

NATIONAL FINANCIAL EMPOWERMENT PLATFORM

کریچی

MONEY↑ MATTERS

INVEST | EARN | GROW

Pakistan's Biggest Wealth Expo

📍 EXPO CENTRE, KARACHI

📅 16, 17 JANUARY 2027

Partnership Prospectus

With our mission to make financial knowledge more accessible, Money Matters continues to build a nationwide movement empowering Pakistanis to invest, earn, grow, and secure a stronger financial future.

Following the success of Karachi '25 & '26, and expanding to Islamabad and Gilgit in '26, this two-day event is to mobilize key players from Pakistan's financial ecosystem for Banks, FinTechs, Insurance/Takaful Firms, Stocks/Crypto, Real Estate. Regulators and other key players from Pakistan's financial spectrum under one roof.

Karachi, as Pakistan's economic and commercial hub contributes approximately 20–25% of the country's GDP, making it the home platform for Money Matters to connect key business and financial stakeholders with aspiring investors, entrepreneurs, and the wider audience driving public dialogue, connectivity, and new opportunities for investment and growth.



MISSION

A national movement for financial literacy and inclusion for people from all walks of life.



VISION

An independent nation with financial freedom, peace and happiness.

EVENT OUTCOMES



50+

Leading Financial
Brands



30+

Expert-Led
Sessions



2 Million+

Digital Reach



10 Million+

Publicity Reach



10,000+

On-Ground Visitors

PARTNERSHIP PACKAGES

Title

PKR 5 Million

Exclusive Benefits and Thought Leadership:

- Exclusive opening keynote session by Brand's CEO.
- Product Demonstration Opportunity
- Panel Discussion participation
- Brand Lead Featured in Leadership Interview Series
- Inclusion in Post-Event Insights Report

Media & Promotional Exposure:

- Featured in all digital campaigns.
- Feature Brand Leaders on cover page of E-catalog.
- Exclusive two dedicated pages in e-catalog for Brand Story(Up to 1000 Words)
- Facilitation for Press Releases
- Acknowledgment on Event Website & Email Marketing.
- Acknowledgment on Event Social Media Pages with 2 exclusive posts and 2 exclusive videos on brand exclusive.
- Banner Placement on Event Website

Brand Visibility & Recognition:

- Naming Rights: "[Brand] presents Money Matters North"
- Allocation of Bare Space inclusive of fabrication in Exhibition Hall 30x20 (54 Sqm bare space)
- Prominent placement of Logo on OOH.
- Prominent placement of Logo on Venue Banners & Stage SMD
- Prominent placement of Logo on Hall Dropdown Banners
- Prominent placement of Logo on Corridor, Atrium & Pathways
- Recognition of Logo on Main Entrance Backdrop
- Recognition of Logo on Main Reception Backdrop
- Recognition of Logo on Visitor Registration Backdrop
- Exclusive recognition of Logo on delegate badges
- Exclusive recognition of Logo on lanyards
- 20 VIP passes.

Government Taxes Apply

Diamond

PKR 3.5 Million

Exclusive Benefits and Thought Leadership:

- Panel Discussion participation.
- Participation in Leadership Interview Series
- Product Demonstration Opportunity

Media & Promotional Exposure

- A page for Brand recognition in e-catalog (Up to 500 words)*
- Facilitation for Press Releases
- Acknowledgment on Event Website & Email Marketing
- Acknowledgment on Event Social Media Pages with upto 2 posts acknowledging brand strategy.

Brand Visibility & Recognition

- Naming rights "Money Matters powered by[Brand]"
- Allocation of Bare Space inclusive of fabrication in Exhibition Hall 30x20 (54 Sqm bare space)
- Placement of Logo on OOH.
- Placement of Logo on Venue Banners & Stage SMD
- Placement of Logo on Hall Dropdown Banners
- Placement of Logo on Corridor, Atrium & Pathways
- Recognition of Logo on Main Entrance Backdrop
- Recognition of Logo on Main Reception Backdrop
- Recognition of Logo on Visitor Registration Backdrop
- 10 VIP passes

