

The image features a dark blue background with several overlapping, rounded rectangular shapes in shades of purple, blue, and cyan on the left side. The main text is centered on the right. The text 'TECH WEEK 2025' is displayed in a bold, sans-serif font. 'TECH' is white, 'WEEK' is cyan, and '2025' is white with a colorful gradient (red, orange, yellow) behind the zero. Below this, the words 'digital first' are written in a smaller, white, lowercase sans-serif font.

**TECH
WEEK
2025**

digital first

TECH WEEK 2025

Tech Week 2025 is a comprehensive national event for discussing new knowledge, technology, innovation, future trends, investment, and policy issues.

It will also serve as a platform for exchanging experiences and encouraging the participation of all stakeholders.

TECHNOLOGY WEEK: UNITING THE TECH FORCE



2025
09\19-26



MONGOLIA
CAPITAL, PROVINCES



TECH WEEK 2025



Tech Week is a vibrant event organized in major cities around the world (London Tech Week, Singapore Tech Week, Africa Tech Week, etc.), attracting thousands of guests, technology companies, investors, and policymakers.



London Tech Week – Europe’s largest technology event, bringing together more than 45,000 participants annually.

Singapore Tech Week – A premier platform that has become the hub of technological innovation in the Asian region.

Africa Tech Week – A leading event showcasing startups, digital transformation, and sustainable development technologies across Africa.

What is Decentralized Tech Week?



Unlike traditional programs, this event is a grassroots effort



Features individual company events



“Tech Events” held in every corner of the country



Brings together top founders, technologists, investors, and policymakers from both domestic and international sectors in one place



All technology conferences, discussions, and competitions come together to create a major movement in the technology sector

Main Objectives

1

Sharing knowledge and experience

Organize lectures, discussions, and training sessions to share insights on technology trends and industry experiences.

2

Dynamic networking

Bring together startups, investors, technology experts, policymakers, and international partners in one place.

3

Introducing cutting-edge technology

New products and services will be presented to the public through startup pitches and demo shows.

4

Accelerating joint initiatives

Foster new partnerships focused on innovation, investment, and collaborative development.

TECH WEEK 2025

TO BE ORGANIZED WITHIN
7 DAYS

TYPES OF EVENTS



Tech Summit & Forum



Startup Demo Day & Matchmaking



Developer meetups, Workshops



Fireside Talks



Job & Talent fair



Tech afterparty & Networking events



Expo & Trade



Hackathon & Competition

09.19	09.20	09.21	09.22	09.23	09.24	09.25	09.26
Баасан	Бямба	Ням	Даваа	Мягмар	Лхагва	Пүрэв	Баасан
Fintech summit	Fintech night		Drink entrepreneur	Student hackathon	Event		
	Event		Event	Event	CIO club workshop		
	Event		Event	MRCI conf	MRCI conf		
				Event	Event		

Explanation: Throughout the week, participants from the sector will contribute a variety of self-initiated events, which will be added as follows.

Expected outcomes

- Increased activity within Mongolia's digital technology ecosystem.
- Attracting investment and expanding international cooperation.
- Introducing new technological solutions and products to the public.
- Improving the legal and regulatory environment to help the government create a favorable business climate based on technology and innovation.
- Engaging over 1,000 in-person participants and more than 100,000 online participants.
- Achieving over 3,000,000 engagements at both domestic and international levels.



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PARTNERSHIP | HUMAN FIRST | DEVELOPMENT ACCELERATOR

**TECH
WEEK
2025**



ict 
forum 2025

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ICT Forum 2025 will be organized as part of Tech Week.



The forum will broadly discuss the digital technology opportunities to accelerate Mongolia's development and the ways to implement them through public-private partnerships, aiming to reach a shared understanding and collaborative agreement.

TECHNOLOGY DISCUSSION

Interdisciplinary discussions and keynote presentations involving startups, investors, international organizations, professional associations, and policymakers on new technologies, startups, and new product launches.



2025.09.25



Galleria UB

POLICY DISCUSSION

Interdisciplinary discussions and keynote presentations involving policymakers, decision-makers, international organizations, professional associations, investors, and leaders of the technology sector.



2025.09.26



Government Palace

Main objectives

1

Objective 1

Introduce the government's "Digital First" program and discuss policy solutions to enhance the sector's legal and regulatory environment.

