

[www.safesecurepakistan.com](http://www.safesecurepakistan.com)

[www.pogeePakistan.com](http://www.pogeePakistan.com)



16<sup>th</sup>

International Fire,  
Safety, Security and  
Health Exhibition

19<sup>th</sup>

International Exhibition  
For The Oil, Gas &  
Energy Industry



## POST SHOW REPORT 2026

**Organised by Pegasus Consultancy**

#PegasusEvents | #PegasusConsultancy

10

11

12

**FEB  
2026**

Pak-China  
Friendship Center,  
Islamabad



The event was inaugurated by  
Deputy Chairman, Senate of Pakistan, Mr. Syedaal Khan Nasar

## Reflecting Success:

The event stood out as a defining convergence of Pakistan's safety and energy ecosystems, where policy, technology, and industry leadership aligned to address real-world challenges and future demands. Hosted at the Pak-China Friendship Centre and organized by Pegasus Consultancy (Pvt.) Ltd., the event translated dialogue into direction — strengthening partnerships, accelerating innovation, and reinforcing a shared national commitment to resilient infrastructure and sustainable growth.

## KEY METRICS



# The Visitor Pulse

## Top 5 Reasons Why they Visit

**32%** To See New Products

**28%** To Seek New Suppliers

**22%** To Network Among the Industry

**18%** Meet Existing Suppliers

## Facts & Figures



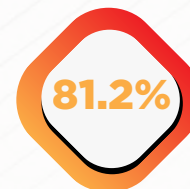
Industry Professionals



Discovered new products and innovations at the show



Would attend in 2027 for their 17<sup>th</sup> & 20<sup>th</sup> Edition



are likely to recommend the show to a friend or a colleague in the industry

The exhibition was well organized, offering complete solutions for fire safety and security matters. The system for informing and inviting relevant personnel is appreciated. A wide range of products and services is available to assist in the field of safety and security.

“

Deputy Director  
Wapda Fire & Safety



# Visitor Breakdown

## By Industry

|                                                                                               |        |
|-----------------------------------------------------------------------------------------------|--------|
| • Traders & Constructors                                                                      | 2%     |
| • Foreign Embassies, International Agencies & NGOs                                            | 3.50%  |
| • Banks, Financial Institutions, Traders, General & Others                                    | 4%     |
| • Shopping Malls, Supermarkets, Construction & Builder                                        | 6%     |
| • Logistics, Supply Chain, Government Organizations                                           | 6.50%  |
| • Fire, Safety & Security                                                                     | 7.50%  |
| • Engineering, Automation, Electrical Contractors                                             | 12%    |
| • Cement, Fertilizers, Chemicals, Textile, Garments, Defence, Automotive, Steel, Cable & Pipe | 18%    |
| • Defence, Armed Forces, Law Enforcement, Government                                          | 18.50% |
| • Power & Energy, Oil & Gas, Petroleum, Refineries                                            | 22%    |



## By Province



## By Job Title

Finance, Accounts, Admin & Consultants **4%**

Sales & Marketing / Business Development **11.50%**

Top Management & Decision Makers (Chairman, MD, CEO, Director) **19%**

Fire & Safety, Security, Admin, HSE, Sustainability / Procurement, Purchase, Operations, Technical, Maintenance **65.50%**

It was indeed a great pleasure to attend. Thank you so much for your invitation and organizing such a wonderful informative event.

Col Javed Iqbal  
GM Dewan Cement



# Spotlight on Exhibitors

## Facts & Figures

Happy with  
the overall Exhibition  
Organization

84.4%

Happy with  
the quality of visitors

73.9%

Generated  
Business Leads

71.4%

Happy with overall  
Marketing & Promotion

83.0%

90.0%

will Participate  
Next Year

70.5%

Reached Target  
Audience

72.7%

Met their  
Expectations

63.6%

Happy with  
Social Media promotion



“



I am grateful for the opportunity to visit the Fire Safety and Security Exhibition in Islamabad. It was insightful and well-organized, showcasing modern fire protection technologies with a focus on preventive measures. I met several exhibitors, including Dr. Imran Taj, who emphasized risk assessment and compliance with safety standards. Overall, the visit was highly educational and beneficial for our Cantt Board. I appreciate Pegasus Consultancy for organizing such an impactful event in Pakistan.