Government Taxes Apply

Platinum

PKR 2.5 Million

Exclusive Benefits and Thought Leadership:

- Panel Discussion participation.
- Participation in Leadership Interview Series
- Product Demonstration Opportunity

Media & Promotional Exposure

- Brand recognition in e-catalog (Up to 500 Words)
- Facilitation for Press Releases
- Acknowledgement of 2 posts related to brand strategy.
- Acknowledgment on Event Website & Email Marketing
- Acknowledgment on Event Social Media Pages
- Banner Placement on Event Website

Brand Visibility & Recognition

- Allocation of Bare Space inclusive of fabrication in Exhibition Hall 30x20 (54 Sqm bare space)
- Placement of Logo on OOH.
- Placement of Logo on Venue Banners & Stage SMD
- Placement of Logo on Hall Dropdown Banners
- Placement of Logo on Corridor, Atrium & Pathways
- Recognition of Logo on Main Entrance Backdrop
- Recognition of Logo on Main Reception Backdrop
- Recognition of Logo on Visitor Registration Backdrop
- 8 VIP passes

Government Taxes Apply

PARTNERSHIP PACKAGES

Gold PKR 1.5 Million

Exclusive Benefits and Thought Leadership

- Product Demonstration Opportunity
- Workshop Session
- Featured Brand Story in leadership series

Media & Promotional Exposure

- Brand Strategy to be published on e-catalog (Up to 400 Words)*
- Acknowledgement with 1 post on social media related to brand strategy
- Acknowledgment on Event Website & Email Marketing
- Acknowledgment on Event Social Media Pages
- Banner Placement on Event Website

Brand Visibility & Recognition

- Allocation of Bare Space inclusive of fabrication in Exhibition Hall 20x20 (36 Sqm bare space)
- Placement of Logo on Venue Banners & Stage SMD
- Placement of Logo on Hall Dropdown Banners
- Placement of Logo on Corridor, Atrium & Pathways
- Recognition of Logo on Main Entrance Backdrop
- Recognition of Logo on Main Reception Backdrop
- Recognition of Logo on Visitor Registration Backdrop
- 5 VIP passes

Government Taxes Apply

Silver PKR 0.75 Million

Media & Promotional Exposure

- Brand feature in e-catalog (Up to 200 Words)*
- Acknowledgment on Event Website & Email Marketing
- Acknowledgment on Event Social Media Pages
- Banner Placement on Event Website

Brand Visibility & Recognition

- Allocation of Bare Space inclusive of fabrication in Exhibition Hall 10x20 (18 Sqm Bare Space)
- Placement of Logo on Hall Dropdown Banners
- Placement of Logo on Corridor, Atrium & Pathways
- Recognition of Logo on Main Entrance Backdrop
- Recognition of Logo on Main Reception Backdrop
- Recognition of Logo on Visitor Registration Backdrop

Government Taxes Apply

Bronze PKR 0.5 Million

Media & Promotional Exposure

- Brand feature in e-catalog (Up to 200 Words)
- Acknowledgment on Event Social Media Pages
- Banner Placement on Event Website
- Acknowledgment on Event Website & Email Marketing

