
TECH
destiNATION
PAKISTAN
MINISTRY OF IT & TELECOM
PAKISTAN
PSEB
SOFTWARE
EXPORT BOARD
PSEB
ANNUAL
REPORT
JAN - DEC
2024

PAKISTAN TECH DESTINATION OF THE YEAR



About PSEB

Pakistan Software Export Board (PSEB) is an apex Government body mandated to promote Pakistan's IT Industry in local and international markets. PSEB facilitates the IT industry through a series of projects and programs in infrastructure development, human capital development, company capability development, global marketing, strategy and research, and the promotion of innovation and technologies.

PSEB REGISTRATIONS

REGISTERED COMPANIES
5560

REGISTERED CALL CENTERS
2097

Ms. Shaza Fatima Khawaja

MINISTER OF STATE FOR IT AND TELECOMMUNICATION

Message from the Minister of State for IT and Telecom
As we close the chapter on 2024, I am immensely proud to reflect on a year that has marked extraordinary milestones for Pakistan's IT industry. Together, we have demonstrated resilience, innovation, and determination, elevating Pakistan as a global technology powerhouse.

This year, we were honored with the prestigious title of Tech Destination of the Year at GITEX Global 2024—a testament to the incredible strides made by our IT industry on the world stage. Furthermore, our sector's performance speaks volumes about its growth and potential. In just the first five months of FY 2024-25, IT exports surged by an astounding 32.7%, reaching USD 1.53 billion. This remarkable achievement underscores the confidence of international markets in Pakistan's technological prowess.

We have also taken significant steps in revolutionizing digital infrastructure. With a massive internet capacity of 180 Tbps, Pakistan is now at the forefront of the high-speed internet revolution, empowering businesses, communities, and individuals alike.

Beyond these achievements, our startups have made waves globally, our IT services have expanded into new markets, and our digital transformation initiatives are paving the way for a brighter future. From groundbreaking innovations to fostering partnerships with international tech leaders, the success stories of 2024 are both numerous and inspiring.

As we look ahead, the Government of Pakistan and the Ministry of IT and Telecom remain committed to fostering an environment of growth, collaboration, and opportunity for our IT industry. Together, we will continue building on this momentum to achieve even greater heights.

I extend my heartfelt gratitude to every entrepreneur, professional, and policymaker who has contributed to these successes. Let us move forward with the same passion and determination to shape a thriving digital economy for Pakistan.



Mr. Abu Bakar

CEO - PAKISTAN SOFTWARE EXPORT BOARD

In today’s rapidly evolving digital landscape, building a strong foundation in Information Technology is crucial for Pakistan’s continued economic growth and global competitiveness. I have had the privilege of witnessing firsthand the immense talent and innovation that Pakistan has to offer. Our people are not only skilled and adaptable, but they are also ready to compete with the best in the world.

At PSEB, our mission is clear and simple: to increase Pakistan’s IT exports and position the country as a leading player in the global digital economy. To achieve this, we focus on four key pillars: HR skills and capacity building, infrastructure development, improving ease of doing business, and global outreach. These pillars serve as the foundation of our strategy to empower the IT industry and unlock its full potential.

Pakistan’s tech talent is truly world-class, with a skilled workforce of over 600,000 IT and IT-enabled services professionals. This positions Pakistan exceptionally well to meet the demands of the global digital economy. Moreover, the country boasts the third-largest English-speaking population worldwide and a dynamic, tech-savvy youth demographic. With a competitive advantage of up to 70% lower operational costs compared to North America, Pakistan stands out as a premier destination for outsourcing and investment. With these strengths, Pakistan is well-positioned to become a leader in the tech landscape.

Pakistan’s IT industry has the potential to drive meaningful social change and economic growth for the country. Through innovation and a commitment to excellence, PSEB stands ready to lead the way toward a thriving digital future for Pakistan.



