

# Cx<sup>o</sup> Global

Version 10



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summit  
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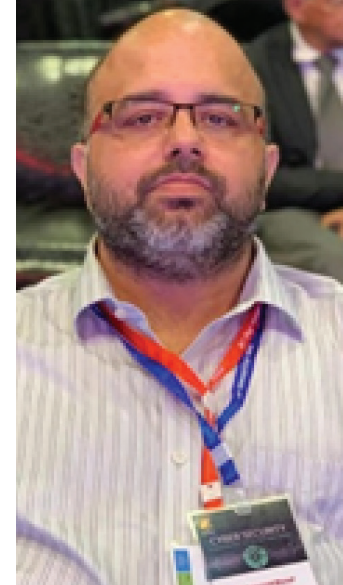


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# MUDASSER ABBAS

## CEO, VIZZ WEB SOLUTIONS

### WHY BUSINESS FAIL?

There are multiple reasons why businesses fail in their early stages, but a couple of reasons that are often overlooked are: not conducting proper feasibility studies before launching a product or idea, and not having a backup plan in case of challenges. When working with international businesses, they often design their business in a way that allows them to overcome challenges and have a plan B or C in place. For example, they may keep backup shares to sell in case of financial need. Additionally, some business owners become too emotionally attached to their idea and are not open to selling stock, taking on equity partners, or collaborating with others, but these options can be beneficial for growth and success. Rather than holding onto a struggling or low-earning business, it may be better to consider selling stock to bring in investors and grow the business 10 times



### WHAT MAKES YOU EXCITED ABOUT MONDAYS?

Over the weekend, I have many ideas and I am eager to implement them. I always look forward to Mondays as it is a fresh start after a restful weekend with my family. On Mondays, I plan my week in a way that even if I am unavailable for the next four days, things still get done. I find that I am able to accomplish 80% of my work on Mondays

### HOW DO YOU SOLVE THE PROBLEM?

When approaching a problem, I first remind myself that I am bigger than the problem and that helps me to see it as smaller. Next, I break the problem down into multiple parts and consider different possible scenarios. When I am not completely sure of the solution, I take my time and avoid rushing to conclusions. This approach helps me to come up with the right solution. Additionally, when facing multiple problems, I prioritize them and focus on the most important one first. Furthermore, I train others and involve them in finding solutions so that they can become capable of solving problems independently.

### WHAT IS THE FUTURE OF E-COMMERCE YOU SEE IN PAKISTAN?

In terms of our industry, one major issue we face is a lack of professionalism which is causing us to lose our reputation and trust in the industry. There is a lack of commitment and a culture of broken promises. For example, in the IT industry, investing in individuals who are not reliable to work on large contracts because of the lack of commitment. Additionally, we are facing challenges due to lack of support from government policies such as intellectual property rights, employee bonds, and compliance with cybercrime laws. Another issue is the lack of infrastructure in the country which is hindering the growth of the IT business and other industries. To compete in the global economy, we need to invest in building better infrastructure. Another area of focus should be on skills development through workshops, boot camps, and internship programs to become more competitive in the international market. Lastly, and most importantly, we need political stability in the country to overcome the ongoing challenges



# MOHAMMAD MUNAF MAJEED

## CEO AND TECHNICAL DIRECTOR, S4S CORP

### TELL US ABOUT YOURSELF, HOW DID YOU REACH THERE?



The journey began with the establishment of Pakistan Internet Broadcasting (PIBC) in 1998 in Virginia, USA. It was during this time that we also assisted Radio Pakistan with live streaming, providing a glimpse of the web development expertise we possessed. However, the true start of our story came when I moved back to Pakistan in 2003 and ventured into the dedicated hosting and web development sector. This marked the birth of Server4Sale as a standalone entity.

Over the years, Server4Sale has transformed into a renowned provider of comprehensive web solutions, including professional website design, development, hosting, managed services, and security solutions. Our two decades of experience in the industry have earned us a solid reputation for delivering superior quality services to a broad range of customers.

As our business grew, so did our offerings. We expanded our services to encompass domain registration, website design and development, and e-commerce solutions, solidifying our strong presence in the web hosting industry in Pakistan. And it's not just domestically that we have made a name for ourselves, our ability to serve clients globally is a testament to our commitment to providing top-notch services.

At Server4Sale, we understand the importance of having a website that not only looks great but also functions efficiently. That's why we have gathered a team of experts with a deep understanding of website requirements. Our team of professionals has the knowledge, skills, and expertise to effectively manage all aspects of website redesign projects. And to ensure that our clients receive fast and dependable services, we continuously invest in state-of-the-art technology and infrastructure, such as servers and data centers.

### WHAT IS THE FUTURE OF E-COMMERCE YOU SEE IN PAKISTAN?

The future of E-Commerce in Pakistan holds a great deal of potential and promise. With the increasing spread of technology and the internet, online transactions and commerce are becoming more and more commonplace in the country. E-Commerce encompasses a wide range of activities, including Business-to-Business (B2B) transactions, Business-to-Consumer (B2C) transactions, Consumer-to-Consumer (C2C) transactions, and Consumer-to-Business (C2B) transactions.

As more and more businesses in Pakistan begin to shift their focus towards online channels, there is a growing need for secure and efficient E-Commerce solutions. Recognizing this trend, the government has taken an active role in promoting the growth of the E-Commerce industry in the country.

Through the implementation of policies aimed at creating a supportive environment for E-Commerce, such as tax incentives and relaxed regulations, the government is working to facilitate the establishment of a thriving E-Commerce ecosystem in Pakistan.

Over the next few years, we anticipate continued growth in E-Commerce in Pakistan. As the use of the internet continues to expand, the number of online transactions is likely to increase, creating a demand for more sophisticated and user-friendly E-Commerce platforms. The private sector is also expected to increase its investment in research and development, in order to bring innovative solutions to the market.

At the end of the day, the future of E-Commerce in Pakistan looks very bright. Driven by increasing demand, technological advancements, and supportive government policies, E-Commerce has the potential to play a major role in driving economic growth and contributing to a brighter future for all involved. With the right support and investment, the E-Commerce industry in Pakistan is poised for great things in the years to come.



## HOW ARE WE HANDLING CYBER SECURITY ISSUES IN PAKISTAN?

In an era characterized by rapid advancements in technology and widespread internet use, the issue of cyber security has become an increasingly pressing concern for both businesses and individuals in Pakistan. From the ominous threat of hacking, malware, phishing, and ransomware, to the widespread prevalence of fraud executed through phishing scams and counterfeit websites, the landscape of security risks is diverse and complex.

As the protection of confidential information, such as financial and personal data, becomes increasingly crucial, it is imperative that individuals and businesses in Pakistan take proactive measures to secure their digital assets. This is where our company comes into play, as we are dedicated to providing comprehensive cybersecurity solutions to ensure the safety and security of the sensitive information of our clients.

Our company has a proven track record of success in this arena, with numerous successful projects focused on securing national assets and providing remediation from ransomware attacks. Additionally, we are committed to educating the public on the importance of cybersecurity through webinars and seminars, helping to raise awareness and prevent security breaches before they occur.

Furthermore, we are proud to say that none of our clients have experienced a security breach after engaging with our services. While the financial sector in Pakistan has implemented adequate security measures, the government sector still has a long way to go in terms of improvement.

In conclusion, it is imperative that individuals and businesses in Pakistan take proactive measures to secure their digital assets. Our company is at the forefront of this effort, providing comprehensive cybersecurity solutions and education to ensure a safe and secure future for all.

## WHAT ARE THE SECURITY RISKS WE HAVE FOR BUSINESSES & INDIVIDUALS IN PAKISTAN?

In recent times, the growth of technology and the internet has made Pakistan a place of increased security risks for individuals and businesses alike. This has brought about a host of new challenges, such as cyberattacks like hacking, malware, phishing, and ransomware. Such malicious activities can lead to the theft of sensitive and personal information, putting people and businesses at risk.

Moreover, traditional security concerns such as theft, robbery, and break-ins still pose a threat to people and companies. These dangers are often compounded by the use of social engineering techniques by criminals to trick individuals into giving up confidential information. In light of these risks, it's imperative for individuals and businesses in Pakistan to adopt safe cybersecurity practices. These can include using strong passwords, updating software regularly, and staying informed about the latest security threats. Additionally, seeking professional advice can be a valuable step in ensuring safety and security in today's digital age.

## RIZWAN AHMED COO, BITSOL TECHNOLOGIES

### HOW DO YOU SEE THE INDUSTRY ACADEMIA GAP?

I see the Industry Academia gap as a major blocker in economic growth that the world is facing these days. The disconnection between the skills, knowledge and expectations of graduates and what is required by the industry is being felt more hardly nowadays as compared to past. The industry academia gap is resulting in lower productivity and employment challenges for graduates. Graduates often lack the necessary skills and knowledge required by the industry, leading to high levels of unemployment, lack of creativity and productivity. One major issue that is not highlighted is the lack of motivation and pessimism in the graduates as a result of the



academia gap. Industry-Academia gap is a persistent challenge that has a significant impact on the global economy and workforce.

To overcome this issue, close collaboration between academia and industry is crucial. This can be achieved through: Joint research projects that bring academia faculty and industry experts together to work on common goals. Regular seminars and discussions to share insights, experiences and best practices.

Industry internships for students to gain hands-on experience and exposure to practical processes and technologies.

Sharing of skill gap reports by the industry with academia, which will help to identify areas where graduates need to improve.

Engaging faculty members in industry projects, which can enhance their knowledge and provide them with valuable insights into the real-world demands of the industry

Overall, the aim is to align the curriculum of academia with the demands of the industry, to ensure that graduates are well-equipped to enter the workforce with the necessary skills and knowledge.

The consistent effort and coordination in this regard will help us in getting fruitful results in near future.

## DO YOU THINK, COLLABORATION IS THE KEY? FOR SMALL BUSINESSES

Collaboration is one of the most important things that businesses have learned in order to grow and achieve the common goal. In today's fast-paced and constantly changing business landscape, collaboration is essential for small businesses to progress. By working together, small businesses can pool their resources, knowledge, and skills to achieve more than they could on their own. This can help them to overcome challenges, minimize risks, and increase their competitiveness.

Collaboration allows small businesses to expand their reach and build relationships with other businesses and organizations. It is helping to create new opportunities for growth, as well as to tap into new markets and customer segments. Another positive aspect of collaboration is the development of new products and services, which are helping small businesses to stay ahead of the competition.

However, in order for collaboration to be effective, it is important for small businesses to have a clear understanding of each other's strengths and weaknesses. This can help to ensure that each business is contributing to the collaboration in the most effective way possible.

People and organizations need to communicate actively to achieve successful collaboration. Regular and open communication can help to avoid misunderstandings and ensure that everyone is on the same page.

Collaboration is a crucial aspect of success for small businesses. By working together, small businesses can overcome challenges, expand their reach, and achieve more than they could on their own. My advice for the small business owners is to consider collaborating with other businesses and organizations to help take your business to the next level.

## HOW CXO FORUM HAS GIVEN YOU BENEFIT, WHAT CHANGE HAVE YOU SEEN AFTER JOINING?

Joining the CxO Forum has been an important thing for me in terms of expanding my network and learning from some of the top leaders in the industry. The platform is a hub for exchanging knowledge and experiences, which is a rare opportunity for anyone looking to grow in their career.

