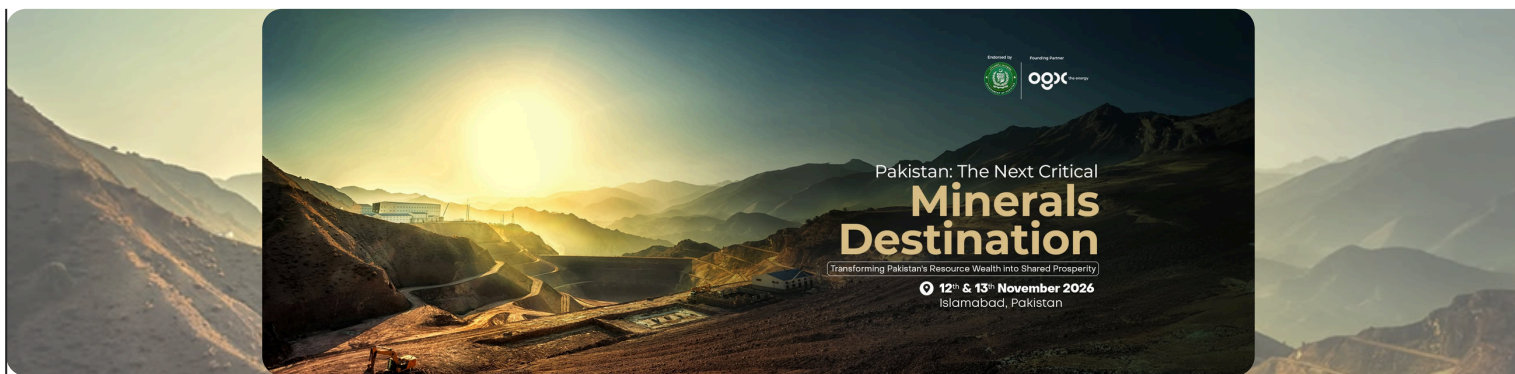
Bringing together manufacturers, exporters, buyers, investors, certification bodies, policymakers, and industry experts from around the world, MIHAS provides a collaborative platform for trade, investment, innovation, and knowledge exchange. Covering 14 industry clusters, including

food and beverages, pharmaceuticals, cosmetics, healthcare, Islamic finance, logistics, and consumer goods, the exhibition reflects the growing diversity and economic significance of the global halal marketplace.

The accompanying conference programme will explore international halal standards, digital transformation, sustainable manufacturing, supply-chain resilience, cross-border trade, certification, and emerging consumer trends. These discussions support greater harmonisation of global halal ecosystems while encouraging innovation and international market access.

Building on the success of previous editions, which generated RM6.05 billion in business agreements, featured more than 2,400 exhibition booths, attracted over 50,000 trade visitors, and facilitated 4,000 business meetings, MIHAS continues to expand its influence as one of the world's leading halal trade exhibitions.

As global markets increasingly value transparency, sustainability, and trusted supply chains, **MIHAS 2026** offers more than an international exhibition. It provides a strategic platform where governments, businesses, investors, and industry leaders can strengthen international partnerships, advance responsible commerce, and shape the future of the global halal economy.



Pakistan Minerals Investment Forum 2026

Unlocking the Critical Minerals Frontier: Pakistan's Emerging Role in Global Supply Chains

As governments and industries accelerate the transition to clean energy, electrified mobility, advanced manufacturing, and digital infrastructure, securing reliable supplies of critical minerals has become a global strategic priority. Countries with significant reserves of copper, lithium, gold, and rare earth elements are increasingly recognised as essential partners in building resilient, diversified, and responsible supply chains. Pakistan is emerging as one of these promising frontiers, combining substantial geological potential with an evolving investment and policy landscape.

Copper, lithium, rare earth elements, and other strategic minerals are indispensable for electric vehicles, renewable energy systems, semiconductors, artificial intelligence infrastructure, defence technologies, and next-generation manufacturing. As demand continues to outpace new discoveries in established mining jurisdictions, governments and industries are looking to emerging destinations that can support long-term resource security while adhering to modern standards of sustainability and responsible resource development.