Brand Visibility & Recognition

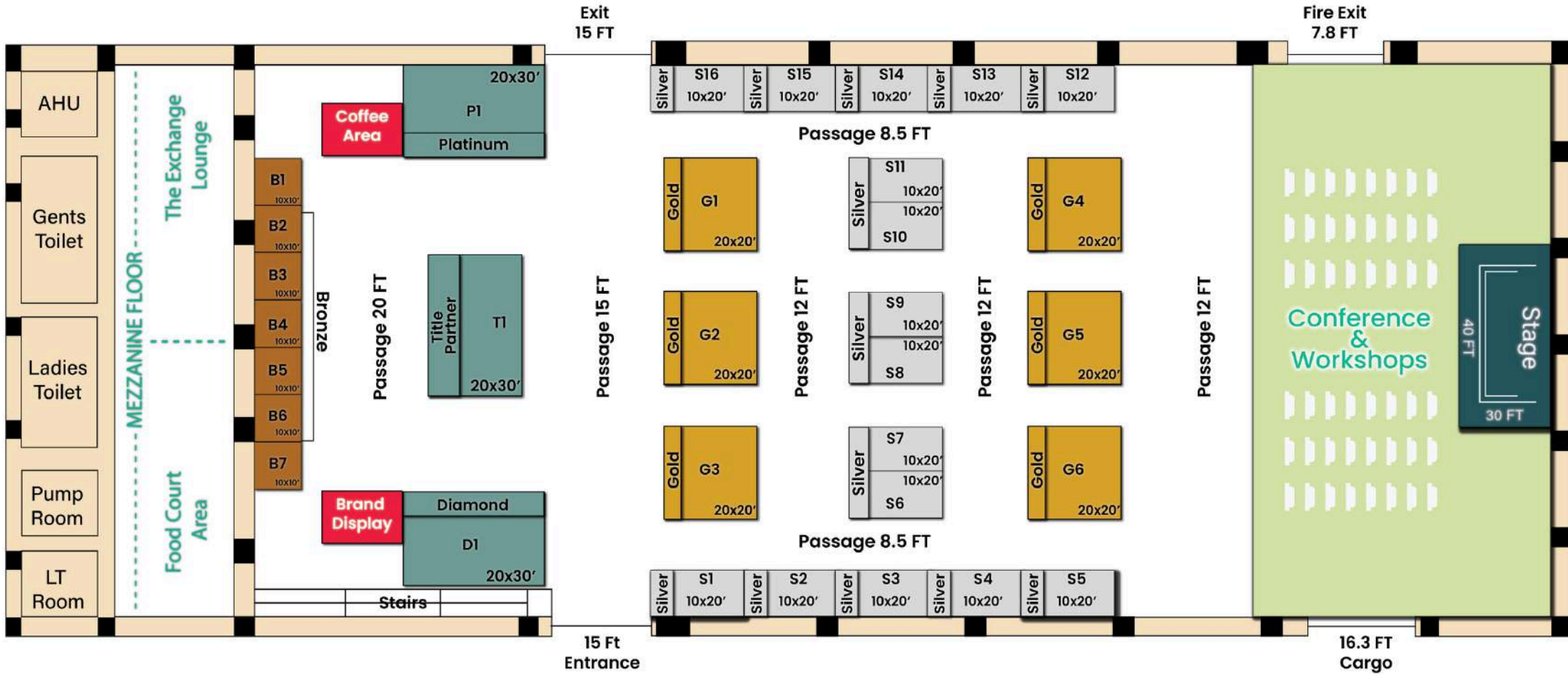
- Placement of Logo on Hall Dropdown Banners
- Shell scheme booth (10x10)
- Placement of Logo on Corridor, Atrium & Pathways
- Recognition of Logo on Main Entrance Backdrop
- Recognition of Logo on Main Reception Backdrop
- Recognition of Logo on Visitor Registration Backdrop

Government Taxes Apply

5th Wealth Expo & Summit

Booths Layout & Floor Plan

Hall 06



*Allocation of Spaces and Layout Plan is Subject to change.
*Participants Confirmation is on first-come-first-serve basis due to limited spaces.