What really stood out for me is the Global Digital Summit 23 Expo, held in Islamabad. Attending this event was a great experience, and it was a great chance to hear from experts and learn about the latest trends and technologies. While attending the event, I was able to make some valuable connections that I know will be useful in the future.

I am so grateful for the opportunity to be a part of the CxO Global Forum. It's a fantastic community that is making a real impact, and I'm excited to see what we can achieve together in the future!



# MUHAMMAD ISMAIL

## FOUNDER & CEO - RICH TECHNOLOGIES

### HOW DO YOU SEE TECHNOLOGY IS CHANGING OUR LIVES?



Technology has been playing a transformative role in shaping our lives. From the way we communicate, to the way we work, and the way we entertain ourselves, technology has revolutionized every aspect of our lives. The widespread adoption of smartphones and the internet has brought the world closer, making information and communication accessible to people across the globe. Additionally, automation and artificial intelligence are changing the job market, as well as enabling us to perform tasks more efficiently. With each passing year, new technologies are emerging that further enhance our lives and make our world a better place. Overall, technology is changing our lives in a profound way, and it is an exciting time to be a part of this technological revolution.

### WHAT IS THE FUTURE OF E-COMMERCE YOU SEE IN PAKISTAN?

Ans. The future of e-commerce in Pakistan looks bright. With the increasing penetration of internet and mobile technology, as well as the growing middle class, e-commerce has the potential to grow significantly in the country. Government initiatives to promote digitalization and the expansion of infrastructure and payment systems are also contributing factors to the growth of e-commerce.

In addition, as consumers become more accustomed to shopping online, they are demanding a wider range of products and services, and e-commerce companies are responding by expanding their offerings. The fashion, beauty, and home goods categories are expected to be among the fastest-growing e-commerce segments in Pakistan.

However, there are still challenges to the growth of e-commerce in Pakistan, including limited access to the internet in rural areas, limited logistical capabilities, and a lack of trust in online transactions. These challenges will need to be addressed for e-commerce to reach its full potential in the country.

Overall, with its growing market and favorable conditions, the future of e-commerce in Pakistan looks promising

How can we become a digital country?

Well. Becoming a digital country requires a concerted effort from the government, the private sector, and society as a whole. Here are some steps that can be taken:

1. Investment in digital infrastructure: A reliable and fast digital infrastructure is the backbone of a digital country. This includes investments in broadband internet, mobile networks, and data centers.
2. Digital skills development: A digital country needs a digital-savvy population. Investing in education and training programs to develop digital skills among citizens is crucial.
3. Fostering a digital culture: Creating a culture that values and encourages the use of digital technology can help accelerate the country's digital transformation.
4. Encouraging digital entrepreneurship: Supporting the development of digital startups and small businesses can help drive innovation and create job opportunities in the digital sector.
5. Promoting e-government services: Making government services accessible and efficient through the use of technology can improve citizens' experiences and increase trust in government institutions.
6. Improving cyber security: As the country becomes more dependent on digital technology, it is important to ensure the security of digital assets and data.
7. Regulation and policy development: Developing regulations and policies that support the growth of the digital economy and protect citizens' rights is also crucial.

Becoming a digital country is a continuous process that requires investment, cooperation, and adaptation. By following these steps, a country can become a leader in the digital economy and enjoy the many benefits that come with it.

## HOW DO YOU SEE STARTUPS IN PAKISTAN?

The startup scene in Pakistan is growing and showing great potential. The country has a large and young population, which provides a fertile ground for entrepreneurship. Additionally, the government has been making efforts to support startups by providing funding, mentorship, and other resources.

However, the startup ecosystem in Pakistan is still facing several challenges, including limited access to capital, limited mentorship and support, and a lack of experience and knowledge in building and scaling startups. The country also needs to improve its digital infrastructure and enhance its investment climate to create a more favorable environment for startups to flourish.

Despite these challenges, there is a growing community of entrepreneurs and investors in Pakistan who are passionate about supporting startups and helping them succeed. Many startups are emerging in areas such as fintech, e-commerce, and healthcare, and they are demonstrating the potential for innovation and growth in the country.

Overall, the startup scene in Pakistan is showing promising signs and has the potential to make a significant impact on the economy and society.

## DR. HINA GHOLE

CHIEF MEDICAL OFFICER - BIMA MILVIK PAKISTAN

### HOW DO YOU SEE TECHNOLOGY IS CHANGING OUR LIVES

Technology is changing our lives in profound ways, both positively and negatively. On the positive side, technology has dramatically improved our access to information and made communication faster and easier. It has also created new opportunities for work and commerce, making it possible for people to connect and collaborate in previously impossible ways. If I specifically talk about the advancement of healthcare technology, it has made healthcare services more accessible, efficient, and affordable for patients. In Pakistan, telemedicine has remarkably changed people's lives in rural areas and remote locations where people have limited resources, transportation, and medical facilities. Telemedicine has provided a solution for these individuals by allowing them to connect with medical professionals and get quality care.



On the negative side, technology has created new challenges, such as privacy concerns, digital addiction, and increased distractions that can negatively impact our mental, social and physical health.

Overall, technology is a double-edged sword that has the power to greatly improve our lives, but it is also essential to be mindful of its potential drawbacks and to use it in ways that enhance our well-being and the well-being of society as a whole.

## WHAT IS THE IMPORTANCE OF DATA FOR BUSINESSES?

Data plays a crucial role in businesses by providing valuable insights for informed decision-making, enhancing operational efficiency, identifying new opportunities and growth, personalizing customer experiences, and measuring performance and success. Data helps businesses to understand market trends, customer behaviour and preferences, and competition, allowing them to stay ahead in a constantly evolving market. It also enables organizations to optimize their operations and processes, improving efficiency and cost savings. By analyzing and utilizing data, businesses can drive innovation, make data-driven decisions, and ultimately achieve their goals.



## WHAT IS YOUR VISION & GOAL

My vision is to create a more inclusive, diverse, and equitable healthcare system through technology. My goal is to leverage my skills, expertise, and passion for driving positive change and making a meaningful impact on people's lives. I aim to work closely with healthcare providers, patients, and technology companies to create innovative digital health solutions that are accessible, user-friendly, and improve health outcomes for all. Additionally, I am committed to empowering and supporting other women in the industry and creating a more diverse and inclusive work environment. Through my leadership, I hope to inspire and facilitate positive change in the digital health industry and to make a lasting contribution to improving the health and well-being of communities in Pakistan.

## WHAT IS YOUR FAVORITE QUOTE

The two most important days in your life are the day you are born and the day you find out why -Mark Twain

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# 2023 SOCIAL INNOVATION AWARDS



The 2023 Social Innovation Awards presented by the Schwab Foundation for Social Entrepreneurship and the World Economic Forum are shining a light on the power of collective change in the face of global crises. With economies and people's livelihoods being impacted by numerous challenges, such as the COVID-19 pandemic, war, and climate change, it is those who are most vulnerable who are being hardest hit. In these trying times, there is a pressing need for new ways to address exclusion, inequality, and environmental degradation in order to rebuild trust and societal systems.

This year's 16 award-winning organizations for social innovation provide a source of hope and inspiration. Through their practical and scalable solutions to deeply ingrained problems, they are proving that change is indeed possible and making remarkable transformations through innovative collaboration. Their work is providing support to those at the greatest risk from the current disarray in the world, particularly young people, women, and minority groups.

The 2023 award recipients are 24 leaders working in a variety of sectors who are using technology to make a positive impact in education, agriculture, microfinance, environmental initiatives, and empowering and representing women in the informal economies. Their programs have a far-reaching impact, benefiting communities in Africa, Asia, Latin America, Europe, and North America, from rural villages to urban areas and even rainforests. For over 20 years, the Schwab Foundation has been a global champion of social innovation, bringing attention and resources to the efforts of innovative organizations. In 2023, these 16 awardees join a network of 435 social innovators whose collective impact has affected the lives of nearly a billion people.

The focus of these awardees is on inclusiveness and collaboration with the communities they serve, resulting in significant progress in tackling sustainability, health and education, rural development, and youth training challenges. Their unique approach, combining explicit social objectives with equitable and





just operations, enables them to tackle issues often neglected by mainstream capitalism. With bottom-up input from historically marginalized groups, this inclusive governance structure provides a nimble solution to complex problems, in contrast to the top-down approach of many large institutions.

Moreover, this network of social innovators operates globally, reaching people in 190 countries and providing better healthcare, finance, and livelihoods. With the economic hardships caused by ongoing geopolitical conflicts, their work is more crucial now than ever.

Above all, the awardees are recognized across four categories: Social Entrepreneurs, Corporate Social Intrapreneurs, Public Social Intrapreneurs, and Collective Social Innovation. The latter, a new award category, highlights the importance of collective action in achieving large-scale social change.

Collective Social Innovation schemes have the potential to bring exceptional scale to important projects. Moreover, the Schwab Foundation awards will bring significant benefits to these innovators, increasing visibility, connecting them to a powerful peer community of change leaders, and providing access to global decision-makers through the World Economic Forum network. The winners will also have the opportunity to participate in a leadership development program at Harvard Kennedy School.

**The Outstanding Social Innovators of the Year 2023 include:**

**Social Entrepreneurs:**

Ady Beitler (Nilus, Argentina), Aniket Doegar (Haqdarshak Empowerment Solutions, India), Aref Hussein (Al Nayzak Foundation, Palestine), Celina de Sola (Glasswing International, El Salvador), Joseph Kenner (Greyston, USA), Kola Masha (Babban Gona), and Säbeen Haque (DoctHERS, Pakistan).

**Corporate Social Intrapreneurs:**

Benoît Bonello (SUEZ Group, France) and Kanika Pal (Hindustan Unilever, India).

**Public Social Intrapreneurs:**

Yvonne Aki-Sawyer (Mayor, Freetown City Council, Sierra Leone) and Bushra Al Mulla (Director General, Family Care Authority, UAE).

**Collective Social Innovation:**

MapBiomass (Brazil), ProjectTogether (Germany), Punjab Education Collective (India), Tamarack Institute (Canada), and WIEGO (Global). These organizations are co-led by various influential individuals.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/2023-social-innovation-awards/>



# MUNEEB IMRAN – PART OF 40 UNDER 40 IN CYBERSECURITY

## ***Preventing Privacy by Design from Becoming a Privilege:***

Cybersecurity: Privacy is a theme that has remained consistent throughout history across all human societies regardless of culture, religion, or ethnicity. It has been an area that is professed by religious scriptures and by the human intelligentsia.

However, with an increased transformation of societies alongside the digital sphere, we are observing increased privacy risks caused by the overcollection and processing of personal data. The privacy subject matter experts have advocated the need to bake privacy into the design as a fundamental ingredient rather than dressing it up on an established product or service. However, organizations are still battling with the challenges of adequately embedding privacy into the design aspects of the developed product or service.

The real issues creep up with the lack of substantial and objective controls to be implemented within products or services. The abstract nature of the privacy principles allows escape routes for the product or service designers to interpret these principles in their own manner and claim to have adequately baked privacy within their services or products.