2

Objective 2

Strengthen cooperation among the public sector, private sector, and research institutions.

3

Objective 3

Showcase the best national and international practices and new technological solutions.

4

Objective 4

Identify specific digital technology-based products and services that can improve Mongolia's export competitiveness.

PROGRAM OVERVIEW

Forum discussion topics (tentative)

Day 1 - 2025.09.25

Technology discussion

- Theme: “Entrepreneurship first: Nurturing the tech ecosystem in Mongolia” global forum
- Enhancing the investment environment and opportunities of Mongolia (keynote speech)
- Legally Leading: Creating the virtual zone for startup growth (keynote speech)
- Tech for all: Leave no one behind in the AI era (keynote speech)
- The future of urban living: Tech, trust and sustainability- How AI, smart infrastructure, fintech and space innovations can reshape urban environments (keynote speech)
- Tech for sustainable development: Transforming challenges into opportunities (plenary session)
- GenStartup: Creating rooms for young entrepreneurs in Mongolia (plenary session)

Day 2 - 2025.09.26

Policy discussion

- **Theme: “Digital First: Defining the future of ICT in Mongolia” бодлогын форум**
- **AI Ready:** Mongolian National AI Strategy Launch (keynote speech)
- **Future Ready:** Filling the Digital Divide by 2030 (keynote speech)
- The roadmap to bolster a strong ICT sector in Mongolia (keynote speech)
- **Hunnu City, Smart City:** Establishing the Science, Technology and Innovation Cluster (plenary session)
- **Committing to inclusive digital transformation:** Empowering the disadvantaged groups for digital (plenary session)
- **Human capital development:** Pioneering youth for re-skilling for digital (plenary session)
- **Multi-stakeholder discussion:** Strengthening Partnerships for Mongolia’s Digital Today (plenary session)

ENGAGEMENT STAGES

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Week 1

What is Techweek?
Decentralized event



Week 2

Techweek 2025
Viral Campaign Digital First



Week 3

ICT Forum 2025
Tech Week Subevents

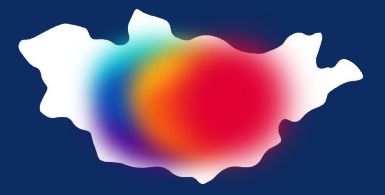


Week 4

After PR
ICT EXPO 2026 International

Marketing Campaign

Create an organic and smart impression through social media, conveying a sense of rapid progress and effective solutions.



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UNITE AND ASSEMBLE

GROWTH STAGE

ORGANIC STAGE

Tech Week in Mongolia : First Ever Initiative by the Private Sector

The key players in the private sector will unite organically in a decentralized, sector-wide event.

Tech-Driven Solutions

In order to accelerate the Digital First program, call for enhanced government participation and collaboration.

Government bodies are coming on board.

Organizations with sectoral and technological needs will come together at this event, fostering public-private collaboration.

Tech sector organizations, government representatives, and international guests come together to discuss and seek solutions.

The Minister of Digital Development is backing a new Tech Week initiative to improve the country's legal framework for technology, boost exports, and accelerate the "Digital First" campaign, with other ministries and the Prime Minister encouraged to join.

Poster

- Provide event details
- Motivate participation and call to action
- Promote sponsors, participants, programs, and publicity





Short Video/Reels

- Generate interest
- Provide information
- Encourage action
- Inspire emotions
- Increase engagement

- Teaser
- Planned / Curated
- Informational
- Testimonials
- Highlight





In City promotion

A marketing campaign broadcasting promotional content simultaneously for one hour on LED screens across Ulaanbaatar city.

- The brand's visibility across the city will increase significantly.
- Strong messages that capture public attention will be created.
- An effective approach to reach a large audience at high-traffic locations such as public transport, major intersections, and shopping centers.