On **12–13 November 2026**, the global mining community will gather in Islamabad for the **Pakistan Minerals Investment Forum 2026**. Organised by **Oil & Gas Development Company**

Limited (OGDCL) in collaboration with the **Special Investment Facilitation Council (SIFC)** and the **Ministry of Energy (Petroleum Division)**, **Government of Pakistan**, the event serves as the country's flagship platform for mineral investment, geological collaboration, technology exchange, and policy dialogue.

The programme will showcase advances in geological surveying, artificial intelligence in mineral exploration, mine automation, digital mapping, mineral processing, responsible extraction, environmental, social and governance (ESG) practices, decarbonisation, and downstream value addition. Discussions will also focus on expanding refining, manufacturing, and export-oriented industrial ecosystems that strengthen regional and global supply chains.

Bringing together investors, mining companies, geologists, equipment manufacturers, technology providers, financial institutions, sovereign wealth funds, development finance organisations, and policymakers, the forum offers a collaborative platform to foster partnerships, innovation, and sustainable resource development. International participants will gain insight into Pakistan's evolving regulatory framework, while domestic enterprises can connect with global partners through investment, technology transfer, and supply-chain integration.

Building the Future of Global Food Systems



**GLOBAL
FOOD WEEK**
الأسبوع العالمي للغذاء

Global Food Week 2026:

Where Food Security Meets Innovation and International Trade

As climate change, water scarcity, population growth, and geopolitical uncertainty reshape global food systems, governments and industries are seeking more resilient, sustainable, and technology-driven approaches to food production and supply. Against this backdrop, Abu Dhabi has emerged as a leading hub for agricultural innovation, food security, and international agribusiness collaboration.

From **6–8 October 2026**, the **ADNEC Centre Abu Dhabi** will host **Global Food Week 2026**, incorporating the **Abu Dhabi International Food Exhibition**. Organised by **ADNEC Group**, a **Modon** company, in partnership with the **Abu Dhabi Agriculture and Food Safety Authority**, the event brings together policymakers, producers, investors, retailers, technology providers, researchers, and food industry leaders to explore the future of sustainable food systems.

The programme will highlight advances in precision agriculture, controlled-environment farming, food processing, alternative proteins, smart supply chains, water-efficient agriculture, and sustainable production technologies. These innovations are becoming increasingly important as nations work to strengthen food resilience while meeting growing global demand.

For regional producers, the exhibition provides an international platform to showcase high-quality food products, desert agriculture, Emirati honey, and emerging agri-food innovations. International exhibitors and buyers will have opportunities to establish new trade partnerships, explore investment prospects, and strengthen supply chains across the Middle East, Africa, and Asia. Complementing the exhibition, a comprehensive conference programme will examine food security, agricultural innovation, trade policy, climate

resilience, investment, and the evolving role of technology in creating more sustainable food systems. Industry experts, policymakers, researchers, and business leaders will exchange insights on the challenges and opportunities shaping the future of global agriculture.

Building on the success of its previous edition, which welcomed more than 40,000 visitors, over 2,100 exhibitors and brands representing 75 countries, and facilitated AED 6.6 billion in business agreements, **Global Food Week** continues to strengthen its role as a leading international platform for food trade and innovation.

As food security becomes a strategic global priority, **Global Food Week 2026** offers more than an international exhibition. It provides a collaborative platform where governments, businesses, innovators, and investors can develop partnerships that strengthen resilient food systems, accelerate sustainable agriculture, and support the future of global food trade.



FoodAg 2026: Strengthening Global Food Security through Innovation, Trade, and Sustainability



systems adapt to changing environmental conditions while improving productivity, quality, and resource efficiency.

Climate change, geopolitical uncertainty, population growth, and evolving consumer expectations are reshaping global food systems. As governments and businesses seek more resilient, sustainable, and diversified agricultural supply chains, emerging production hubs are attracting increasing international attention. Pakistan, with its diverse agricultural base and expanding export potential, is positioning itself as a strategic partner in meeting the world's growing demand for safe, reliable, and high-quality food products.

From **23–26 November 2026**, the **Karachi Expo Center** will host the **4th International Food and Agriculture Exhibition (FoodAg 2026)**. Organised by the **Trade Development Authority of Pakistan (TDAP)**, the exhibition will bring together more than **500 exhibitors** and over **850 international buyers from 80 countries**, creating one of the region's leading platforms for agribusiness, food trade, investment, and innovation.