In a quest to make personal data not linkable with reasonable efforts by the threat actors, it becomes necessary to alter the architecture by moving away from centralized service architectures to partially or fully decentralized service architecture. As we decentralize, there becomes an increased need for computational resources, and human resources to manage additional service domains which ultimately adds to the overall product or service cost.

Such challenges impair the smaller organizations' capabilities to commit themselves to privacy by design in their products or services. Additionally, organizations also rely on off-shelf software, and the underlying architecture in terms of database and applications is a completely black box to them therefore the privacy risks cannot be adequately ascertained or addressed unless the products have certified against international privacy standards.

Currently, we are collectively standing at crossroads where the abstract nature of controls and principles creates a cushion for threat actors to circumvent privacy. There is therefore a dire need to add more nuance to the privacy controls which are verifiable and capable of objectively assessed otherwise we may run into a territory where Privacy by Design might reduce to a privilege.



## ABOUT:

Muneeb Imran Shaikh is an Information Security & Privacy Consultant with a forte in Strategy, Program Development, Governance, risk, and compliance. Based in the Middle East region, he has worked with different clients from the financial, governmental, and telecommunication sectors to help them in developing and implement Cybersecurity and Privacy programs in accordance with their regulatory, legal, and compliance requirements.

An avid reader with an eagerness to help people and network with other energetic professionals who value diversity, inclusion, and the importance of emotional intelligence in the work environment. Strong Proponent of creating a healthy culture that values Stakeholder Engagement, Mutual Respect, and Emotional Intelligence. He has contributed with his knowledge and expertise through various writings, podcasts, policy reviews, and conference appearances. Some of his major contributions include a Review of Pakistan's Cybersecurity policy in 2021 and his two papers on cyber threat intelligence.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/muneeb-imran-part-of-40-under-40-in-cybersecurity/>

# TIKTOK TO EXPAND DM OPTIONS

Popular video-sharing app TikTok has expanded its DM features, including the ability to let any user message another.

The company began sending emails to TikTok users informing them of the recently added options to DM.

TikTok seems to be expanding into private messaging, as it competes with tech rivals, YouTube, which has an interactive comment section below each video.

Instagram and Snapchat have various public features, and one of their core is private messaging to users on the platform. TikTok's move can be interpreted as a step towards competing with social sites like Instagram, The Verge reported.



Through Settings, and then Privacy, users can access the DM options, and who can send them messages, from a list of suggested friends, mutual friends, and anyone, while filtering out suspicious spam messages.

**The feature could instantly make TikTok a messaging app, enabling its users to DM their favorite creators.**

TikTok, deployed in China as Douyin, is a short-form video hosting service owned by the Chinese company ByteDance. It hosts user-submitted videos, which can range in duration from 15 seconds to 10 minutes.

TikTok is an entirely separate, internationalized version of Douyin, which was released in the Chinese market in September 2016. It launched in 2017 for iOS and Android in most markets outside of mainland China;

however, it became available worldwide only after merging with another Chinese social media service, Musical.ly, on 2 August 2018.

TikTok and Douyin have almost the same user interface but no access to each other's content. Their servers are each based in the market where the respective app is available. The two products are similar,

but their features are not identical. Douyin includes an in-video search feature that can search by people's faces for more videos of them, along with other features such as buying, booking hotels, and making geo-tagged reviews.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/tiktok-to-expand-dm-options/>

# GLOBAL DIGITAL SUMMIT EXPO 2023: CXO KICKS OFF MEGA EVENT

President of Pakistan Dr. Arif Alvi honors GDS-23 with his presence. The industry leaders, innovators & creatives from all tech fields come together under one roof on 18-19 January 2023!



CxO Global Forum launched its two-day (18-19 January 2023) event “Global Digital Summit Expo 2023” at Pak China Friendship Center, Islamabad. The summit brought more than 300 Stakeholders, thought leaders & innovators together belonging from different fields including IT / Tech, FinTech, HealthTech and multiple industries including Cloud Computing, Gaming, Software Development, AI/Machine Learning, Digital Transformation, ERPs, E-Commerce and many more!

CxO Global Forum is an emerging knowledge sharing platform designed to bring together global thought leaders and empower them to create a global impact in the areas of Technology, Disruption, Transformation & Innovation. CxO believes that change can best be achieved by bringing together thought leaders from all walks of life to contribute to our ever-expanding knowledge economy. Global Digital Summit was a dream for CxO Global Forum which came true with the tremendous support of our Sponsors & Partners who stood together with us in such difficult times to achieve this milestone for highlighting the Digital Importance for business, individuals and communities.

Then we have a long list of our Exhibitors, who gave the life to our GDS-23 by their presence. The exhibitors set up their stalls for both days, and exhibited their products, services and future plans to the audience. This also provided everyone an amazing chance to interact each other in our Business Lounge, which was specially setup for exhibitors, participants and partners to discuss their creative ideas with each other and it played a gateway for them to initiate new startups, businesses and partnerships. CxO Global Forum also honoured some industry leaders with CxO Excellence Awards 2023 at GDS-23.

**Here is the list of our GDS-23 Sponsors & Partners:**

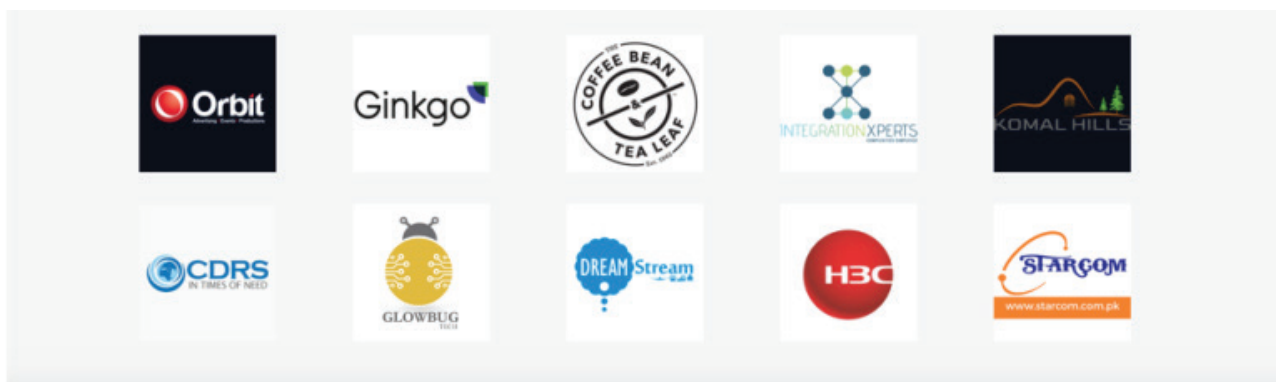






Here is the list of our GDS-23 Exhibitors:





The two days Global Digital Summit was inaugurated by Country Director & CEO, CxO Global Forum Kanwal Masroor, his opening sentences highlighted the purpose and idea behind the foundation of CxO Global Forum. He stated that CxO is a think tank working on knowledge economy everyday by providing a platform to all the industry leaders to come together and discuss & implement the innovative ideas for the betterment of Pakistan. He also told the audience that Global Digital Summit will play an important role in shaping up the platform's roadmap for our future planning. Moreover, he welcomed wholeheartedly everyone including all our Sponsors, Exhibitors and Speakers.



After his welcome note, a keynote speech was delivered by Mr. Akif Saeed, Chairman SECP. He explained the role of SECP in shaping up the ground for different businesses. He said that SECP truly realizes the role of Regulators. Moreover, he also focused that how SECP is strategically aligning their role in country's growth.

He also explained few points on which SECP is working efficiently. It includes Ease of Doing Businesses, for which SECP is formulating policies, digital implications, making the process digital, registering business online, WhatsApp services etc. He further explained that these steps helped in ranking up Pakistan in ease of doing business.

Moreover, he explained that we are always appreciating SMEs and facilitating the startups in raising capital, funding and Stock Market. He further told that SECP is using technology in in recolonization of sector, which includes regulatory interventions, support of PSX, digital account opening, facilitating overseas in Payment processes. He also told about "Imlaak" which is Pakistan's first Digital platform for mutual funds. At the end, he agreed that we should all move towards digitization and we need a transformation in the way we interact with the market. He also appreciated the efforts of CxO for organizing a unique and amazing event!





After that, Maj Gen (R) Tariq Qaddus was invited for his keynote speech. He presented his unique startup idea names as “Komal Hills”. Then he told his personal journey where he developed the idea of such hills, which further led him to convert it to a startup. Moreover, he told us that The Komal Hills Resort is a blend of harmonious modern architecture and is intended to welcome you to a completely natural sanctuary.

There are six distinct Chalet options with 1, 2, and 3 bedrooms available at the Komal Hills Resort. All Rooms are furnished and commencing a spectacular view. Our breezy restaurant offers delicious, fresh, and creatively presented meals. Try our light menus or discover dining that is truly unique, Great Food, Great Living.

Our resorts provide physically demanding sports like mountain climbing and trekking. The region’s best selection of outdoor activities. Take a ride on our cutting-edge Zipline, put your archery abilities to the test, or play some paintball.

Our activity manager may also organize enjoyable daytime activities like scavenger hunts, bonfires, camping, etc. At the end he said, what we value most is the spacious and quiet area. The early birds may catch a deer in the garden. Walk from the house directly into the forest. Enjoy the evenings at the open bonfire outside or in the house, chill out and unwind.



After that, a keynote speech on “Digital Transformation” was presented by Fatima Asad Said, CEO Abacus Consulting Technology. She linked the rapid changes of the world with technology, and the role of Digitization in our lives specially after COVID-19. Then she put light on the way the world is strategizing and the impacts of digital transformation. Moreover, she advised that we should have a long-term strategy while transforming to digitization. She explained how we need innovation & collaboration in this journey. Then, she explained the emerging technology trends in different fields.



**She presented Six Pillar of Digitization:**

- Digitization and sustainable transformation of industries
- Strategic development of new technologies
- Universal Adoption of New Services
- Digital Skills and Human
- Trust, Security and protection
- Cross Border, Trade and cooperation

She concluded that we cannot survive in the market without collaborations and she asked CxOs to play their roles in Leadership, Focus, Transforming Organizations and Shift in Experience to make this possible. We need to think where are we as a nation in this? How can we create value from it to create opportunities for our next generations?

After the keynote speech, a panel discussion started on “Will 5G be a Game-Changer in Pakistan?” In this panel discussion, relevant industry thought leaders came together to share their views on it. Zarrar Hashim, CBO PTCL shared his views by saying that 5G will definitely be a good thing for Pakistan, but first we need to make ourselves ready for such a shift, and we should not keep ourselves away from the digital shift. He also explained how PTCL is always trying to give the best digital services in collaboration with Ufone.

Haaris Mahmood Chaudhary, CEO USF shed light on 5G availability in terms of spreading awareness first. He shared how USF played its role with the government to spread the benefits of the telecom revolution to all corners of Pakistan. Pervaiz Iftikhar, ICT Consultant explained that the government should consider the conditions which are put while auctioning the spectrum. The regulators do not participate in the spectrum if the cost is too high, and the conditions are not suitable.