MEDIA CHANNEL

Social Channels

Official channels

- FACEBOOK PAGE
- INSTAGRAM, REELS
- YOUTUBE, SHORTS



Partner channels

- ICT EXPO
- IT Park /social channels
- Agencies /Collab
- Other resources

Official TV

- Live Stream /Processing
- Discussions
- Tenger TV /Done

- Other /Pending
XX3X



Media

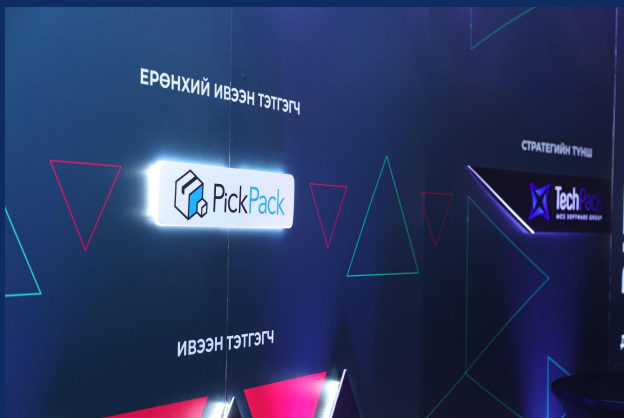
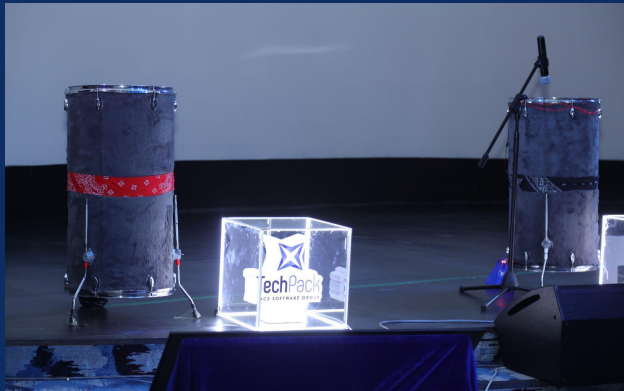
- Unread.today/Done
- Lemonpress.mn /Dealing
- Business.mn /Dealing
- OdMundur / Planning

- Urug.mn /Pending
- Towch.mn /Pending
- Livetv.mn /Pending

- Бусад website



TECH WEEK SETUP



ICT FORUM SETUP



- Laying the groundwork for the proper, productive, and ethical use of artificial intelligence within the frame of the national “**Digital First**” program.
- Improving the legal and regulatory environment to foster a favorable business climate. The Government will approve two accompanying regulations under the Law on Supporting the Information Technology Industry.
- Expanding cooperation among all government ministries and their IT departments, the private sector, and research institutions.
- Establishing initial cooperation with technology companies, platforms, and solutions from Central Asia and other international regions.
- Officially announcing ICT EXPO 2026 as an international event.
- Throughout the entire Tech Week, over 300 content pieces and articles were published
- The hashtags #TechWeek2025, #ICTForum2025, and #DigitalFirst reached a total audience of 2 million people.

EVENT		Strategic partner	Gold sponsor	Silver sponsor	Bronze sponsor	Supporter
In-person Participation	ICT Int'l Expo 2026 Venue/Booth Priority	YES	-	-	-	-
	ICT Forum 2025 - main stage speech	30 mins	15 mins	-	-	-
	ICT Forum 2025 - panel discussion participation	1	1	1	-	-
	VIP invitation - int'l VIP meeting participation	1	-	-	-	-
	Tech Week - event access	20	10	6	4	2
	Int'l Market Connections (In advance to ICT Expo 2026)	YES	-	-	-	-
Physical Promotion	Recognition and thanks from event organizers	YES	YES	YES	YES	-
	Main stage background, screen, and backdrop with logo placement (ICT Forum 2025)	3x	2x	1x	1x	1x
	Digital screen advertising spot (ICT Forum 2025)	30 sec	20 sec	10 sec	-	-
Social Media Promotion	Official event website and social media covers/banners with logo placement	YES	YES	YES	YES	YES
	Main poster with logo placement	All	10	5	3	-
	Official sponsor announcement posters	YES	YES	Package	Package	Package
	All event posters with description/mentions	YES	YES	3	3	3
	Thanks poster with logo placement	Individual	Individual	Package	Package	Package
	Logo placement in reel videos	5	3	1	-	-
Video Promotion	Main promotion video with logo placement	Intro	End	End	End	End
	Media interview (ICT Forum 2025)	YES	YES	YES	YES	YES
	Pre-event television interview (Tech Week)	YES	YES	-	-	-
	Live television broadcast with an advertising spot (ICT Forum 2025)	30 sec	20 sec	10 sec	-	-
Amount(USD)		\$55,000	\$30,000	\$15,000	\$10,000	\$6,000

THANK YOU!