Guided by the theme "Harvesting Innovation, Cultivating Sustainability," the exhibition will showcase advances in precision agriculture, climate-smart farming, food processing, cold-chain logistics, digital agriculture, and sustainable production practices. These innovations are becoming increasingly important as global food

The exhibition offers significant opportunities for producers, exporters, importers, distributors, retailers, investors, and technology providers to establish new commercial partnerships and strengthen international agricultural value chains. For Pakistan's food industry, it presents an opportunity to expand export markets, while international buyers gain direct access to a reliable and diversified sourcing destination across fresh produce, processed foods, grains, rice, livestock products, seafood, and value-added agricultural products.

A key feature of the event, the **FoodAg Summit**, will bring together policymakers, agribusiness leaders, researchers, investors, and technology innovators to discuss food security, sustainable agriculture, trade policy, investment opportunities, and the future of global agri-food systems. Complementing these discussions, the **Global Cuisine Show** will demonstrate how agricultural ingredients can be transformed into internationally competitive food products through culinary innovation and value addition.

At a time when food security has become both an economic and strategic priority, **FoodAg 2026** offers more than a marketplace for trade. It provides a collaborative platform where industry leaders, governments, and innovators can build partnerships that strengthen sustainable agriculture, improve food resilience, and support the evolving needs of global food supply chains.



International Furniture Accessories &
Components & Semi-Finished
Products Show 2026

IFAC | 20 SAUDI 26

1 - 3 September 2026

Riyadh International Convention
& Exhibition Center

Register
Now



ORGANIZED BY

STRATEGIC
EXHIBITIONS & CONFERENCES

ifacglobale.com/saudi

SSCLS Connect:

Where HashMove is Shaping the Future of AI-Driven Supply Chains



Bringing together global thought leaders, technology pioneers, policymakers, and enterprise decision-makers, **SSCLS Connect** reflects HashMove's vision of building a future where Artificial Intelligence transforms supply chains into intelligent, connected, and autonomous ecosystems. More than an industry summit, it is a platform where innovation, collaboration, and enterprise leadership come together to shape the next generation of global commerce and logistics.

For decades, supply chains were measured by their ability to move goods efficiently. Today, they are increasingly defined by how intelligently they respond to disruption, anticipate demand, optimize resources, and create competitive advantage through data. Artificial Intelligence is rapidly transforming logistics from a function of operational execution into one of strategic decision-making, making AI-powered supply chains an imperative rather than an aspiration. Recognizing this global transformation, HashMove established **SSCLS Connect** to bring together the ideas, technologies, and leadership required to accelerate the future of intelligent supply chains.

Organized by **HashMove**, the **Smart Supply Chain & Logistics Summit (SSCLS) 2026** will be held on **26–27 August 2026** at the **Expo Centre**,



Karachi. Bringing together more than 10,000 participants, including policymakers, C-suite executives, technology innovators, logistics specialists, investors, academia, and supply chain strategists, the summit is positioned as a premier forum where strategic vision, breakthrough innovation, and practical implementation converge to define the next chapter of intelligent supply chain management. s

What distinguishes **SSCLS Connect** is HashMove's belief that the future of logistics will be driven not simply by physical infrastructure, but by intelligence. The summit moves beyond conversations around digital transformation to explore how Artificial Intelligence, predictive analytics, real-time visibility, intelligent automation, and autonomous decision-making are fundamentally changing the way organizations plan, source, manufacture, transport, and serve customers. In an era where resilience depends on informed decisions rather than reactive responses, the ability to transform data into actionable intelligence has become the defining capability of globally competitive enterprises.

The programme reflects this strategic vision through keynote addresses, executive fireside chats, expert panel discussions, and immersive

technology showcases focused on AI-enabled logistics, connected trade ecosystems, digital sovereignty, sustainability, enterprise transformation, and investment. Rather than presenting technology as an end in itself, **SSCLS Connect** demonstrates its practical application in solving real-world supply chain challenges, improving operational performance, and enabling smarter business outcomes through Artificial Intelligence.

More importantly, the summit represents the industry's transition from digitized supply chains to intelligent supply chains. As organizations seek greater visibility, resilience, agility, and predictive capability, **SSCLS Connect** provides a collaborative platform where governments, technology innovators, enterprise leaders, policymakers, and academia can exchange knowledge, forge strategic partnerships, and collectively shape the future of global trade and logistics.