OUR PARTNERS



OUR SPEAKERS



Farrukh Sabzwari
CEO, Pakistan Stock
Exchange



Shamoon Tariq
CEO, Mahaana



Khalilullah Usmani
CEO, JS Global Capital



Mashmooma Majeed
CEO, MUFAP



Furqan Punjani
CEO, InvestKaar



Abdul rehman
CEO, ARN Financials



Laeeq Ahmed
Founder, Sarmaaya



Zahid Latif Khan
Founder, ZLK Islamic
Financial services



Ghazanfar Khan
Chairman, GBCCI



Ali Shah
CEO, Takhleeq Developers



Sameer Paracha
Managing Director, Floret
Capital



Rizwan Khaleel Shamsi
Chief Manager, State
Bank



Muhammad J.Sear
Vice Chairperson, PDA



Shahid Ali Habib
CEO, Arif Habib



Mohsen Siddiqui
CEO, GenMo

OUR SPEAKERS



Zahir Sakhi
Country Director,
Accelerate Prosperity



Muhammad Azam Khan
Head of Retirement, EFU



Murtaza Abbas
Joint Director, SECP



Hira Touqeer
GM Academics, Roots
International



Musarat Jabeen
Executive Director, SECP



Mudassir Ahmed. Dy,
Chief Manager SBP



Maham Wajahat
Founder, First Growth
Architect



Umer Siddique Khattak
Senior Joint Director,
State Bank



Fahad Asif
Deputy Head – BD, AKD
Securities



Dr Irum Saba
CEIF, IBA



Ashfaq Ahmed
Chief Officer, Aik by
BankIslami



Mashal Khan
Finance Expert & Coach



Saman Salman
Senior Product Manager,
Jazzcash



Zeeshan Raza
CEO, Salam Takaful



Muhammad Fahad Asad
Khan
CFO, Raqami Digital

EXPO SUMMITS

MONEY MATTERS
INVEST | EARN | GROW

WAGAS AHMED
Pak Qatar
CEO

ZEESHAN RAZA
CEO Salam Takaful

HAHID ALI HABIB
CEO Arif Habib

DR. IRUM SABA
Founder Women
Leadership Forum
Director, CEIF, IBA

ZAHID LATIF KHAN
Chairman ZLK

**FUTURE OF
FINANCIAL
FREEDOM**

MARKETS, MONEY &
DIGITAL TRUST

PANEL DISCUSSION
JANUARY 11, 2026 4:15 PM – 5:00 PM

MONEY MATTERS
INVEST | EARN | GROW

SANIA KHAN
Executive Director-
Equities
Floret Capitals Pvt Ltd.

MASHAL KHAN
Finance Expert & Coach

SYED FARAN RIZVI
Country Head – Sales
JS Global Capital Ltd

FINTALK
by 
FLORET CAPITALS

FIRESIDE CHAT
JANUARY 10, 2026 2:05 PM - 12:45 PM

MONEY MATTERS
INVEST | EARN | GROW

MR. MOHAMMAD HASSAN
Unit Head – Venture
Capital and Structured
Finance JS Bank Limited

MS. LARAIB MOHIB
CFA Manager –
Investments Lucky Group

MAHUM WAJAHAT
Founder First
Growth Architect

**RETIRE
RICH**

BUILD YOUR
WEALTH LEGACY

PANEL DISCUSSION
JANUARY 10, 2026 4:15 PM – 5:00 PM

NORTH EXPO HIGHLIGHTS



KARACHI EXPO HIGHLIGHTS



ISLAMABAD EXPO HIGHLIGHTS



OOH HIGHLIGHTS



MEDIA COVERAGE HIGHLIGHTS

Chief Minister Gilgit-Baltistan
4h ·

وزیر اعلیٰ گلگت بلتستان امجد حسین کو ویلٹھ ایکسپو 2026 کے افتتاحی تقریب کے موقع پر منتظمین کی جانب سے سونیر پیش کیا جا رہا ہے۔



Islamabad POST METROLITE

Azerbaijani envoy opens investment exhibition

He emphasized the strategic location of Azerbaijan as a gateway to the Caucasus, Central Asia, and European markets



Editor in Chief: M Bilal Qureshi

Daily BIJ Times KARACHI

Managing Editor: M Danish Raza

Editor: Sarfraz Butt Deputy Editor: Muhammad Waleed Vol: 02 Issue: 04 Pages: 8 Price: 30 Tuesday 12th January 2026

Money Matters Wealth Expo Emerges as a National Movement for Financial Inclusion and Awareness in Pakistan

ZAHID H. KARANI-KARACHI: In a country where conversations around money, investment, and financial planning have long been considered complex, intimidating, or even taboo, the Money Matters Wealth Expo is redefining the narrative. Positioned as more than just an event, the Expo is fast becoming a nationwide movement for financial inclusion, education, and empowerment, bringing financial literacy to people of all ages and backgrounds. The Money Matters Wealth Expo is built on a powerful mission: to democratize financial knowledge and make conversations around wealth creation, savings, insurance, investment, and financial instruments accessible to the mass public. By breaking long-standing barriers, the Expo