Abdul Rahman Mehmood, CEO Digit agreed with all of the panel in the point that we as a country should not delay the process of transformation like we did in early 2000s which caused us a lot of lag in technology. He also explained how Digit is playing its role in making Pakistan more Digital. Zouhair Khaliq, Founder & GP Teamup Ventures shared his views on the impact of 5G on the nature of businesses. Most of the businesses are now operating on Hybrid bases. We should now understand and accept that this is the future of work. The quality is no more depending on the hours you are giving. You can deliver your KPIs from any corner in the world. Then he told how Teamup Ventures combines 100+ years of experience across launching companies, strategy, finance, operations, high value scale-ups and a proven track record in the technology space. Teamup Ventures is uniquely positioned to act as a trusted partner to high-potential startups with a focus on Pakistan. Our goal is to help those startups achieve their full potential.







After that, Dr. Sushanth Pillai, MD Meditech South Africa delivered a Speech on HealthTech. He discussed how HealthTech is shaping up the future of the healthcare industry. Then he explained how digitization is helping both health experts and patients. Moreover, he also presented how Meditech South Africa is working on digital transformation. MEDITECH South Africa (Pty) Ltd provides integrated software solutions to meet the information needs of healthcare organizations in Africa and the Middle East.

MEDITECH South Africa was established in 1982 in Johannesburg, South Africa by John Tresling. The relationship with MEDITECH Inc. USA is fundamental to our success. As a significant shareholder in the South African business, MEDITECH has been able to grow the brand internationally. Healthcare is overdue for disruption and innovation. So, we've redefined what an EHR can do for your patients and your productivity. MEDITECH's integrated solutions, comprehensive approach to patient safety, and dedication to sustainability are impacting care like never before.





Then, there was a special segment of Fireside Chat with Samina Rizwan on the topic of “Leveraging Civic Tech to Achieve Good Governance in a Participatory Process”. Samina Rizwan is Country Director, Code for Pakistan. She told how Civic Tech is important for the greater good of the society and why it is important. Then she presented the example of her organization, Code for Pakistan, which is a not-for-profit, non-partisan, non-political organization facilitating government digital transformation, promoting open data and open source applications, building capacity for government innovation, fostering civic engagement and participation, and creating solutions that meet citizens’ needs.

Moreover, she also focused that it is not enough to provide the people with technology, but it is also very important to educate the masses to spread awareness of technology. So that it could play a positive role in shaping up civic lives.



After then, a panel discussion started on the topic of “Remote Patient Monitoring: Current Capabilities and Future Directions”. In this panel discussion, some prominent personalities from the Health Sector joined us and shared their views. Dr Hina Ghole, CMO BIMA took the responsibility of moderating this panel discussion. Wasim Irshad, CEO WoW Health shared his views on remote patient monitoring that few years ago, it was not possible to imagine that a health expert will be able to examine the patient remotely. But today we are experiencing remote monitoring and it is not only efficient but also helpful to those who cannot travel far.

He also shared that Wow Health Pakistan is revolutionizing the health sector by providing remote and online services to its clients through Awami Package. Bilal Amjad, CEO InstaCare told us that we all have observed how technology can help us out in monitoring everything remotely. As patient monitoring is a bit tricky, we need to take precautionary steps too and I hope that in future, we will be covering such aspects too.

Moreover, he explained how InstaCare is assisting the health sector in Clinics Patient Management, Medical billing, easy payments, electronic prescriptions, appointment scheduling and much more! Samad Saleem, CEO DigiTrends shed light on current capabilities in remote patient monitoring. He also explained what sort of measures we should take in designing our future strategies in this regard.

He also explained how DigiTrends, Award Winning Digital Agency for Pharmaceutical Industry, is working efficiently on providing a one window solution in Digital Transformation.





The next panel discussion was on the topic of “Business Automation & Transformation Support of Startup Ecosystem & SMEs”. The panelists for this session were Nilofar Gardezi, CRIC, Misbah Ali, CMO Vastmesh & Obaid Arshad, CEO Ginkgo. The panel shed light on how to make the businesses more efficient. The steps which every business should take while transforming itself to the digital world.

Moreover, we see new startups coming every passing day, they should also develop strategies and roadmap for them to boost their business and enhance the level of grip in the market. SMEs can play a very important role in making this successful, as they can guide, provide opportunities and make collaborations with other businesses. The government should also support Startups and SMEs.



The last panel discussion of day 1 was on the topic of “IT Exports & Way Forward”. The panel included IT Experts from different organizations as Miqdad Ali Nasser, COO RedBuffer, Omer Khokhar, Dir Operations OZI Technology, Bilal Mahmood, MD Contour Software, Umair Azam, Founder & CEO, Integration Xperts and Arsalan Ijaz, CEO Taar Consulting. They had a very fruitful and informative discussion on IT Exports.

They presented some amazing figures of Pakistan’s IT exports which was proof of how the IT industry can play its very important role in bringing huge capital and growth to Pakistan. Along with this, the panel also agreed that the government should give relaxations in terms of taxes etc. The terms and rules defined by the government should be relaxing so that the IT industry can work at its full potential. This will also be helpful for the IT industry to work closely with the regulators and authorities.



“The IT sector in Pakistan has shown consistent growth over the last few years, giving us a glimpse of its potential. Support from the government and the academia towards improving ease of doing business, tax concessions, promote research and development, and producing skilled human resources can do wonders for Pakistan,” said Umair Azam, Founder and CEO, Integration Xperts. “By focusing on niche markets, building strong relationships with international partners, there is no reason Pakistan cannot exponentially grow its IT exports by 2025.”



Day 2 of GDS-23 started with a Technology Session. This session was presented by Furqan Aziz, CEO Invozone. He first discussed the importance of IT in our lives, and how it has helped us with time to become efficient and quick. Then he explained how Invozone is trying to work more and more on technology. InvoZone is a leading software development company that excels in industry-focused software development solutions and consulting services across multiple industries.

We empower your business with unparalleled software solutions that keep you ahead of the competition while catering to all your business needs. Our community of top-notch developers blends in-depth technical expertise with agile methodologies to deliver the promise of technology and human inventiveness, helping your organization leverage the most productive outcomes.

Then a HealthTech session was presented by Shaukat Ali Khan who is Global CIO at Aga Khan University and Hospitals. He demonstrated how Aga Khan is playing its part in HealthTech in the form of multiple new projects and services. He also explained the economic planning of Aga Khan for its HealthTech and other projects. Moreover, he shed light on the humanitarian work Aga Khan is doing around the globe especially in Pakistan.



After that, a panel discussion was presented on the topic of “Technology Embedded Education for Augmented Learning”. The panel included Zeeshan Rehman, Business Manager DigiTrends, Fajer Rabia Pasha, PAGE, Sumbal Manzoor, ICE, Dr. Ali Raza Nemati, iQualify & Todd Shea, CEO CDRS. They discussed the current status of the education sector and how much this is useful for the younger generations. The experts also discussed the curriculum designed for different grades.

They raised a very important question on Pakistan’s current education system: Is the current system and curriculum up to the mark? Can we compete with the world with this system? The panel agreed that we need to make continuous changes in the education sector to make the sector updated. They also agreed that it is the need of the hour that our education sector should be transformed digitally.

The technology embedded in education will definitely be efficient and useful for our generation to come. This will provide us with many more gateways to make augmented learning possible and convenient.





The next panel discussion was on the topic of “Tech Services and Role of Startups & SMEs”. The panel included Shahqaan Qasim, VP of Engineering RedBuffer, Mudasser Abbas, CEO VizzWeb & Muhammad Hussain, CEO Boundless Technologies. The panel discussed some interesting things in the session. They discussed how Technology is shifting the paradigm of businesses.

The nature of provision of services is changing. Today, we are experiencing home delivery, contactless delivery, online shopping etc. and this is all possible because of Tech services which are updating the systems on a daily basis to facilitate us. This Tech played its very important role in giving birth to new startups and SMEs. Moreover, every startup is now transforming itself to the digital paradigm.



The next panel discussion was on “The Future of Digital Banking: How Artificial Intelligence and Open Banking are Revolutionizing the Industry”. The panel included Obaid Saleem, Head of MFS Delivery, Ericsson, Noman Azhar, Chief Officer, Zindigi & Sohail Aziz, Chief Digital Officer, ABL. The experts in the panels discussed how the banking industry works in Pakistan and how it can get used to AI. They agreed that technology has revolutionized the banking industry, but it is very important for banks to keep their safety as priority.

So, it can take some time for AI to be embedded in our banking industry but it will definitely happen soon. They also discussed the possibilities of open banking. Although they agreed that we have a long way to go to revolutions in terms of the banking industry.





After the panel discussion, a speech was presented on “Leadership in fast paced companies in challenging times” by Murtaza Khalil, CEO Milvik (BIMA). He discussed the traits of leaders and how they react to tough situations. Then he initiated explaining Trust which is very important for a leader and also advised companies to coach the individuals to make them more efficient.

He quoted Pakistan’s Banking industry in this regard as how they sent their employees abroad for training and coaching. At the end, he concluded that a leader needs to develop a culture where everyone feels comfortable, and leadership is about managing people.





## PRESIDENT OF PAKISTAN:

Then finally the moment came everyone was waiting for. The president of Islamic Republic of Pakistan Dr. Arif Alvi arrived at the venue as the Special guest. CxO's CEO & Founder Kanwal Masroor shared his welcome remarks for the president. Then Michelle O'Connor, President & CEO Meditech USA delivered a speech by explaining the importance of Global Digital Summit 2023 for all the businesses and industry leaders.

**Then Mr. President distributed CxO Excellence Awards to:**

Ashfaque Ahmed	Head of digital	Bank Islami Pakistan
Prof Dr Farhan Essa Abdullah	CEO	Dr Essa Laboratory and Diagnostic Center
Syed Arsalan Ali Shah	Founder & CEO	Connected Pakistan
Shaukat Ali Khan	Global Chief Information Officer	The Aga Khan University
Arsalan Ijaz Anwer	CEO	Taar Consulting
Azhar Nawaz	Group Chief Information Officer	Engro Corp
Sahibzada Ali Mahmud	Managing Director & CEO	KPITB
Irfan Malik	Founder & CEO	Xeven Solutions (Pvt) Ltd.
Samad Saleem	Chief Executive Officer	DigiTrends Pvt Ltd.
Noman Azhar	Chief Officer	Zindigi – powered by JS Bank
Samina Rizwan	Country Director	Code for Pakistan
Bilal Mahmood	Managing Director	Contour Software
Usman Sheikh	Group CEO	OZI GROUP
Umair Azam	Founder & CEO	Integration Xperts
Bilal Amjad	CEO	InstaCare
Qazzafi Qayum	CEO	TenX
Javaid Iqbal	CCO	STZA
Mudasser Abbas	CEO	VizzWeb
Murtaza Khalil	CEO	BIMA
Furqan Aziz	CEO	Invozone



Then Mr. President shared his closing remarks by appreciating CxO and everyone to make Global Digital Summit 2023 possible.

He shared his views that we need to pace ourselves up to compete with the world.

The world is becoming advanced every day and digital transformation is very important for the communities, cultures and businesses. He also shared the plans of government to implement different initiatives to make people interacting more with the digital facilities.

Moreover, he said that we are always here to support our business community which is doing every effort to make Pakistan proud and progress.