In an increasingly interconnected global economy, the competitiveness of supply chains will be determined not simply by the movement of goods, but by the quality of the decisions that guide them. By placing Artificial Intelligence and enterprise innovation at the centre of its vision, HashMove has positioned **SSCLS Connect** as more than an industry gathering. It is a strategic platform helping define the future architecture of intelligent supply chains and the next generation of global commerce.



Participating in SSCLS Connect?

We would love to **collaborate** for your **post-show story** in the **September** edition of **EventPulse Monthly**.

EventPulse Monthly
POST-SHOW STORY
Your Event.
Your Highlights.
Your Impact.

COLLABORATE | **SHARE** | **AMPLIFY**

Disclaimer: ExhibitorsTV and EventPulse are independent international tradeshow media platforms with reach across 190+ countries. Our coverage of SSCLS Connect is independent and does not represent any official affiliation or endorsement.

Singapore: PTE Asia 2026 to Showcase the Future of Airport Passenger Experience



Passenger Terminal Expo Asia (PTE Asia) 2026 will take place on 23–24 September 2026 at the Sands Expo & Convention Centre, Singapore, providing a dedicated platform for Asia's rapidly evolving airport and aviation sector. Organised by UKi Media & Events, the internationally recognised organiser of the Passenger Terminal Expo series, the event is designed to connect airport operators, airlines, aviation authorities, architects, consultants, system integrators, technology providers and infrastructure specialists from across the Asia-Pacific region and beyond.

The exhibition and conference will showcase the latest advancements in airport infrastructure, terminal planning and design, passenger processing, digital transformation, smart airport technologies, baggage handling, security, sustainability and operational efficiency. Delegates will gain valuable insights from industry experts through a high-level conference programme addressing emerging trends, challenges and opportunities shaping the future of airport terminals and passenger experience.

Bringing together leading suppliers and decision-makers, PTE Asia 2026 will offer an ideal environment for business networking, knowledge sharing and strategic partnerships. As airports across Asia continue to invest in expansion, modernization and next-generation passenger services, the event is expected to serve as a key meeting point for industry professionals seeking innovative solutions that enhance operational performance while delivering a seamless and efficient passenger journey.

LEAP x DeepFest

31 August - 03 September 2026 | RECC Malham, Saudi Arabia

INTO NEW WORLDS

Co-organised



وزارة الاتصالات
والمعلومات
MINISTRY OF COMMUNICATIONS
AND INFORMATION TECHNOLOGY



الاتحاد السعودي للأمن
السيبراني والبرمجة والروبوتات
SAUDI FEDERATION FOR CYBERSECURITY,
PROGRAMMING & DRONES



tahaluf
تطالوف
an intima company

The Next Wave of Digital Transformation

Shifting Paradigms and Global Digital Convergence at LEAP 2026 and DeepFest 2026

Artificial intelligence, cloud computing, cybersecurity, advanced connectivity, and data-driven innovation are transforming industries at an unprecedented pace. As governments and businesses accelerate digital transformation, international collaboration has become essential to shaping the technologies that will define future economies. Against this backdrop, **Saudi Arabia** continues to strengthen its position as a global hub for innovation, entrepreneurship, and emerging technologies.

From **31 August–3 September 2026**, the **Riyadh Exhibition and Convention Center, Malham**, will host **LEAP 2026** alongside **DeepFest 2026**. Co-organised by the **Ministry of Communications and Information Technology (MCIT)**, the **Saudi Federation for Cybersecurity, Programming and Drones (SAFCSP)**, and **Tahaluf**, the event will bring together technology leaders, entrepreneurs, investors, researchers, policymakers, and innovators from around the world. Guided by the theme **"Into New Worlds,"** the programme will explore the technologies driving the next phase of global digital transformation.

The exhibition will showcase advances in artificial intelligence, cloud computing, cybersecurity, fintech, smart cities, robotics, digital

infrastructure, quantum technologies, and next-generation enterprise solutions. For regional organisations, the event provides opportunities to engage with Saudi Arabia's rapidly expanding digital economy, while international participants can build partnerships, explore investment opportunities, and expand into one of the world's fastest-growing technology markets.