2024 YEAR WRAPPED



We did it! Pakistan has become the

“TECH DESTINATION OF THE YEAR”

at GITEX GLOBAL 2024 and it’s all because of your support and belief in our tech industry.

In just the first five months of FY 2024-25, we’ve achieved a remarkable 32.7% growth, reaching

US $1.53 BILLION IN IT EXPORTS

We’re proud to have taken

252 COMPANIES

that represented PAKISTAN internationally and generated

Approx. **$36 MILLION**

in revenue.

Pakistan has been recognized in the

TOP TIER-1 (ROLE-MODELLING)

of the ITU-Global

CYBERSECURITY INDEX (GCI-V5)

2024.

We brought home

10 AWARDS FROM APICTA 2024

celebrating the brilliance of our innovators and entrepreneurs.

45,000 KM SUBMARINE CABLE CONNECTED

Pakistan is now part of a high-speed internet revolution with 180 Tbps capacity!

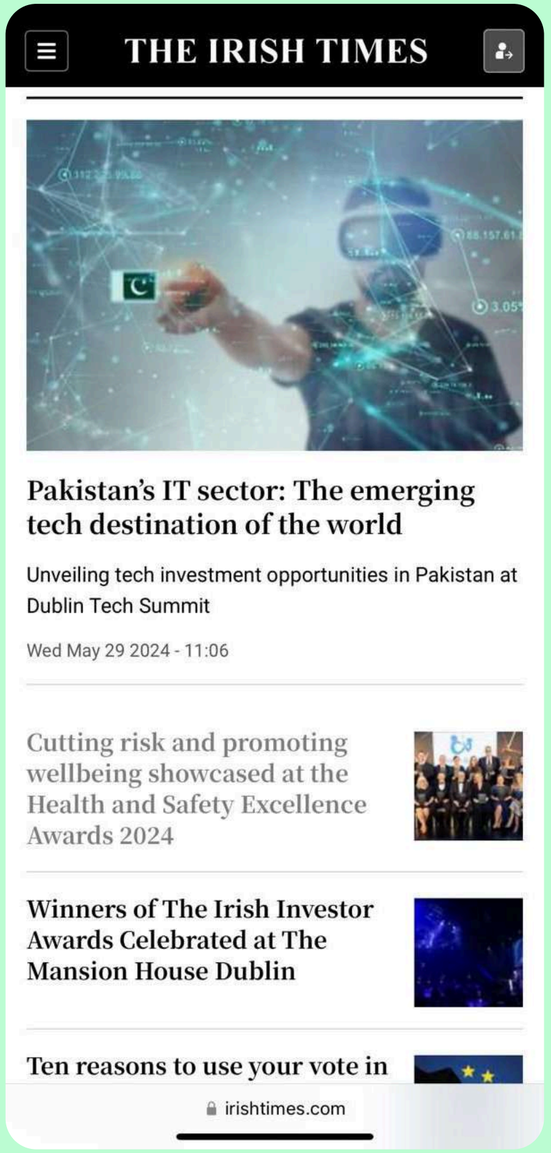


MARKETING AND BRANDING

PSEB facilitated the participation of 252 companies in 17 international events to enhance Pakistan’s visibility in the global market and increase exports. International marketing and branding campaigns under "TechDestination Pakistan" have helped position Pakistan as a leading IT hub.













KHALEEJ TIMES MONDAY OCTOBER 14 2024 NATION 7

Is it legal to work while on a visit visa to the UAE?

LEGAL VIEW

KT reader asks if he can work in the country before getting his work permit/visa application done

Ashish Mehta

Question: I am in the UAE on a visit visa. I was recently offered a job by a mainland company. My boss has asked if I would be willing to start working at the company gets the work permit/visa application done. Am I allowed to work after accepting a job offer but before my permit/visa is processed?

