



GLOBAL DIGITAL AWARDS

BY PEA

HONORING EXCELLENCE. EMPOWERING
THE FUTURE OF E-COMMERCE

Global Digital Awards - This prestigious awards ceremony, spearheaded by the Pakistan eCommerce Association, will become the hallmark for recognizing the trailblazers who are transforming Pakistan's digital landscape.





GLOBAL DIGITAL AWARDS

AWARDS CONFERENCE

CONCERT FASHION SHOW

DATE:
SEPTEMBER 21, 2025

VENUE:
PC HOTEL, KARACHI





GLOBAL DIGITAL AWARDS

The Global Digital Awards are an annual celebration hosted by the Pakistan eCommerce Association. This prestigious platform is dedicated to recognizing, honoring, and celebrating the achievements of individuals, brands, and organizations that are shaping the future of Pakistan's eCommerce and digital ecosystem.

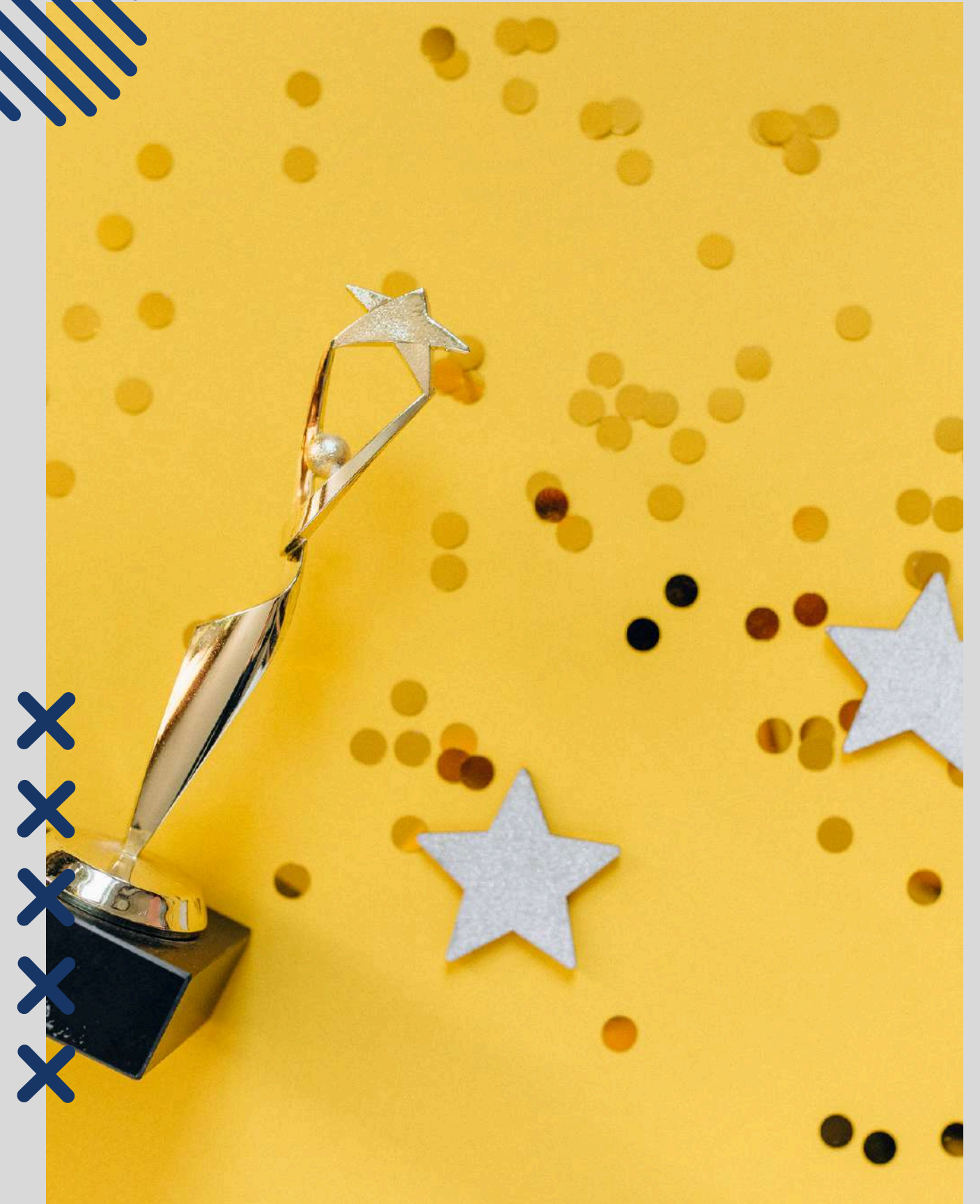
Mission

To recognize excellence, foster innovation, and promote a forward-thinking digital culture in Pakistan's e-commerce industry.