Reflecting its global significance, **LEAP 2026** is expected to welcome more than 201,000 visitors, over 1,800 technology brands, 600 startups, and more than 1,900 investors. Running alongside the main exhibition, **DeepFest 2026** will bring together over 68,000 participants and 120 artificial intelligence companies, creating one of the region's largest dedicated platforms for AI innovation. More than 1,000 expert speakers will share insights on emerging technologies, digital policy, entrepreneurship, and the future of the global technology ecosystem.

As digital transformation continues to reshape economies and societies, **LEAP 2026** and **DeepFest 2026** offer more than technology exhibitions. Together, they provide a collaborative platform where innovation, investment, and policy converge to accelerate technological progress, strengthen international partnerships, and shape the future of the global digital economy.



The Epicenter of Tomorrow's Infrastructure

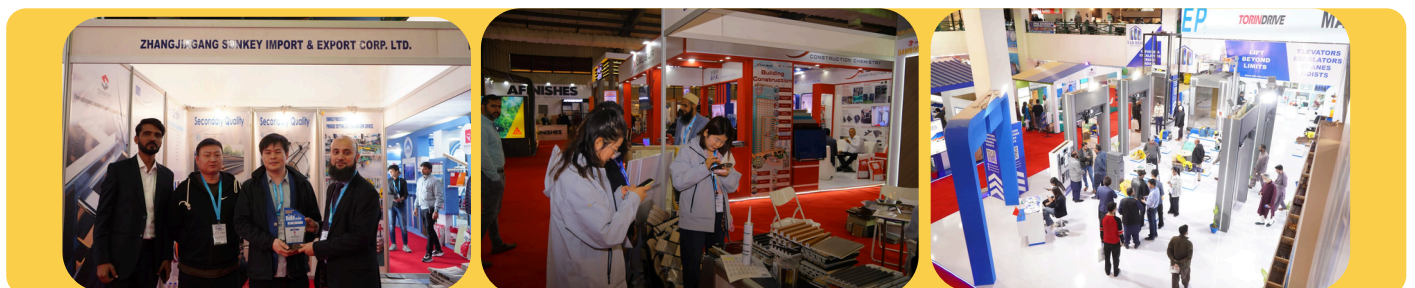
Unveiling the 20th Build Asia International Exhibition & Conferences

Industrial progression relies heavily on the physical blocks that build our cities. Across South Asia, the demand for raw materials, urban space, and structural technology is driving a quiet transition in how trade markets connect. Rather than operating in isolated sectors, the modern trade landscape demands a unified space where developers, materials, and machinery converge under one roof.

From **6 to 8 August 2026**, the **Lahore Expo Centre** becomes the focus of this regional movement. Organized by **Ecommerce Gateway Pakistan Private Limited**, the **20th Build Asia International Exhibition and Conferences** aims to focus on the immense potential of the Building and Construction Industry in Pakistan. By incorporating co located events Property Asia, Stonefair Asia, and Furniture Asia, the gathering functions as a complete industrial platform.

The massive scale of this event connects a highly diverse attendee mix. From International trade delegations, global equipment manufacturers, local contractors, real estate developers, landscape architects, project consultants, and government policymakers to map out future developments.

For international exhibitors, the event offers a strategic regional business hub and launchpad to access growing markets in Pakistan, Afghanistan, China, the Middle East, and Central Asian Republics. Global firms can easily tap into these developing frontiers under liberal investment policies that allow up to 100 percent foreign equity. Simultaneously, domestic visitors gain the strategic advantage of sourcing cutting edge technologies and networking with global suppliers directly in Lahore, creating pathways for valuable regional infrastructure partnerships.



Designing the Future of Architectural Surfaces

Analytical Insights into UNICERA Istanbul 2026

As urbanisation, sustainable construction, and evolving consumer expectations reshape the built environment, architects, designers, manufacturers, and developers are seeking innovative materials that combine aesthetics, durability, functionality, and environmental performance. Ceramic surfaces, bathroom technologies, and interior design solutions are playing an increasingly important role in creating smarter, more sustainable living and commercial spaces.