He also said that we should organize more summits of such nature so that our youth can understand and be involved with Technology and digitization.

Then Mr. The President visited and appreciated the Business Lounge and Stalls of Exhibitors.

The historical technology speech by Honorable President of Pakistan at Global Digital Summit 2023 on 19th Jan 2023 by CxO Global Forum.

#cxoglobalforum #DigitalSummit #GDS

After that, a panel discussion started on “Managing Organizational Change in a Digital Transformation Era”. The panel consisted of M Tahir Nawaz – GM Operations MILVIK, Imran Lakhwera, GM/Div Head Engro Fertilizer & Aliya Zafar, Group HR BOP. They discussed very important points on managing organizational change while digital transformation. For any organization, it is very important to transform. But this transformation is not good for all, because some employees are not ready to transform themselves. In such situations, every organization takes a few hard steps. Moreover, they all agreed that we should all keep ourselves updated with digital transformation for the sake of our progress, growth and survival.



The last panel discussion of GDS-2023 was on the topic of “Building the Decentralized Web: Challenges and Opportunities”. The panel consists of Azhar Nawaz, Group CIO Engro & Jawad Khalid Mirza, CISO Askari Bank. The panel discussed the paradigm shifts in technology from last century to this century. They discussed the possible challenges which can be faced while building the decentralized web. They also discussed the opportunities which can be created in this process. At the end, they also showed a possible pathway & solutions to the possible challenges which can come this way.





A message on Global Digital Summit from Dr Amjad Saqib, Founder Akhuwat Foundation.



## CXO EXCELLENCE AWARDS:

A main segment of Global Digital Summit 2023 was to give CXO Excellence Awards to tribute the achievements, services and works of the Industry Leaders working to make Pakistan Proud.

### The Awardees are as:

Nahil Mahmood	CEO, Delta Tech	DELTA TECH
Muhammad Hussain	Founder & CEO	Boundless Technologies
Ahmed Uzair	Partner	AUC   LAW
Muhammad Kashif Siddiqui	SVP Manager	KMBL
Hussan Rasool Khokhar	General Manager	Premier Group
Fatima Asad-Said	CEO	Abacus Consulting Technology Limited
Obaid Arshad	Co-Founder & CEO	Ginkgo Retail
Nilofar Ambreen	Associate Director	Corporate Research Investigations
Wasim Irshad	CEO	WoW Health

At the end of Global Digital Summit, Mr. Kanwal Masroor along with event Host Anza Saqib & his team thanked everyone for participating in Global Digital Summit.

Then he closed the session with a new hope and mission of bringing more and more such platforms for the youth of Pakistan.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/global-digital-summit-expo-2023-cxo-kicks-off-mega-event/>



# GOOGLE WILL LAY OFF 12,000 EMPLOYEES WORLDWIDE

*Google's profits dropped to \$13.9 billion despite its \$69 billion in revenue this year.*



**With plans to discharge 6% of its global staff or roughly 12,000 employees, Google is undergoing a substantial round of layoffs, following in the footsteps of Amazon, Microsoft, and Meta.**

Even if this layoff is not significantly larger than those at competing businesses, many employees will still be impacted. Comparatively, Amazon fired 18,000 employees or 6% of its whole workforce. Microsoft released 13% of its staff, or 10,000, and Meta released 5% of its workers, or 10,000.

Layoffs are one of the bleak choices being considered by the technology sector and other companies as they prepare for a downturn in the economy and look for methods to cut expenses. Thousands of Twitter employees were also let go not long after Elon Musk became the company's CEO.

Sundar Pichai, CEO of Google, stressed in a public statement how critical it is for the remaining employees to sharpen their concentration and produce more work urgently.

In order to compete with other businesses working on similar initiatives. He also said that the corporation intended to intensify its efforts in developing services related to artificial intelligence. Google's profits dropped to \$13.9 billion despite its \$69 billion in revenue this year. The business is proactively addressing the problem in view of the anticipated economic difficulties in 2023.

Pichai has given staff members the option of working from home as they process the company's layoff announcement. He stated:

Please look after yourself while you process this upsetting news. As part of that, feel free to work from home today if you have just begun your workday. I bear full responsibility for the choices we made because I am really concerned about how these changes will affect Googlers' lives.

<https://cxonews.live/google-will-lay-off-12000-employees-worldwide/>



# WHATSAPP TO ENABLE FULL-QUALITY IMAGE UPLOADS

*It is important to note that before it appears in the stable version of WhatsApp, there may be some adjustments.*



WhatsApp allows you to share photographs in a variety of quality levels, but it does not let uploads of the original resolution. As the feature has already arrived in the most recent beta version of WhatsApp, that will soon change with an update.

For image uploads, you currently have three options: "data saver," "automatic," and "best quality," but the best quality option prevents you from sharing full-resolution images. It merely reduces image compression a little bit less than the alternatives.

However, full-quality image uploads have now been added to WhatsApp as part of a recent beta upgrade (version 2.23.2.11). As usual, WABetaInfo noticed the feature. It is important to note that before it appears in the stable version of WhatsApp, there may be some adjustments.

When you choose an image from your gallery, a new cogwheel option appears at the top. You will be able to choose from many photo quality options, including original image uploads, thanks to this. With all their megapixels, you will finally be able to flaunt your photography prowess or funny pet images.

If you have mobile internet restrictions, it is advised that you only utilize this option on Wi-Fi connections, as uploading photographs at their original quality would consume more internet traffic. For original-quality uploads, WhatsApp should give users the option to select between Wi-Fi and mobile internet connections. It is uncertain when the functionality will go public because it is currently in development.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/whatsapp-to-enable-full-quality-image-uploads/>



# MICROSOFT FACES EU ANTITRUST WARNING ON ACTIVISION DEAL



Microsoft is likely to receive an EU antitrust warning about its \$69 billion bid for “Call of Duty” maker Activision Blizzard, people familiar with the matter said, that could pose another challenge to completing the deal.

The European Commission is readying a charge sheet known as a statement of objections setting out its concerns about the deal which will be sent to Microsoft in the coming weeks, the people said.

The EU antitrust watchdog, which has set an April 11 deadline for its decision on the deal, declined to comment.

Microsoft said: “We’re continuing to work with the European Commission to address any marketplace concerns. Our goal is to bring more games to more people, and this deal will further that goal.”

The U.S. software giant and Xbox maker announced the acquisition in January last year. It was to help it compete better with leaders Tencent and Sony.

U.S. and UK regulators, however, have voiced concerns, with the U.S. Federal Trade Commission going to court to block the deal.

Microsoft was expected to offer remedies to EU regulators in an attempt to avert a statement of charge and shorten the regulatory process, other sources familiar with the matter told Reuters in November.

The EU competition enforcer, however, is not expected to be open to remedies without first sending out its charge sheet. Although there are ongoing informal discussions on concessions, the people said.

Microsoft last month reached a 10-year deal with Nintendo to make “Call of Duty” available on Nintendo consoles. They said it was open to a similar agreement with Sony, which is critical of the acquisition.

The deal has received the green light without conditions in Brazil, Saudi Arabia and Serbia.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/microsoft-faces-eu-antitrust-warning-on-activision-deal/>



# VALL-E CLONES VOICE FROM 3 SEC AUDIO



Microsoft's new text-to-speech AI VALL-E will clone voices, including tone and pitch, using only a three-second snippet of audio.

VALL-E has a "neural codec language model" that is a complex system but is quite easy to use with just a plug-in of audio and text.

The program's creators are optimistic that it can be used for high-quality text-to-speech applications like speech editing and audio content creation. Microsoft's program is built off of EnCodec which was announced by Meta last year in October.

VALL-E generates discrete audio codec codes from text and acoustic prompts, analyzing how a person sounds and breaking that information into discrete components. EnCodec uses training data to match what it knows about how that voice would sound if it spoke another phrase.

VALL-E's speech-synthesis capabilities have been trained from an audio library assembled by Meta, and containing 60,000 hours of English language speakers from more than 7,000 speakers. For a good result, the three-second voice clip sample has to closely match the training data provided.

The sample provided by Microsoft demonstrates that the program can generate variations in voice tone. It happens by changing the random seed used in the generation process. VALL-E can imitate the acoustic environment of the audio that the sample audio contained. It is like imitating how a voice would sound on the phone.

Many news sites use machine-powered dictation services, but speech-generating programs require a large amount of input. Most importantly, the voice doesn't sound human-like and is unable to convey emotions and inflections.

VALL-E is quite advanced and provides a better and more accurate result with little required input. The program, however, carries potential risks in misuse of the model. Such as spoofing voice identification or impersonating a specific speaker.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/vall-e-clones-voice-from-3-sec-audio/>

# DIGITRENDS AT CXO GLOBAL DIGITAL SUMMIT 23 EXPO

Catch DigiTrends as "Speakers, Sponsors & Exhibitors" at CxO Global Digital Summit 23 Expo!



Catch DigiTrends as "Speakers, Sponsors & Exhibitors" at CxO Global Digital Summit 23 Expo!

Get ready for Pakistan's leading Tech Summit, which will unite all the key players under one roof! The event was a huge success last time and will be just as successful this year owing to the presence of some new top tech pioneers, including none other than DigiTrends.

DigiTrends, a top-tier leading tech innovator, will be the Sponsor, Speaker & Exhibitor at this ground-breaking event that is happening soon. The event will take place on **18th - 19th Jan 2023 at the Pakistan-China Friendship Center Islamabad**. This year, get a chance to meet DigiTrends' CEO Samad Saleem and CMO Ali ZEESHAN, speaking about Digital Health Landscape in Pakistan at Booth#G12 setup on ground floor. So be ready, and don't forget to mark your calendars!

## ABOUT CXO GLOBAL DIGITAL SUMMIT 23 EXPO

CxO Global Forum, founded in December 2019 with headquarters in the United States and Pakistan, is a for-profit organization providing industry outreach for established and developing enterprises worldwide. The primary objective of this summit is to bring innovators & leaders together to develop a roadmap for the future of the technology ecosystem, digitization, and incorporating the technology-dependent economy in developing markets.

## BENEFITS OF THIS GLOBAL DIGITAL SUMMIT 23 EXPO

Global Digital Summit 23 Expo brings together pioneers in healthcare and innovative technology leaders under one roof. To work together and empower participants to address the healthcare & tech industry's most difficult problems, the event brings together decision-makers, policymakers, and healthcare professionals. Additionally, it allows you to meet and socialize with industry leaders like DigiTrends.

## DIGITRENDS AS SPEAKERS, SPONSORS & EXHIBITORS AT CXO GLOBAL DIGITAL SUMMIT 23 EXPO

Meet DigiTrends' CEO Samad Saleem and CMO Ali ZEESHAN, speaking about Digital Health Landscape in Pakistan at Booth#G12 setup



on ground floor, along with the product demonstration. Moreover, DigiTrends has years of experience designing and developing healthcare software; they handle every stage of the process, from accessing specifications to conducting the verification. Their expert healthcare software developers materialize your ideas into reality while adhering to compliance standards.

Prepare to explore the route forward through innovative and sustainable solutions that will disrupt current paradigms and reinvent healthcare for a brighter future at the Global Digital Summit 23 Expo!