Answer: In the UAE, an employer cannot employ an individual without a valid work permit under Article 4(1) of the Federal Decree Law No. 33 of 2021 on the Regulation of Employment Relations, which states: "No work may be performed in the UAE, and no employee may be recruited or employed by any employer without obtaining the work permit from the Ministry, in accordance with the provisions of this Decree Law and its Executive Regulations."

Furthermore, an expatriate may not be engaged in any employment in the UAE without a valid work permit and a valid UAE residency visa. This is in line with Article 5(4) of the Federal Decree Law No. 29 of 2021 regarding entry and residence of foreigners, which states: "An alien (someone who does not have the nationality of the State) is obligated not to engage in any activity or work except in accordance with the legislation in force in the State."

Based on the type of work, an employer and an employee may mutually agree to obtain a work permit as stipulated by the Ministry of Human Resources & Emiratisation (MoHRE). The types of work permits may include but are not limited to full-time work permits, part-time work permits, temporary work permits, and freelancer work permits as mentioned in Article 6 of the Cabinet Resolution No. 1 of 2022 on the Implementation of Federal Decree Law No. 33 of 2021 regarding the regulation of employment relations.

If an employer recruits an individual without a valid work permit and UAE residency visa, the penalty may be Dh10,00,000. This is under Article 1 of Federal Decree Law No. 9 of 2024 revising some provisions of Federal Decree Law No. 33 of 2021 concerning employment relations, which is related to amendment of Article 6(6)(j) of the Employment Law.

The said law reads as: "Individuals who commit the following violations shall be fined a minimum of Dh10,00,000 and a maximum of Dh1 million."

Based on the aforementioned provisions of law, you should not work while you are on a visit visa in the UAE. Instead, you may request that your new employer obtain a work permit and UAE residency visa sponsored by it.

Ashish Mehta is the founder and Managing Partner of Ashish Mehta & Associates. He is qualified to practise law in Dubai, the United Kingdom and India. Full details of his firm on www.amadvocate.com. Readers may e-mail their questions to news@khaleejtimes.com or send them to Legal View, Khaleej Times, PO Box 11215, Dubai.

Can expats register a will for their assets in both UAE and home country?

Ashish Mehta

Question: I am an expatriate based in Dubai with assets both in the UAE and back in my home country. How do I go about writing a will? Where do I start? What are the relevant laws?

Answer: In the UAE, non-Muslim residents can choose to apply the laws of their home country for marriage, divorce, inheritance, wills, and proof of parentage under Article 1 (2) of the Federal Decree Law No. 41 of 2022 on Civil Personal Status.

"The provisions of the Decree-Law shall apply to non-Muslims who are national citizens of the United Arab Emirates, and to non-Muslim foreigners residing in the state, unless any of them adheres to the application of the law of their home country, with regard to the articles of marriage, divorce, inheritance, wills, and proof of parentage, without prejudice to the provisions of Articles 1(2), 1(3), 1(5), (16), and (17) of Federal Law No. (5) of 1985 referred to above."

Furthermore, a non-Muslim may register a will as per his or her choice under Article 11(1) of the DIFC Personal Status Law for Non-Muslims, which states, "A legator may leave a will with all his or her assets in the state or anyone of his/her choice according to the controls set out by the Implementing Regulations of this Decree Law."

Moreover, the registration of will of non-Muslim individuals may be in accordance with provisions of law No. 15 of 2017 Governing the Administration of Estates and Implementation of Wills of non-Muslims in the Emirate of Dubai. This is in accordance with Article 5 and Article 6(a) of the Dubai Wills which reads as follows:

Article 5 of the Dubai Wills Law:

"The Law will apply to all wills and estates of non-Muslims in the emirate, including in the Dubai International Financial Centre."

Article 6(a) of the Dubai Wills Law:

"A register known as the 'Register of Wills of non-Muslims' will be created at the Dubai Courts and the DIFC Courts for the purpose of registering wills of non-Muslims."