From **2–6 November 2026**, the **İstanbul Expo Center (İFM), Yeşilköy**, will host **UNICERA Istanbul 2026**, one of the world's leading exhibitions for ceramic, bathroom, kitchen, and architectural surface technologies. Organised by **UNICERA International Fair Organization Inc.** and **ED Fair and Organization Ltd. Co.**, the exhibition has become an important international platform connecting manufacturers, designers, buyers, architects, and construction professionals from around the world.

Recognised as a leading gateway for Türkiye's ceramics industry to international markets, **UNICERA** reflects the country's growing influence in global building materials and architectural design. Spanning more than **120,000 square metres**, the exhibition will feature over **1,200 brands** representing **128 countries**, showcasing innovations in ceramic tiles, sanitaryware, bathroom solutions, kitchen products, surface technologies, manufacturing equipment, and design.

The exhibition attracts a highly specialised professional audience, with importers, exporters, and wholesalers representing approximately 43% of visitors, reinforcing its role in international trade and distribution. Architects, project planners, and interior design professionals account for nearly 29%, while construction, plumbing, and building materials companies contribute a further 22%,



creating valuable opportunities for commercial partnerships, technical collaboration, and product innovation.

Beyond the exhibition floor, **UNICERA** serves as a meeting point where design trends, manufacturing technologies, sustainability, and international business converge. Participants can explore advances in digital production, environmentally responsible materials, water-efficient solutions, and contemporary architectural applications that are shaping the future of the built environment.

As demand grows for sustainable, high-performance, and design-led construction materials, **UNICERA Istanbul 2026** offers more than a trade exhibition. It provides a collaborative platform where industry leaders, architects, manufacturers, and buyers can exchange ideas, strengthen global partnerships, and help define the next generation of architectural and interior design solutions.



Building the Future of Global Pharmaceuticals

A Deep Dive into CPHI & PMEC Shenzhen 2026

As healthcare systems evolve to meet the demands of ageing populations, emerging diseases, and personalised medicine, the pharmaceutical industry is accelerating investment in biotechnology, advanced manufacturing, artificial intelligence, and resilient global supply chains. Innovation is increasingly driven by international collaboration, making specialised industry platforms essential for connecting research, production, and commercialisation.

From **16–18 September 2026**, the **Shenzhen Convention & Exhibition Center** will host **CPHI & PMEC Shenzhen 2026**, bringing together pharmaceutical manufacturers, biotechnology companies, researchers, suppliers, equipment manufacturers, and healthcare professionals from around the world. Co-organised by the **China Chamber of Commerce for Import and Export of Medicines and Health Products (CCCMHPIE)**, **Informa Markets**, and **Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.**, the exhibition reflects Shenzhen's growing role as a centre for pharmaceutical innovation and advanced manufacturing.

As part of the globally recognised **CPHI** network, the event connects every stage of the pharmaceutical value chain, from active pharmaceutical ingredients (APIs), excipients, contract development and manufacturing (CDMO), and laboratory technologies to

pharmaceutical machinery, packaging, automation, and finished dosage production. Across its international portfolio, the CPHI brand brings together more than 3,900 exhibitors, hosts over 100 conference sessions, and spans approximately 300,000 sqm of exhibition space.

CPHI & PMEC Shenzhen creates opportunities for collaboration between China's rapidly expanding pharmaceutical sector and international industry leaders, including companies such as Merck, EuroAPI, Indena, and Syntegon. The exhibition provides a platform for technology exchange, research partnerships, regulatory dialogue, and commercial cooperation while supporting greater integration across global pharmaceutical supply chains.

Complementing the exhibition, expert-led conferences will explore biotechnology, drug discovery, pharmaceutical manufacturing, regulatory compliance, digital transformation, quality assurance, and the future of healthcare innovation.

As pharmaceutical innovation becomes increasingly collaborative and technology-driven, **CPHI & PMEC Shenzhen 2026** offers more than an industry exhibition. It provides a strategic platform where science, manufacturing, investment, and global partnerships converge to help shape the next generation of medicines and strengthen the future of healthcare worldwide.

Farnborough International Airshow 2026: Where the Future of Aerospace Took Flight



Farnborough International Airshow 2026 reaffirmed why it remains one of the world's most influential business events for aerospace, defence and space. More than an airshow, it served as a strategic marketplace where governments, manufacturers, investors, technology companies and innovators converged to define the industry's next chapter.