Station Commander / President Cantonment  
Board Abbottabad



# Conference



The POGEE Conference titled

**"Driving Pakistan's Energy Future"**

held on **11 February**, featured expert speakers:

## Our Speakers



**Syed Atif Naseem Velosi**



**Naeem Ahmed Subhani**  
HSEQ, Fire Protection, ESG & Sustainability



**Anas Hamad**  
General Manager – HSE  
Gas & Oil Pakistan (ARAMCO JV)



**Muhammad Khalid**  
HSE & Sustainability Consultant



**Halima Khan**  
Head of sustainability and  
corporate affairs  
Energy Update



**Mohammad Naeem Qureshi**  
Managing Director  
Energy Update



**Technical Session:** Innovation, Integration & Sustainability

**Panel Discussion:** From Risk to Resilience: Preventing Major Incidents & Strengthening Governance in Pakistan's Oil & Gas Sector

These sessions were well-attended and appreciated for their relevance and insights.

**76%**

of attendees rated the program "Excellent to Good"

**84%**

of attendees found the session has improved their understanding of the industry

**96%**

rated the selection of the speakers "Excellent to Good"

**87%**

rated their conference experience "excellent to Good"

# Conference



The Safe Secure Conference titled

**"Fire, Safety & Emergency Response Conference"**  
held on 12 February, featured expert speakers:

## Our Speakers



Syed Tariq Ahmad



Muhammad Asad Qureshi  
Lieutenant Commander  
(Retired)  
Piffers Security Pvt Limited



Syed Nazarath Bashir  
Brigadier (Retired)



Dr. Muhammad Imran Taj  
President  
Fire Protection Industry of  
Pakistan



Armoghan Khan  
Director & Chief Operating  
Officer at Piffers security  
services



Tariq Moen  
Founding Secretary / Director  
Fire Protection Association of  
Pakistan (FPAP)



These sessions were well-attended and appreciated for their relevance and insights.

**88%**

of attendees rated the program "Excellent to Good"

**94%**

of attendees found the session has improved their understanding of the industry

**96%**

rated the selection of the speakers "Excellent to Good"

**91%**

rated their conference experience "excellent to Good"

**Technical Session:** Re-Thinking Fire Safety: Data, Technology & Risk Resilience for a Changing World

**Panel Discussion:** Building a Safer Pakistan: Government–Industry–Emergency Services Collaboration

# Show Pictures



# Appreciation Corner

Thank you for your kind message.

It was indeed a very well-organized and informative exhibition. I found the event highly useful, with a wide range of suppliers and exhibitors showcasing innovative and practical solutions in the fields of fire, safety, and security. The interaction with industry professionals provided valuable insights and updated knowledge relevant to our organizational requirements.

Overall, it was a productive visit, and I appreciate the efforts of the organizing team in arranging such a comprehensive and beneficial exhibition.

Best Regards,

DG Admin

Port Qasim Authority - PQA

- Exhibition on Safety and security was very well organised and the management team deserves lots of appreciations.
- Stalls for various safety and security equipment were very well laid and visitors showed lots of interest.
- We visited various stalls and also attended conferences planned by the management.
- Our area of interest was mainly fire detection, fire fighting and Personal protection equipment.
- We have shortlisted the vendors and will be calling them for detailed discussions.

Regards,  
Colonel  
Dy. Director  
Strategic Plans Division

Dear Safe Secure Pakistan Conference Team and all associated member.

I am very grateful for inviting me to this informative and collaborative Conference session. It was very nice to meet and greet participants.

Exposer to new opportunities may give insightness in future of working environment.

I was quite delighted to see friendliness and good resposes you have shown as a team.