Vision

To create a globally recognized annual awards platform that inspires progress, celebrates milestones, and sets new standards for digital and e-commerce success.

The awards are divided into Public Choice Awards and Jury Awards, both spanning categories for individuals and organizations across diverse digital verticals.





PAKISTAN eCOMMERCE ASSOCIATION

ABOUT PAKISTAN E-COMMERCE ASSOCIATION

The **Pakistan eCommerce Association (PEA)** is the official body representing the voice of Pakistan's digital commerce industry. Established to unify, empower, and accelerate the growth of local e-commerce, PEA connects key stakeholders—from startups and SMEs to industry giants—on a single platform.

PEA's mission is to advocate for policies that support sustainable growth, resolve industry-wide challenges, foster innovation, and enable businesses to thrive in the digital economy.

Through strategic initiatives such as the Global Digital Awards, PEA aims to raise industry standards, promote excellence, and highlight the pioneers of Pakistan's digital transformation.



EVENT BREAKDOWN

11:00 AM
TO 02:00 PM

AWARDS CEREMONY:

Recognizing top e-commerce professionals, brands & innovators

02:00 PM
TO 04:00 PM

TECH CONFERENCE:

Thought leadership, panel talks, and expert keynotes on digital innovation

04:00 PM
TO 07:00 PM

FASHION SHOWCASE:

Exclusive runway show in collaboration with IFFC for top emerging brands

07:00 PM
TO 10:00 PM

CONCERT & DINNER:

Live music, celebrity appearances, and a premium networking dinner

MEET OUR TEAM

DRIVING THE VISION BEHIND GLOBAL DIGITAL AWARDS



OMER MUBEEN

Founder, Global Digital Awards
Chairman, Pakistan E-commerce
Association | Group CEO, Deployers

A visionary entrepreneur and one of the pioneers of Pakistan's e-commerce transformation, Omer Mubeen founded the Global Digital Awards to recognize and celebrate industry excellence. His leadership bridges technology, education, and innovation with a global outlook.



SEHRISH ALI

Event Director, Global Digital Awards
Creative Director & Founder, DeLogics

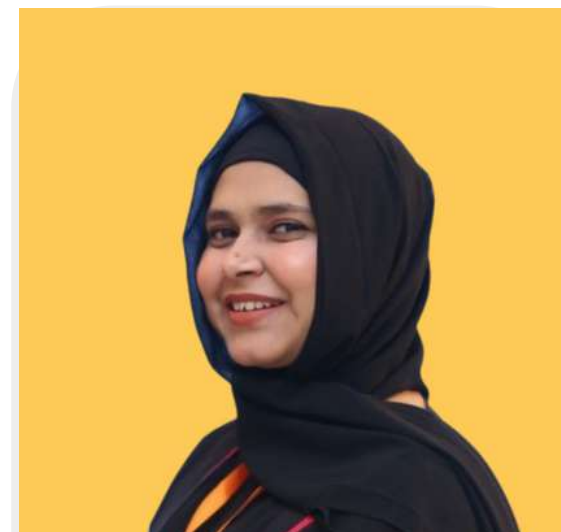
As Event Director, Sehrish leads with strategy, structure, and flair. She brings together cross-industry partnerships, manages high-stakes execution, and ensures that every segment of the Global Digital Awards reflects innovation, inclusivity, and operational excellence.



HAIDER AHMED QAZI

Managing Director, Global Digital Awards
President PEA | GM Stylo Group

With extensive experience in the e-commerce sector, Haider currently leads digital operations at a top fashion and retail brand. At GDA, he oversees event execution and digital strategy, ensuring a smooth and impactful experience for all stakeholders.



