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Technova 2025 Hosted by IoBM Marks First Tech-Centric Competition

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The Institute of Business Management (IoBM) in Karachi launched its inaugural technology-focused event, Technova 2025, on July 27, 2025, showcasing innovation through coding, startup pitches, and design contests. The competition drew students, professionals, and tech enthusiasts from across the country, fostering creativity and technical prowess. This article explores the event's highlights, its impact on Pakistan's tech landscape, and IoBM's growing commitment to innovation.

Technova 2025, hosted at the IoBM campus, offered a dynamic platform for participants to engage in diverse challenges—from speed programming and UI/UX contests to branding and design tasks. The event was described by organizers as a milestone, marking IoBM's first fully tech-centric gathering. Students from various universities

competed in categories such as AI-driven solutions, web development, cybersecurity strategy, and mobile app design.

One of the major highlights was the final-year project showcase, where graduating students presented innovative applications across sectors such as health tech, agri-tech, and fintech. Select projects gained attention from industry observers and potential investors, with a few receiving expressions of interest for incubation. A startup launchpad segment empowered young entrepreneurs to pitch original business ideas, focusing on digital products and scalable tech services.

Technova 2025 also hosted an artificial intelligence (AI) symposium, where experts from academia and the tech industry discussed the transformative role of AI in sectors like education, logistics, and finance. Panelists explored ethical challenges, automation's economic impact, and the need for AI literacy in national curricula.

In his closing remarks, IoBM Rector Dr. Tariq Rahim Soomro emphasized the importance of integrating academic learning with real-world problem-solving. He noted that events like Technova are vital to developing Pakistan's innovation economy and preparing students for the Fourth Industrial Revolution.

The event arrives at a time when Pakistan's tech sector is growing but still faces hurdles such as underfunded institutions, limited access to R&D facilities, and brain drain. Despite these obstacles, private universities like IoBM are stepping up, bridging gaps through strategic events, industry linkages, and skill-based competitions.

Technova 2025 successfully blended creativity, competition, and collaboration. By offering a platform that celebrates innovation and empowers youth, IoBM has signaled its intent to play a leading role in shaping the country's future tech landscape.