The numbers alone tell a remarkable story. With 141,580 trade and public visitors from 136 countries, representing a 41% increase over the previous edition, the event demonstrated that face-to-face engagement continues to be the cornerstone of high-value international business. Commercial agreements exceeding US\$84.7 billion, together with 353 confirmed aircraft orders and 904 engine orders, underline Farnborough's role as a global platform where strategic decisions are translated into commercial reality.

What distinguished **FIA 2026**, however, was not merely the volume of transactions but the diversity of innovation on display. The world's first public demonstration of an electric vertical take-off and landing (eVTOL) aircraft transitioning between helicopter and aeroplane modes represented a defining milestone for advanced air mobility. Alongside this breakthrough, exhibitors showcased next-generation defence systems, artificial intelligence applications, autonomous technologies, sustainable aviation solutions and advanced manufacturing capabilities, reflecting an

industry rapidly adapting to new technological and geopolitical realities.

Another notable strength was the event's deliberate emphasis on business development. Initiatives such as the Business Connections Exchange and the newly introduced Enterprise Gateway expanded opportunities for SMEs, suppliers and innovators to connect with major manufacturers, investors and policymakers. Rather than relying solely on exhibition space, Farnborough increasingly positions itself as a year-round business ecosystem that accelerates supply chain integration and commercial partnerships.

Government engagement also remained central to the event's success. The participation of senior UK ministers responsible for defence, business and artificial intelligence reinforced the growing recognition that aerospace exhibitions are



instruments of industrial strategy, technological leadership and economic diplomacy. This public-private collaboration continues to be one of Farnborough's defining strengths.

Equally commendable was the continued investment in future talent through the sold-out Pioneers of Tomorrow programme. By introducing thousands of young people to aerospace careers through demonstrations, networking and STEM activities, the organisers acknowledged that the industry's greatest long-term investment is not technology, but people.

One observation worth noting is the increasingly balanced focus between commercial aviation and defence. Global geopolitical developments have accelerated investment in defence technologies making this year's airshow reflect a broader

industry shift where security, resilience and technological sovereignty have become central themes alongside commercial growth.

For exhibition professionals worldwide, **Farnborough International Airshow 2026** offers an important lesson. The most successful international exhibitions are no longer measured simply by attendance or exhibition space; they are evaluated by the quality of business generated, the policy dialogue facilitated, the innovation showcased and the future workforce inspired.

As preparations begin for the 2028 edition, Farnborough has once again demonstrated that world-class trade exhibitions are not merely events; they are strategic platforms that shape industries, influence policy and drive global economic progress.



Highlights from Farnborough International Airshow Exhibitors

UK Students Shine at International Youth Rocketry Championship



Photo credit: www.bis-space.com

Abbeyfield School from Chippenham secured second place at the International Youth Rocketry Championship during Farnborough International Airshow 2026, representing the UK against teams from the United States, Japan, France and Ukraine. Hosted under the Pioneers of Tomorrow programme, the competition showcased emerging engineering talent while reinforcing the industry's commitment to inspiring the next generation of aerospace professionals.

UK and Taiwan Launch First-Ever Drone Industry Partnership



A landmark Memorandum of Understanding between ADS and Taiwan's TEDIBOA established the first formal collaboration between the UK and Taiwan's drone industries. Signed at Farnborough International Airshow 2026, the agreement promotes joint research, technology development, investment and international market expansion, strengthening bilateral cooperation in one of aerospace's fastest-growing sectors.

ADS and SAE International Strengthen Global Aviation Standards



ADS signed a Cooperation Agreement with SAE International and the Performance Review Institute to enhance UK participation in developing future aerospace standards. Announced at Farnborough International Airshow 2026, the partnership gives UK companies greater influence in emerging technologies, including advanced air mobility, AI, electric propulsion, manufacturing, maintenance and digital engineering.

UK and Japan Deepen Defence Industry Cooperation



ADS and the Society of Japanese Aerospace Companies signed a Memorandum of Understanding during Farnborough International Airshow 2026 to strengthen defence industrial collaboration. The agreement expands networking, research cooperation, technology exchange and government-to-industry engagement, reinforcing the growing strategic partnership between the United Kingdom and Japan in aerospace and defence.