Hope all of you best of wishes and looking forward for to join in for further future events.

Thank you.

Regards,  
S.A.Q.Hussaini

The event was both engaging and informative, emphasizing the potential of technology to enhance safety protocols, and I hope to see more like it in the future.

Asst. Chief of Naval Staff – AS  
Naval Headquarters- ISB

A commendable effort has been made to raise awareness of fire, safety, and security preparedness among the public and emergency responders. I appreciate Pegasus Consultancy for organizing such a wonderful and impactful event dedicated to Fire, Safety, and Security in Pakistan.

Director General (DG) Disaster Management  
Capital Development Authority – ISB

Thank you very much for providing such a beneficial opportunity. It was truly an excellent event, and we found highly relevant and innovative fire-fighting technologies that could be valuable for our airport operations.

Chief Fire Rescue Officer / Sr. Joint Director RFFS  
Islamabad International Airport  
Pakistan Airports Authority

It was a well-organized Fire Safety and Security Exhibition at the Pak-China Friendship Centre by Pegasus Consultancy, gaining valuable insights from lectures and modern equipment displays. For future events, I recommend including more exhibitors focused on forcible entry tools and advanced PPE to enhance relevance for operational fire officers.

Dy. Fire Chief  
ISB International Airport

The events received wide media attention with coverage in  
**Television and newspapers**



Syed Aun Syeda Khan inaugurates "Safe Secure Pakistan", "POGEE Pakistan 2026" exhibitions



## Safe Secure Pakistan and POGEE Pakistan 2026 Inaugurated at Pak-China Friendship Centre

ISLAMABAD (STAFF REPORT): Pakistan's premier security and technology exhibition, Safe Secure Pakistan 2026, and the Pakistan Overseas Government Employees Exhibition (POGEE Pakistan 2026) were formally inaugurated at the Pak-China Friendship Centre on Tuesday.



## Single Institution's Responsibility: Acting Senate Chairman

By: Alam Noor Haider

ISLAMABAD: Acting Chairman of the Senate of Pakistan, Mr. Alam Noor Haider, has emphasized the role of a single institution in ensuring the security and safety of the country. He stated that the Senate is responsible for the overall security and safety of the country, and that it is the duty of the Senate to ensure that the country is safe and secure.



Safe secure Pakistan, POGEE Pakistan launched in Islamabad

The inauguration ceremony was held at the Pak-China Friendship Centre, which is a landmark building in Islamabad. The event was attended by a large number of officials and dignitaries, including the Prime Minister of Pakistan, Mr. Imran Khan.

# Media Buzz

The events received wide media attention with coverage in Industry-specific magazines and online platforms



Actuandad M  
Diario Digital desde 2009

# Marketing & Promotion

## How the word spread?



**430** social media posts,  
**20** videos



**2.7M** pg views, **4.4k**  
engagements, **140%** increase  
in followers, **6.7k** page visits



**158K** impressions, **3937** clicks,  
**12000** members reached,  
**66%** followers increased



**42k** website views



**84** email campaigns sent out



Email  
Campaigns



Social Media  
Channels

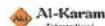


Personal Invitation  
Cards / Calls



- Extensive digital and print media campaigns
- SMS & WhatsApp campaigns to targeted visitor segments
- Outdoor branding and PR coverage in leading industry publications

# Exhibitors/Representatives



# SEE YOU NEXT YEAR IN 2027



**20th** International Exhibition For  
The Oil, Gas & Energy Industry

**27** **28** **29** **JAN**  
**2027**

Pak-China  
Friendship Center,  
Islamabad



**17th** International Fire, Safety,  
Security and Health Exhibition

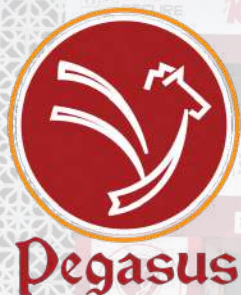
**02** **03** **04** **FEB**  
**2027**

Pak-China  
Friendship Center,  
Islamabad

For more information or participation inquiries:

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