BUSHRA IZHAR

Head of Strategic Partnerships & Media
Relations, GDA
Founder DHM

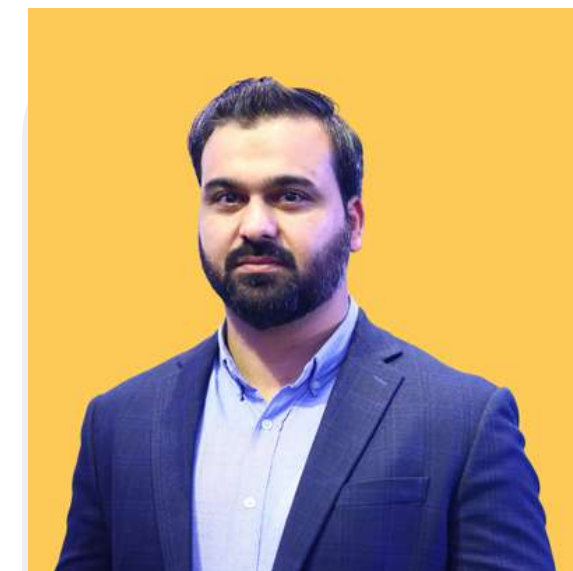
Bushra is the force behind media alliances, brand onboarding, and sponsorships. Her sharp marketing instincts and high-level relationship-building skills make her instrumental in connecting the event with Pakistan's top brands.



UMAIR ARSHAD

Director, Marketing & Collaboration
Strategy
Founder Transco

With years of experience in digital health, marketing, and tech-enabled event strategies, Sehrish leads the execution of the Global Digital Awards with precision. She brings strong corporate acumen and creative direction to every detail of the event.



MALIK SAJID RIAZ

Director, Operations & Logistics, GDA

Malik Sajid ensures every segment of the event operates smoothly. From on-ground coordination to experience delivery, his precision and logistical command help maintain world-class execution.

PUBLIC CHOICE AWARDS

Your Voice, Their Victory

The Public Choice Awards give power to the people. Through a transparent voting system, the audience decides who truly made an impact in the digital space. Recognize your favorite creators, brands, startups, and service providers by casting your vote.





JURY AWARDS

Recognized by Industry Experts

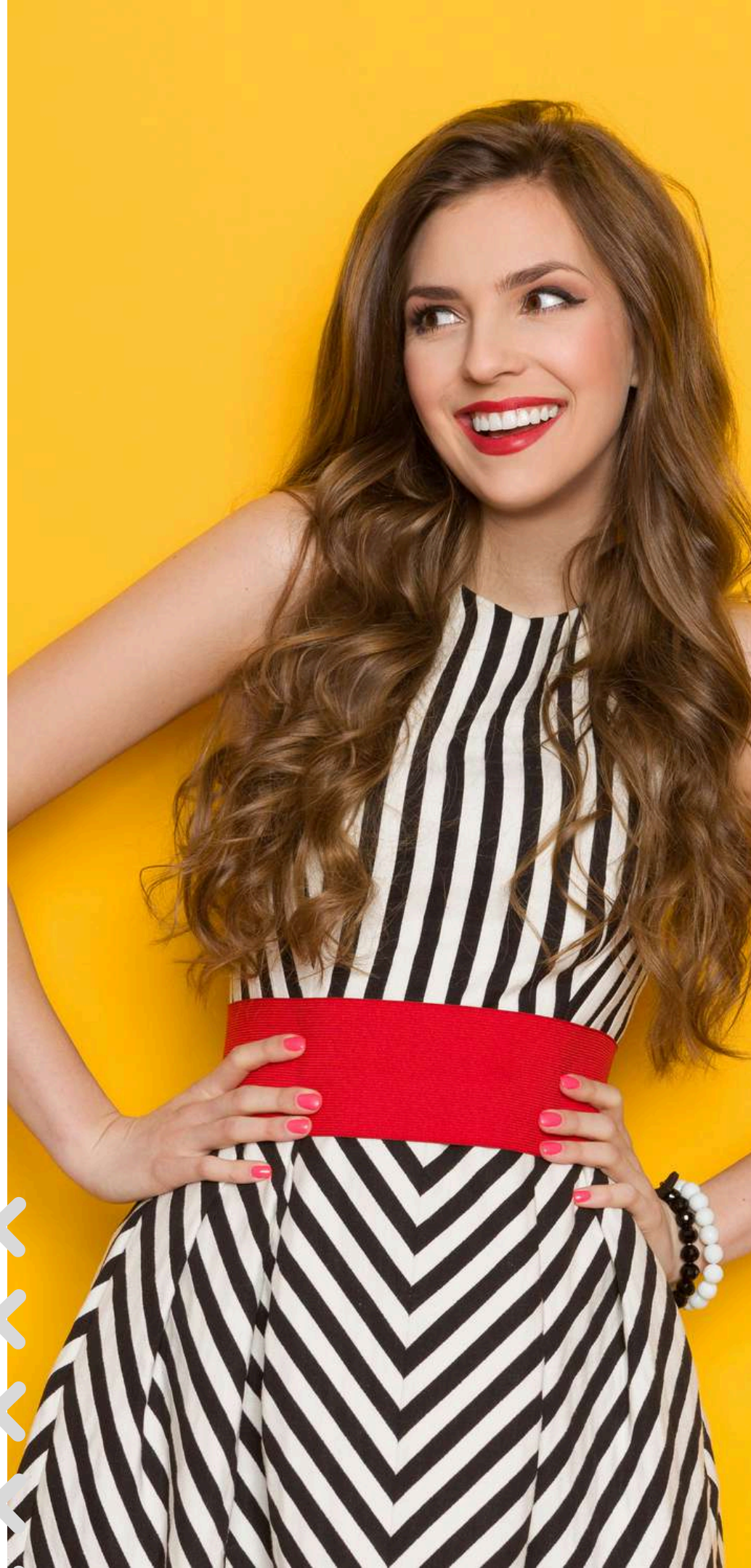
A panel of experienced judges evaluates nominees based on performance, impact, and innovation. Jury Awards celebrate the best of the best – those who set benchmarks for the entire industry.