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/digitrends-at-cxo-global-digital-summit-23-expo/>

## TWITTER CREATES DEFAULT 'FOR YOU' PAGE



Twitter released the new function for iOS users first on Wednesday. Mobile users will now see a "For you" page when they open the Twitter app.

Twitter is planning to change how users move between algorithmic timelines and chronological feeds, making the former default for users.

The star button at the top right has been replaced with "For You" and the other "Following" tab.

For You shares the same name as TikTok's algorithmically-driven feed, resonating with the old 'Home' feed which displays tweets from people users follow out of order, along with tweets that users may like.

The 'Following' tab opens up a timeline of the latest tweets. The new integrational change has made the transition between the two timelines easy for users.

[PLEASE INSERT a picture here, Take from ARTICLE WEB LINK]

The change fulfills Twitter CEO Elon Musk's tweet on December 20 where he said that the "Main timeline should allow for an easy sideways swipe between top, latest, trending and topics that you follow," and his company would be making changes to address it.

The platform has yet to release a feature that lets users swipe to trending and followed topics yet.

This won't be the first time Twitter follows a TikTok trend, as just this past year the company introduced an endless scroll of videos feed in the Explore tab.

<https://cxonews.live/twitter-creates-default-for-you-page/>

## APPLE TO USE IN-HOUSE SCREENS FROM 2024



Apple Inc is planning to start using its own custom displays in its mobile devices from 2024 onwards in an attempt to bring more components in-house, Bloomberg News reported on Tuesday, citing people with knowledge of the matter.

The company intends to begin by swapping out the display in the highest-end Apple Watches by the end of next year. Apple plans to eventually bring these displays to other devices as well, including the iPhone, according to the report.

The Cupertino, California-based tech giant is aiming to reduce its reliance on other partners such as Samsung Electronics and LG Corp.

Apple did not immediately respond to a Reuters' request for comment, while Samsung Display, a unit of Samsung Electronics, and LG Display declined to comment.

The report added that the screens would upgrade the current OLED standard to a technology called microLED.

Bloomberg News had reported on Monday that Apple plans to replace Broadcom Inc chips from its devices with an in-house design in 2025.

The iPhone maker has been working to limit its reliance on other chipmakers, having moved to its own line of chips for recent models of its Mac computers, replacing those from Intel Corp.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/apple-to-use-in-house-screens-from-2024/>



## MEET AEO, A HOSPITAL CLEANING AND PATROLLING ROBOT



*It's about time the Aeo goes global and be seen all over the world.*

Aeo can serve as security, deliver goods, disinfect using UV light, care for the aged, and more. In the future, if you walk into a hospital and notice an extremely adorable-looking robot walking about taking pictures, cleaning the floors, and moving objects, that robot is the Aeo. Aeolus Robotics has developed a robot with heart-shaped LED eyes that can carry out various duties. The Aero is capable of carrying out UV germicidal disinfection, item delivery, senior care, and even security duties. Aeo can multitask because it has two arms. For example, it can move objects from one location to another while using its other hand to clean surfaces. The robot is incredibly effective thanks to its capacity to perform numerous tasks at once. This makes it ideal for settings with large labor volumes, such as offices and hospitals.

The Aeo can have exceptional vision intelligence in addition to its amazing multitasking hands. Since it can readily adjust to dark conditions, which makes it wonderful as a security guard and night nurse. Because of its 360-degree night vision cameras, Aeo robots can detect patterns while roaming different regions, such as open windows, lost goods, and even intruders in complete darkness.

When keeping an eye on a patient, Aeo can swiftly determine whether the patient requires any medical support or assistance and alert the hospital staff. The Aeo uses two-way vocal communication to do this. "Our goal is to produce robots that will enhance the quality of life and promote the beneficial influence robotics already have on society," stated Alexander Huang, Global CEO of Aeolus Robotics, in reference to the Aeo robot.

The Aeo robot is currently used in numerous nations, including Japan, Hong Kong, and Taipei. It is used by a variety of different businesses, including those in the real estate, property management, and eldercare sectors. Now that Aeolus Robotics has attained global recognition. It's about time the Aeo goes global and be seen all over the world.

<https://cxonews.live/meet-aeo-a-hospital-cleaning-and-patrolling-robot/>



# YOUTUBE TO SHARE AD REVENUE WITH SHORTS CREATORS



YouTube's much-awaited programme which will allow Shorts creators to receive ad revenue, is nearly ready to commence from February 1.

The company released a Partner Program agreement with terms and conditions that creators will be required to follow and agree with until July 10.

YouTube has introduced "Monetization Modules" which will enable creators to have more flexibility over their earnings on YouTube. The platform recommends accepting all modules to unlock creators' full earning potential.

The video streaming platform had previously detailed in an announcement that creators with at least 1,000 followers and more than 10 million views on Shorts over a 90-day period, will be eligible to apply for the Partner Program.

With Shorts revenue sharing, the \$100 million creator fund will have to go away. But YouTube is expecting more fund receipts to come its way than what it earned through its fund.

Users will receive ads in between Shorts while streaming on the Feed, while the revenue generated through the ads will be used to pay music licensing companies and creators through a shared pool, at the end of each month.

Moreover, the amount of money in the creator pool will be determined. By the number of musical tracks creators feature in their Shorts. A clip without music would mean that all the generated revenue will go to the creator pool.

The streaming platform will determine how the creator pool will be distributed. It's based on a creator's share of total Shorts views. YouTube will take 55% of the revenue cut, leaving creators with 45%.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/youtube-to-share-ad-revenue-with-shorts-creators/>



# TPL BECOMES FIRST PAKISTANI INSURANCE COMPANY TO ENTER METAVERSE

*TPL Insurance will keep playing a crucial part in raising awareness of the advantages of insurance*



TPL Insurance has entered the Metaverse with the goal of redefining insurance in Pakistan via constant innovation and product improvement.

It is concentrating on its next generation of consumers. In addition, TPL Insurance has established itself as the first insurance firm in Pakistan to enter the meta sector in order to raise awareness of its products and offer a customized experience.

The popularity of the metaverse is rising, and it is enthralling people everywhere. Simultaneously, many individuals and organizations are investigating the numerous opportunities offered by the virtual world, from gaming to networking.

"As Pakistan's leading Insurtech, we take enormous delight in bringing disruption to the digital realm, developing new innovations and offers in the sector and for the next generation," Mr. Muhammad Aminuddin, CEO of TPL Insurance, said in a statement about the launch.

Our efforts are concentrated on facilitating insurance for diverse groups in Pakistan. Moreover, TPL Insurance will keep playing a crucial part in raising awareness of the advantages of insurance and offering clients cutting-edge solutions.

Furthermore, the Metaverse enables users to do more than just browse the internet or social media due to the accelerated advancement of technology and online experience. The metaverse is an online community where users can connect and engage in interactions that mirror those in real life.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/tpl-becomes-first-pakistani-insurance-company-to-enter-metaverse/>





# DIGITRENDS – SILVER SPONSOR AT ARAB HEALTH 2023

Are you ready for one of the biggest events in the healthcare sector? Arab Health draws in the crucial players to join together and transform the healthcare sector into one with greater sustainability and beneficial impact. Last year's event was a tremendous success and will be just as successful this year as there will be some new leading tech innovators in the event, including none other than DigiTrends.

DigiTrends, a top-tier leading tech innovator, will be the silver sponsor at this ground-breaking event that is happening soon. The event will take place on

30th Jan – 2nd Feb 2023 at the Dubai World Trade Center. Get a chance to meet DigiTrends' CEO Samad Saleem and CMO Ali ZEESHAN, speaking about Digital Health Landscape in the Middle East and DigiTrends' digital health suite for health systems at Booth # Z6.A15. What a great start to the new year! So be ready, and don't forget to mark your calendars!

The healthcare industry has been DigiTrends' area of expertise for years, and they guarantee to deliver digital solutions that rule the devices. Their custom medical apps are created using state-of-the-art software. They have competent and skilled healthcare software developers dedicated to providing and building specialized medical apps for modern care delivery. So, are you ready to experience the future of healthcare?

## Wondering about the benefits of this event?

"If you want to see and meet people, find new business opportunities. This is the event where you need to be!"

~ Ben Mauws, Belscan Continental, Development Manager

Arab Health brings together the various realms of healthcare under one roof. The event brings together policymakers, healthcare professionals, thought leaders, and decision-makers to collaborate and empower to address healthcare's most challenging issues. Furthermore, it provides you with the chance to:

- Meet and socialize with industry leaders like DigiTrends
- Get a chance to meet DigiTrends CEO & CMO
- Build connections with the 4000+ exhibiting businesses from 160+ nations.
- Explore your desired products by browsing the thousands of products on display, divided into nine main product categories.
- Witness live demonstrations of digital health technologies and much more!

## Product Categories:

The Arab Health display floor will again be divided into niche sectors across 9 primary product groupings to provide more relevant interactions, fairly short discovery times, and an improved show experience. Brands will be assigned to specific sectors, making it easier for healthcare professionals to find and purchase the required products. Product categories include:

- Medical equipment & devices
- Disposables & consumer goods
- Orthopedics & physiotherapy
- Imaging & diagnostics
- Healthcare & general services
- IT systems & solutions
- Healthcare infrastructure & assets
- Wellness & Prevention
- Healthcare transformation



**DigiTrends – the Silver Sponsor at Arab Health – intelligence Health Pavilion.**

Discover the cutting-edge tech innovators, DigiTrends, at the Arab Health as the Silver Sponsor!

DigiTrends' Health Technology offer many benefits to users looking to accelerate their digital migration goals. As a leading Healthcare Development Services provider, they create healthcare apps and medical software that digitize the healthcare process with user-friendly software solutions that provide the following advantages:

- Enhanced patient satisfaction
- Quality care
- Enhanced hospital and equipment management
- Thorough patient supervision
- EHR/EMR leading to less paperwork and fewer mistakes
- Patient check-in system and much more

Having years of experience designing and developing healthcare software, they handle every stage of the process, from accessing specifications to conducting the verification. Their expert healthcare software developers materialize your ideas into reality while adhering to compliance standards. So, this year, meet DigiTrends' CEO & CMO at Booth # Z6.A15 at Arab Health.

So, be prepared to explore the path forward through innovative and sustainable solutions at Arab Health that will disrupt current models and revolutionize healthcare for a better future!

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/digitrends-silver-sponsor-at-arab-health-2023/>

## MICROSOFT AIMS FOR AI-POWERED VERSION OF BING

Microsoft Corp is in the works to launch a version of its search engine Bing, using the artificial intelligence behind OpenAI-launched chatbot ChatGPT. The Information reported on Tuesday, citing two people with direct knowledge of the plans.

Microsoft could launch the new feature before the end of March. And it hopes to challenge Alphabet-owned search engine Google. The report from the San Francisco-based technology news website said.

Microsoft said in a blog post last year that it planned to integrate image-generation software from OpenAI, known as DALL-E 2, into Bing.



OpenAI declined to comment, while Microsoft did not immediately respond to Reuters' request for comment. The San Francisco-based artificial intelligence company OpenAI was backed by Microsoft with \$1 billion in funding in 2019. The two had formed a multi-year partnership to develop artificial intelligence supercomputing technologies on Microsoft's Azure cloud computing service.