DAWN

E-PAPER | APRIL 24, 2026

HOME LATEST VIOLATIONS TRACKER IRAN-ISRAEL WA

Advertisement

آگے بڑھیں
حافظ نسیم کا ساتھ دیں

ممبر شپ ڈرائیو
2026

جماعت اسلامی

Expo opens in Islamabad to promote cashless economy, financial literacy

Daily ALAMDAAR
ABC Certified Bilingual

Chief Editor: Khaliq Hussain Chief Executive: Haseeb Akbar Talani

Vol: XVII Issue: 107 Price: Rs. 20 Pages: 8 Monday April 20 2026

Wealth Expo Concludes in Islamabad, Marks Step Toward Cashless Economy

Rawalpindi (Staff Reporter) –

The two-day Wealth Expo, organized under the auspices of the State Bank of Pakistan, Rawalpindi, at the Pakistan-China Friendship Center in Islamabad, concluded today. This was the first-ever financial exhibition in the history of the twin cities of Rawalpindi and Islamabad, jointly organized by the State Bank of Pakistan, Rawalpindi, and Brand Accords.

The closing ceremony was specially attended by Chief Manager of the State Bank of Pakistan, Rawalpindi, Riwaz Khalil Siddiqui, CEO of Brand Accords, Ihtera Siddique, high-ranking officials of the Securities and Exchange Commission of Pakistan (SECP), the Ambassador of Azerbaijan, representatives of the Rawalpindi Chamber of Commerce and Industry (RCCI), and heads of various financial institutions.



Jibran Siddiqui, expressing his views, said: "Brand Accords is proud to have organized this historic event in collaboration with the State Bank of Pakistan, Rawalpindi. The event is a trend towards a digital and cashless economy is rapidly increasing." Senior management of Bank Islam addressed the participants, stating that Bank Islam is at the forefront of promoting a cashless economy through its modern digital solution, "AIK Digital." SBC officials, in their Group Editor: Dr. Waheed Ishaq Khan

Daily FINANCIAL TIMES
Islamabad Vol: 14 Issue: 134 Page: 4 Price: 20 Tuesday January 13 2026 The Newspaper of ANI Media Group

Money Matters Wealth Expo Emerges as a National Movement for Financial Inclusion and Awareness in Pakistan

BY: ANI Correspondent:

KARACHI/PAKISTAN – In a country where conversations around money, investment, and financial planning have long been considered complex, intimidating, or even taboo, the Money Matters Wealth Expo is redefining the narrative. Positioned as more than just an event, the Expo is fast becoming a nationwide movement for financial inclusion, education, and empowerment, bringing financial literacy to people of all ages and backgrounds. The Money Matters Wealth Expo is built on a powerful mission: to democratize financial knowledge and make conversations around wealth creation, savings, insurance, investment, and financial instruments accessible to the mass public. By breaking long-standing barriers, the Expo openly encourages financial discussions among children, students, women, first-time investors, and underserved communities, groups that have traditionally been excluded from mainstream financial dialogues.

At the heart of this initiative is the belief that financial awareness is not a privilege—it is a necessity. The Expo creates a safe, inclusive, and engaging platform where individuals can learn, ask questions, and gain clarity without fear or judgment. Bringing together some of the most influential voices in Pakistan's financial ecosystem, the Money Matters Wealth Expo features renowned speakers within the finance and investment industry. Their presence reflects the Expo's commitment to thought leadership, real-world insights, and practical guidance for financial growth. Open to the mass public audience, the Money Matters Wealth Expo invites families, students, entrepreneurs, professionals, and aspirational investors to explore financial literacy, understand market mechanisms, develop a long-term mindset towards wealth creation. From basic financial literacy to advanced investment topics, the Expo ensures that everyone—regardless of age or experience—has a place at the table.



As Pakistan moves toward a more digitally enabled and financially inclusive future, the Money Matters Wealth Expo stands as a catalyst for change—breaking taboos, bridging gaps, and empowering individuals to invest, grow, and learn with confidence. Money Matters is not just an expo. It is a movement shaping the financial future of Pakistan.

THANK YOU



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