Safran and Lufthansa Technik Sign Decade-Long Support Agreement



Safran Landing Systems and Lufthansa Technik announced a 10-year Support and Services Agreement covering Airbus landing gear and hydraulic systems. Signed at Farnborough International Airshow 2026, the partnership enhances global maintenance capabilities through OEM expertise, certified spare parts and engineering support while strengthening long-term operational efficiency across Lufthansa Technik's worldwide maintenance network.

Archer Aviation Unveils Dual-Use VTOL Platform



Archer Aviation introduced Halo, the commercial version of its new autonomous dual-use VTOL platform, following the unveiling of the defence-focused Thunder by Anduril. Sharing a common airframe and hybrid powertrain, the platform demonstrates growing convergence between commercial and defence aviation, while Marubeni Aerospace joins as a strategic launch partner.

Hyde Aero Products Achieves Dual Gold Supply Chain Recognition



Hyde Details and Hollygate Aircraft Components, divisions of Hyde Aero Products, received their first Gold SC21 Awards at Farnborough International Airshow 2026. Recognising sustained excellence in delivery and quality, the achievement reflects the company's long-term commitment to continuous improvement while highlighting the strength and resilience of the UK's aerospace supply chain.

GKN Aerospace Expands U.S. Manufacturing Capacity



GKN Aerospace announced a US\$16 million investment to expand its North Charlestown, New Hampshire facility, tripling its footprint and strengthening engine component manufacturing capabilities. Revealed at Farnborough International Airshow 2026, the expansion will create skilled jobs, enhance supply chain resilience and support increasing global demand for advanced aero-engine technologies.

Horizon Aircraft Secures Major Hybrid eVTOL Order



Horizon Aircraft signed a Letter of Intent with Australia's V-Star Powered Lift Aviation for five Cavorite X7 hybrid-electric VTOL aircraft, with options for up to 95 additional units valued at approximately US\$600 million. The agreement highlights growing global confidence in hybrid eVTOL technology for emergency medical, search-and-rescue and regional aviation missions.

Curtiss-Wright Announces New Aerospace Facility in Morocco



Curtiss-Wright revealed plans to establish a state-of-the-art surface treatment facility in Morocco to support the rapidly expanding aerospace manufacturing sector. Expected to become operational in 2027, the investment strengthens the company's global presence while enhancing critical supply chain services for aerospace manufacturers operating across the region.



Malta Expands Maritime Patrol Fleet with Beechcraft King Air 360ER

Textron Aviation announced the delivery of a new Beechcraft King Air 360ER to support the Armed Forces of Malta's maritime patrol operations. The extended-range aircraft will strengthen surveillance, border security and search-and-rescue capabilities across the Mediterranean while reinforcing Malta's long-standing reliance on the proven King Air platform.

Rare Titanic artefacts set to arrive at Titanic Exhibition: Farnborough this autumn



The Titanic Exhibition: Farnborough, presented by White Star Heritage, will run from 23 October to 21 November 2026 at the Farnborough International Exhibition and Conference Centre, Hampshire. The four-week exhibition will showcase rare authentic Titanic artefacts, including an original deckchair, a Grand Staircase fragment, a lifeboat plaque and cabin remains recovered from the Atlantic. Visitors will receive the identity of a real Titanic passenger to follow throughout the experience while exploring recreated First, Second and Third-Class areas, interactive displays and original White Star Line artefacts.

The exhibition is produced by British historians and conservation experts dedicated to preserving Titanic's legacy.



EventPulse
MONTHLY

**Your Partner for
Event Success**

**NEVER MISS
AN ISSUE!**



Stay connected with the world of events through EventPulse Monthly. Gain insights into the latest international trade shows, exhibitions, conferences, and industry trends. Each edition brings curated updates, event highlights, market intelligence, and opportunities relevant to event professionals, organizers, exhibitors, venues, associations, and business leaders worldwide.

Advertise in EventPulse

Reach exhibitors, organizers, event professionals, industry leaders, buyers, investors, and decision-makers across the global events ecosystem. Showcase your event, products, services, or destination through impactful editorial and digital advertising.

EventPulse your Media Partner

Expand your event's global visibility through strategic media collaboration. EventPulse offers pre-event promotion, special supplement, on-site coverage, post-event reporting, interviews, digital campaigns, and international exposure to help maximize audience engagement.

Contact us Today: eventpulse@exhibitorstv.net