OpenAI made its creation ChatGPT chatbot available for free public testing on Nov. 30. The chatbot is a software application designed to mimic human-like conversation based on user prompts and can respond to a large range of questions while imitating human speaking styles.

Microsoft Bing is a web search engine owned and operated by Microsoft. The service has its origins in Microsoft's previous search engines: MSN Search, Windows Live Search and later Live Search. Bing provides a variety of search services, including web, video, image and map search products.

<https://cxonews.live/microsoft-aims-for-ai-powered-version-of-bing/>



# CONVEX INTERACTIVE LAUNCHES BERRYTALKS: CPAAS PLATFORM

Convex Interactive has launched BerryTalks, a Communications Platform as a Service (CPaaS). This streamlined dashboard helps you change the game of customer interactions with a hello.

*Convex Interactive Launches BerryTalks: Here's All You Need To Know About This CPaaS Platform*

Customers are present on different platforms and expect businesses to remember conversations from all of them. This is why, businesses now need to up their game

by being present on multiple channels at the same time, not just responding, but interacting with customers in a personalized and seamless manner. Identifying this gap in the market, Convex Interactive (Pvt) Ltd introduced BerryTalks, a Communications Platform as a Service (CPaaS Platform). This platform enables digital transformations by helping businesses improve customer engagement and increased efficiency.

Aamir Irfan Siddiqui, the CEO of Convex Interactive, said, "Understanding the market needs and filling the gap through innovations has always been our motto. Our constant strive to find tech solutions to everyday problems with a futuristic approach is what gives birth to platforms like BerryTalks. If recognized and used to its full potential BerryTalks will definitely change customer interactions forever".

There is so much you can do with BerryTalks (Communications Platform as a Service), especially by integrating WhatsApp Business API on the platform. It offers 24x7 customer support, personalized conversations with clients, booking appointments, showing product catalogues, taking orders, etc. Apart from that, it also allows you to integrate Facebook Messenger, Instagram DM, Call Centre, SMS, Twitter, Shopify, and Email platforms onto a single dashboard and create powerful Chatbots that can handle 35% of the whole traffic.

Agents can also merge multiple conversations onto a single thread and easily engage with a customer across several platforms. With BerryTalks (Communications Platform as a Service), businesses can now:

- Assign chats to relevant agents
- Build customer profiles
- Collaborate with your team
- Create audience segments
- Broadcast messages
- Create instant shop
- And do much more...

BerryTalks (Communications Platform as a Service) lets businesses turn conversations into leads with:

- Omni-Channel Analytics
- Team Progress Tracking
- Unified View of Your Customer
- Set your teams up for success

Follow Convex Interactive's Social Media: Facebook, Instagram, LinkedIn and Website for more information and to book a live demo of BerryTalks (Communications Platform as a Service).

info@convexinteractive.com

<https://cxonews.live/convex-interactive-launches-berrytalks-cpaas-platform/>



# AI INFUSED EVERYTHING AT CES GADGET EXTRAVAGANZA



The latest leaps in artificial intelligence in everything from cars, robots to appliances will be on full display at the annual Consumer Electronics Show (CES) opening Thursday in Las Vegas.

Forced by the pandemic to go virtual in 2021 and hybrid last year, tens of thousands of show-goers are hoping for a return to packed halls and rapid-fire deal-making that were long the hallmark of the annual gadget extravaganza.

"In 2022, it was a shadow of itself – empty halls, no meetings in hotel rooms," Avi Greengart, an analyst at Techspotential told AFP.

"Now, (we expect) crowds, trouble getting around and meetings behind closed doors – which is what a trade show is all about."

**The CES show officially opens on January 5, but companies will begin to vie for the spotlight with the latest tech wizardry as early as Tuesday.**

CES will be spread over more than 18 acres (seven hectares), from the sprawling Las Vegas Convention Center to pavilions set up in parking lots. Ballrooms and banquet rooms across Sin City will be used to hustle up business.

With transportation now computing's new frontier, next generation autos, trucks, boats, farm equipment, and even flying machines are expected to grab attention, according to analysts.

"It's going to feel almost like you're at an auto show," said Kevan Yalowitz, head of platform strategy at Accenture.

More than ever, cars now come with operating systems so much like a smartphone or laptop computer. Accenture expects that by 2040 about 40 percent of vehicles on the road will need software updated remotely. And with connected cars come apps and online entertainment as developers battle to grab passenger attention with streaming or shopping services on board.

Electric vehicles enhanced with artificial intelligence will also be on display "in a big way," Greengart said.

"What has really been the buzz is personalized flying machines," said independent tech analyst Rob Enderle.

"Basically, they are human-carrying drones."

## Metaverse Momentum?

Led by Zuckerberg's Meta, immersive virtual worlds referred to as the metaverse are seen by some as the future of the ever-evolving internet, despite widespread criticism that the billionaire CEO is over-investing in an unproven sector.

After being a major theme at CES last year, virtual reality headgear aimed at transporting people to the metaverse. They are expected to again to figure prominently. Formerly known as Facebook, Meta will be allowing selected guests to try its latest Oculus Quest virtual reality headset. In trying to persuade doubters that the company's pivot to the metaverse was the right one.

Gadgets or services pitched as being part of the next-generation of the internet – or “Web 3”. They are also expected to include mixed reality gear as well as blockchain technology and NFTs. Web 3 promises a more decentralized internet. Where tech giants, big business or governments no longer hold all the keys to life online.

“The idea of how we are going to connect is going to be part of the big trend at CES,” said Creative Strategies analyst Carolina Milanese.

Analysts had expected cryptocurrencies to be touted among Web 3 innovations at the show. But there “could be pullback” because of the implosion of cryptocurrency platform FTX. And arrest of its boss Sam Bankman-Fried, according Milanese.

**Covid and Climate**

CES offerings will likely show effects of the pandemic. Since products designed during a time of lockdowns. And remote work will be now heading for market even if lifestyles are returning to pre-Covid habits, noted Greengart. Tech designed to better assess health and connect remotely with care providers will also be strong at CES.

And though the show is unabashedly devoted to consumerism. The environment will also be a theme from gadgets designed to scoop trash from waterways to apps that help people cut down on energy use. A lot of companies are eliminating plastic from packaging and shifting to biodegradable materials. While also trying to reduce carbon emissions, according to analysts.

“If you are the kind of person who is off the grid growing vegetables. Then CES is not for you,” Greengart said.

“But, I do commend companies that find ways to make their products and the supply chain more sustainable.”

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/ai-infused-everything-at-ces-gadget-extravaganza/>

# “2022 REMINDED US THAT CONNECTIVITY IS A NECESSARY SERVICE IN TIMES OF NEED” - CEO JAZZ

*The year 2022 saw its share of difficulties.*

As 2022 draws to a close, Jazz CEO Aamir Ibrahim considers the strides the telco has successfully taken to establish itself as Pakistan's premier Digital Operator.

Aamir expressed gratitude to the staff for taking ownership and making this happen, saying, “Serving over 75 million consumers is not just an honor but also a great duty.”

The year 2022 saw its share of difficulties. Jazz was forced to declare a Digital Emergency because of the global wars and localized uncertainty.

Our key principles of innovation, entrepreneurship, and customer obsession were tested, but we are still the top telco in Pakistan despite the difficulties.

Aamir continued, “Jazz stood forward and contributed PKR 1 billion to fund the flood relief work. After the catastrophic floods that took away a third of the country. We helped as a mission-driven organization. By donating much-needed money, tents, supplies, and connectivity.”





"In addition to the hundreds of volunteers, I'd like to congratulate them. In particular, our colleagues from Technology and Commercial made sure our services were accessible in all flood-affected areas. We were once again reminded how important basic connectivity is, particularly in times of humanitarian catastrophe."

Aamir said that overcoming obstacles with a spirit of cooperation rather than avoiding them is what defines success.

**Unexpected challenges will undoubtedly arise in 2023, but if past performance in 2022 is any indication, he asserted, "I feel confident being surrounded by a team that can make the unthinkable possible."**

**Aamir urged the staff to recognize their successes as he listed the significant accomplishments made in 2022.**

"We effectively shifted our portfolio from selling minutes, SMS, and terabytes to curating events and memories that our client's treasure."

"We are well poised to engage with our customers 1440 minutes of the day through innovative products and services," he said. "With the recent launch of BiP, a revolutionary engagement and messaging platform. The rapid growth of our streaming platform Tamasha, and the ongoing success of Pakistan's No. 1 Fintech, JazzCash."

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/2022-reminded-us-that-connectivity-is-a-necessary-service-in-times-of-need-ceo-jazz/>

## DIGITRENDS SET TO PARTICIPATE IN 28TH DUPHAT 2023



Team Digitrends is participating in DPHAT (Dubai International Pharmaceutical and Technologies Conference and Exhibition) 2023. That is starting from 10th January 2023 till 12th January 2023 at Dubai World Trade Center.

The 28th Dubai International Pharmaceutical and Technologies Conference and Exhibition, popularly known as DPHAT 2023. It is set to begin on Tuesday, January 10, 2023, at the Dubai World Trade Center. The three-day event will bring together top professionals, experts, and business executives from the pharmaceutical sector. And it is being organized by INDEX Conferences and Exhibitions, a division of INDEX Holding.

The world's best manufacturers and pharmaceutical businesses may showcase their products at DPHAT, the region's top pharmaceutical industry event, and share knowledge and develop in the fields of technology, medicine, and patient care. The DPHAT conference and exhibition gives pharmaceutical businesses the chance to launch new products, discover cutting-edge scientific research, connect with industry peers, exchange information and experiences with subject-matter experts, and think about solutions to the difficulties facing the sector.

Every component of the pharmaceutical industry's value chain, from raw material suppliers to formulation specialists to distributors and drugstore networks, is represented at this one-of-a-kind event.

- Create connections and network with 20,000+ participants.
- Pre-arrange B2B meetings with 60+ carefully chosen Buyers.
- Obtain fresh leads from more than 75 participating nations.

Over the last 27 years, DPHAT has had a considerable impact on the pharmaceutical industry in the MENA region.

Originally designed as a conference and exposition for the local market, it is today the top regional location for executives in the pharmaceutical sector to learn and network. Major pharmaceutical companies hold DPHAT in high respect. DPHAT is the biggest pharmaceutical exhibition in the Middle East and Africa.

## DIGITRENDS AT DUPHAT

In 2010, DigiTrends was established as a versatile digital company spearheading the mission to digitize the pharmaceutical industry and several other industries. With a variety of marketing solutions and online services, it swiftly established itself as a cutting-edge digital company.

By digitizing several prestigious companies and sparking a local digital revolution, DigiTrends soon established itself as a leader in the field. Our success earned us extensive praise and inspired us to broaden the extent of our industry expertise and our global presence; DigiTrends eventually developed into a full-stack digital corporation.

Since its founding, DigiTrends has overcome many challenges and won the trust of more than 600 organizations, including Fortune 500 companies and well-known companies worldwide. With dependable digital services and informed marketing solutions, DigiTrends is dedicated to empowering its customers.