INTERNATIONAL FASHION SHOWCASE

Where Style Meets Digital Excellence

An exclusive runway segment spotlighting emerging and luxury fashion brands, showcasing creative collections to an audience of influencers, tech leaders, and media.

This year's Fashion Showcase is held in collaboration with **the International Fashion Festival Canada (IFFC)**, bringing global exposure to local and regional designers.



KEY HIGHLIGHTS & BENEFITS:

- **International Fashion Collaboration with IFFC Canada** – Bridging Pakistan's fashion with global platforms
- Showcase with **international runway models** and **leading national fashion icons**
- On-site **lifestyle product shoot** for featured designers, styled with international aesthetics
- Separate **brand shoot & custom video** production tailored to each participating fashion label
- Live & digital broadcast across **global fashion media networks** in Canada, UK, USA, and Europe
- Access to **top-tier buyers, stylists, editors, and fashion influencers** from around the world
- Complete behind-the-scenes media coverage for **digital storytelling and PR**
- **Red carpet press exposure** with international fashion guests, celebrities, and media outlets

EXPECTATIONS FROM GLOBAL DIGITAL AWARDS



Awards Distribution

50+

Prestigious Awards



TECH INDUSTRY NETWORKING

1+ Bn

Digital Global Reach



PANEL DISCUSSIONS

25+

Mainstream Media Features



International Fashion Show

100+

International Mentions



Entertainment

16+

Cross-border Collaborations

RECENT EVENTS

DEPLOYERS X ITCN 2023



ECOMMERCE SUMMIT 2023



PERFORMANCE MARKETING CONFERENCE



ECOMMERCE EVENT LAHORE 2022



ECOMMERCE EVENT MULTAN 2023



GO GLOBAL AI & ECOMMERCE 2024



GLOBAL DIGITAL AWARDS 2024



INTERNATIONAL COLLABORATIONS & PARTNER



SPONSORS



WHO ELSE TO EXPECT



SPONSORSHIP BENEFITS SNAPSHOT

Pre-Event:

1. Logo placement on all pitch decks, collaterals & newsletters
2. Featured in pre-event podcasts, interviews & international shout-outs
3. Co-branding in countdowns, social campaigns, and media PR
4. Digital reach through 50k+ contacts and international partners

Event Day:

5. Stage branding, live shout-outs, and spotlight interviews
6. Speaking & panel slots
7. VVIP table for guests
8. VVIP passes to fashion show + networking dinner
9. Exclusive backstage shoot + brand exposure
10. Product shoot with models + premium booth stall

SPONSORSHIP BENEFITS SNAPSHOT

Post-Event:

1. Product lifestyle shoot in Europe
2. Featured in tech, fashion, and business blogs
3. Podcast episode & recap content co-branded with your name
4. Brand coverage across 30+ content platforms

Long-Term Impact

5. SEO-boosting media presence and backlinks
6. Global positioning with international visual content
7. Association with Pakistan's top-tier eCommerce platform
8. International credibility, trust & digital reach



SPONSORSHIP PACKAGES

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PLATINUM

GOLD

SILVER

BRONZE

We'll send you a personalized sponsorship package designed specifically for your business needs.

THANK YOU FOR ATTENTION

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