They work together with pharmaceutical companies to evaluate, organize, and implement a thorough digital strategy. Moreover, our consulting approach to problem-solving has helped organizations begin their digital transformation by

Integrating communication strategy, digital channels, and analytics to create better customer experiences and more customer engagement.

Furthermore, the team from Digitrends will comprise of:

Regional Head of Middle East Division Dr. Abdul Hameed Khan and Marketing Head Akbar Raza.

For more details check Digitrends LinkedIn or visit their website.

## ABOUT DIGITRENDS

DigiTrends is a Manifest 2022 top ranked software house and digital solutions provider firm. It is meeting different sector's digitalization needs since 2000. Moreover, Digitrends, being the official 2022 member of Forbes Technology council, is well recognized by Inc. 5000, DesignRUSH, Clutch and Goodfirms.

Moreover, ranging its offices from USA, UK, and UAE to Pakistan, Digitrends has been providing customized digital solutions to healthcare sector, primarily pharmaceuticals; education, finance and other regions. With a diverse expert team, Digitrends has delivered exceptional AR/VR, artificial intelligence (AI), financial technology (Fintech) projects.

- <https://www.digitrends.pk/>
- <https://digitrends.co/>
- Email: [info@digitrends.co](mailto:info@digitrends.co)

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/digitrends-set-to-participate-in-28th-duphat-2023/>

# STARTUP FUNDING IN PAKISTAN IS AT ITS LOWEST LEVEL IN NEARLY THREE YEARS

*Series A fundraising in 2022 was \$133.5 million, followed by Seed funding at \$83.35 million and Series B funding at \$80 million.*

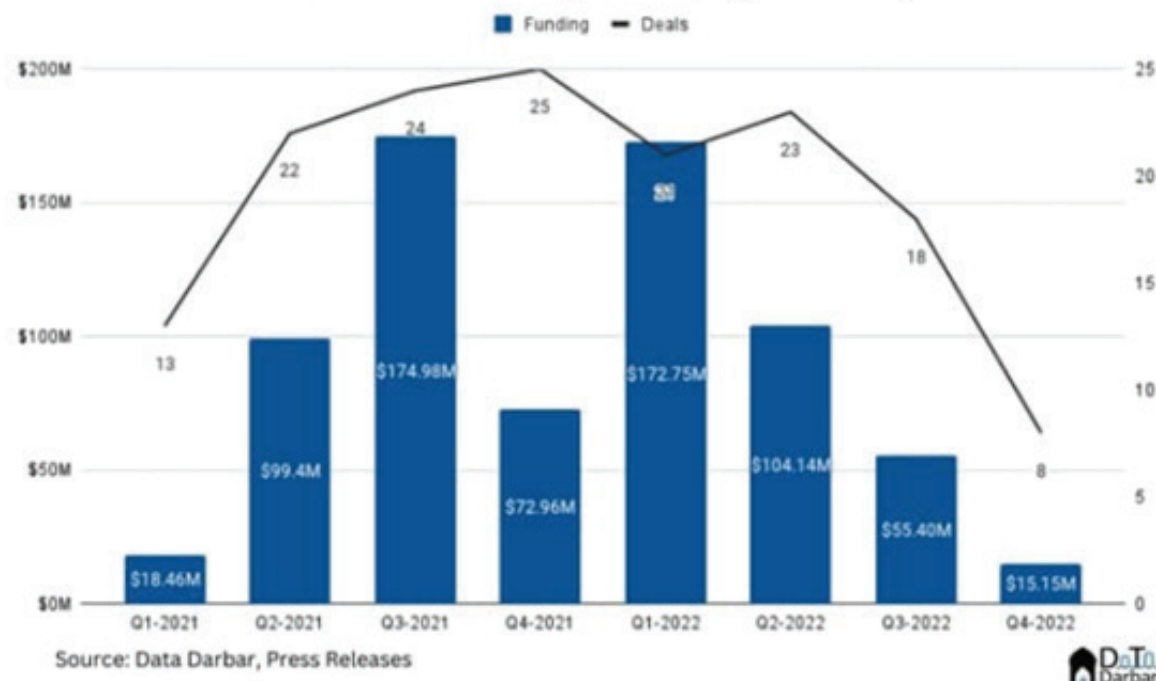
According to data made available by Data Darbar, investment in Pakistan's ICT industry continued to decline in Q4-2022, falling to just \$15.15 million. Since Q1 of 2020, when investments totaled \$5.025 million, this quarter has been the worst for startup funding.

On a year-over-year (YoY) basis, the investment in Q4-2022 decreased by 79.24 percent compared to the investment of \$72.96 million in Q4-2021. Compared to the investment of \$55.40 million in Q3-2022, the quarter-over-quarter (QoQ) reduction was likewise higher than 70%, coming in at 72.65 percent.

The number of deals also decreased to 8 in the fourth quarter of 2022, the fewest since the second quarter of 2020. (7). When compared to 25 deals in Q4-2021, the number of deals was down 68% YoY.

Compared to 18 deals in the preceding quarter, the deal count decreased by 55.57 percent on a quarter-over-quarter basis.

## Pakistan's Startup Funding Activity



## TOTAL EXPENDITURE

From \$365.8 million in 2021 to \$347.44 million in 2022, total investments in startup decreased by 5%. Additionally, the number of deals fell from 84 in 2021 to 70 in 2022.

According to the industry breakdown, e-commerce held the top spot for fundraising value in 2022, with \$190.27 million raised across 16 deals. The amount raised in 2021 was higher at \$174.6 million. Fintech had the most transactions, totaling \$100.3 million across 19 transactions. Healthtech brought in \$15.1 million, while the transportation and logistics industry brought in \$28.1 million.

According to the stage-by-stage breakdown, Series A fundraising in 2022 was \$133.5 million, followed by Seed funding at \$83.35 million and Series B funding at \$80 million.

The data also reveals that in 2022, firms with female founders raised \$4.35 million across five deals and won \$21.55 million across seven deals.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/startup-funding-in-pakistan-is-at-its-lowest-level-in-nearly-three-years/>

## FIRST-EVER PHYSICAL NFT STORE OPENS IN DUBAI

*The goal of the ftNFT project is to connect cryptocurrency and NFT enthusiasts on a platform that will enable them to interact and learn*

In-person viewing, buying, and selling of non-fungible tokens (NFTs) are now possible at Dubai's first-ever physical NFT shop. Which opened last week in the Mall of the Emirates.

ftNFT is a distinctive NFT marketplace operating within the Fastex ecosystem, which also includes the Fastex Exchange, FastexVerse, Fastex Pay, Fastex Chain, FastToken, and FirstTicket.

It was founded by SoftConstruct, a global technology company with over eight brands offering IT solutions for various industries, over 300 partners, and over 16 offices worldwide.





The goal of the ftNFT project is to connect cryptocurrency and NFT enthusiasts on a platform. Enabling them to interact and learn about these ground-breaking services in a brand-new way.

Visitors can use a professional 3D scanner to create 3D avatars of themselves and interact with various actual works of art.

Visitors who came to the store's opening on December 22 were handed a special pass. In the form of a free NFT that allowed them entry to the event. They appreciated the opportunity to meet NFT artists and vendors in person and get to know their products firsthand at the event.

Amrita Sethi, the first NFT artist from the UAE. She uses Voice Note Art as a special way to link art and life, and was also among those there.

A variety of AKNEYE, a collection of hand-painted, unusual eye sculptures, as well as uncommon art toys by Chiko & Roko, were also on show inside the store for visitors to explore.

The ftNFT marketplace established everything with the goal of fostering original and creative ideas. As well as enabling people to sell their work while exchanging it with other collections.

SoftConstruct will soon construct a second NFT store in Dubai Mall.

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/first-ever-physical-nft-store-opens-in-dubai/>

# DIGITRENDS WINS TOP AWARD AT TECHBEHEMOTHS 2022



DigiTrends has been awarded the TOP Software, Web and Mobile App Development Company in the US. Techbehemoths recently awarded eight companies as the top US mobile app developers, and among them, one of the winners is DigiTrends. The event took place on 22nd Dec 2022. The Techbehemoths awards are a significant marker that this company was among the year's top performers.

TechBehemoths is the world's most comprehensive and seamless platform for linking IT Companies with actual clients. It connects real projects with 43,252 IT businesses from 143 countries and 6,936 cities, making it perhaps the best in the sector. Techbehemoths aims to expand everyone's access to exceptional companies that offer top-notch IT services and solutions. In recent Techbehemoths awards, DigiTrends was recognized and awarded for the following categories:

- Mobile App Development
- Web Development
- Software Development

DigiTrends provides exceptional and cutting-edge IT solutions and is the top mobile app development company in the US, having created numerous distinct mobile apps, webs and software that now rule devices.

They have a decade's worth of experience creating exemplary mobile apps and innovative digital solutions for clients all over the world. Their concepts are user-centred and built with cutting-edge technology to develop products that fully utilize the hardware and functionality of mobile devices.

DigiTrends offers an excellent user experience based on an easy-to-use interface and streamlined navigation; as a result, this feature propels an app and software to the top!

“As a seasoned leader with over 10 years of experience in building digital solutions and campaigns for the pharmaceutical industry, I am proud to restate that DigiTrends has set a new benchmark in the digital space of the Pharmaceutical industry.”

## ~ SAMAD SALEEM CEO DIGITRENDS

Therefore, for providing exceptional web, software and mobile app development services and solutions in the United States, DigiTrends has been recognized and awarded by Techbehemoths.

### **Wondering about how Techbehemoths awards a company?**

“We’ve added these three criteria in the 2022 Awards process because the ability to convert potential customers and successfully deliver projects is even more important than the Business portfolio or company’s description. It tests the communication skills and professionalism of every company.”

## ~ MARCEL SOBIESKI FOUNDER & CEO OF TECHBEHEMOTHS

Techbehemoths has a list of criteria that must be met before a company can receive an award from them. It includes client testimonials, the strength and portfolio of the business profile, user activity and feedback, market demand for the company’s services, company accomplishments, and more. Moreover, DigiTrends fulfilled all the criteria mentioned above with flying colors. And thus, has been awarded as one of the best US software, web and mobile app development companies.

### **Benefits of receiving Techbehemoths awards**

DigiTrends has been delivering top-notch mobile app, software and web development services and is the leading pioneer in this sector. Getting recognized for hard work, efforts and exemplary services, companies attain the following benefits when they receive awards:

- Enhanced digital presence and authenticity.
- Media exposure
- Strengthened professional status on the web
- Recognition etc.

Therefore, when companies are acknowledged and honored for their exceptional products and services, it increases their exposure. Then platforms like Techbehemoths simplify the process of connecting IT Companies with actual clients. In addition, Techbehemoths awards can’t be bought or manipulated. And several intricate metrics determine the ranking, thus making the entire process fair and square!

Visit CxO Global FORUM or CxO News Live for all the latest updates.

<https://cxonews.live/digitrends-wins-top-award-at-techbehemoths-2022/>



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Maximum RAM 8GB / Max Storage 216 TB / Multiple Gb Ethernet / JBOD, RAID 0,1, 5, 6, 10 / Win + Mac + Lnx / Cross-platform file sharing / Military Grade AES 256-bit encryption / Max Users: 4096 / Max Concurrent Connections: 512 / Active Directory / User Quota / 36 ch x 720p per single display

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