In addition, Article 9(2) of the DIFC Wills and Probate Registry Rules provides for the requirements related to registration of non-Muslim wills. A non-Muslim resident of UAE may register his or her will at DIFC in accordance with the DIFC WPR Rules.

Furthermore, DIFC wills may include the movable and immovable assets of the testator located in any part of the world under Article 11 of the DIFC WPR Rules, which states, "A will may give or dispose of immovable and movable property, located in any part of the world, to which the testator is entitled at the time of his death, whether the testator became entitled to it before or after the registration of his will, and shall not govern succession to any other property."

In Dubai, a non-Muslim individual may register his or her will in Dubai Courts, Dubai International Financial Centre (DIFC) or the respective embassy/consulate of his or her home country based in the UAE if such service is provided. The contents of a will to be registered in Dubai Courts or DIFC may include without limitation the details of the executor(s) and/or beneficiaries of his or her investments, properties, jewellery, movable and immovable properties, shares in company, bank accounts, cryptocurrency passwords for his or her bank accounts, emails, social media and other matters based in the UAE or outside the UAE.

Based on the aforementioned provisions of law, you may consider registering a will for your estate both in the UAE and home country. This can be done through a Notary Public at the Dubai Courts, the DIFC Wills Service Centre, or at your home country's Embassy/Consulate if such registration is provided. However, you may seek advice from an independent legal counsel to further advise you.

YOUR UAE GUIDE

LIFE AND LIVING IN THE EMIRATES, EXPLAINED

How to renew job loss insurance

Ajanta Paul
ajantap@khaleejtimes.com

The UAE unemployment insurance scheme was announced for all national and expat employees in the public and private sectors in January 2023.

Subscribing to the scheme is mandatory if you are a government or private sector employee. Freelance workers must have an ILOE subscription). Employees who fail to sign up or renew their ILOE insurance policy face a fine of Dh400.

Expats and Emiratis who proactively subscribed to the ILOE Involuntary Loss of Employment insurance policy at the start of 2023 and thereafter have received several reminders.

You can renew your ILOE insurance before its expiry date or even immediately after. Here's a guide to help residents navigate the renewal process.

- Visit the official ILOE insurance website https://www.loe.ae/
- For renewal, click on the red 'Subscribe/Renew Here' button.
- A new web page will open. Under the 'individual' category, select the option that applies to you. There are 3 options:
  - Private sector
  - Federal Government employee or Public sector
  - Non-Registered in MOHRE (Free-zone workers)
- Click the 'Confirm' button.
- You can either sign in with OTP or through an existing account using an OTP code sent to your mobile number or registered user login credentials. If you sign in with OTP, you will be asked to provide your Emirates ID, registered mobile number, and key on the date of birth.
- You will be given the option to renew your insurance policy, confirm all your details and choose the policy term.
- Select the option to 'Renew' or 'Subscribe' and you will be taken to a card payment tab.
- Enter card details and after successful payment, it will be renewed for another year.

If employees encounter any errors, they can call ILOE customer care at 600599933.

The insurance programme is divided into two categories.

The first category covers employees who earn a basic salary of Dh16,000 or less per month. The insurance cost for employees in this category is Dh5 per month or Dh60 annually.

The second covers those with a basic salary of Dh16,000 or more, where the insurance premium is Dh10 per month or Dh120 annually.

A terminated staff can claim benefits from the policy. Insured employees must submit the claim within 30 days from the date of their job loss through the following claim channels:

- The insurance pool's e-portal
- Smart application
- ILOE call centre

Residents are eligible if they have worked and subscribed for at least 12 months to the scheme, as long as they have not been terminated for disciplinary reasons or due to resignation. Compensation should be paid within two weeks and capped at a maximum of three months per claim.

The scheme does not cover investors or owners of the establishments in which they work, domestic helpers, part-time employees, workers under the age of 18 and retirees who are entitled to a pension and joined a new job.

EMIRATES TELECOMMUNICATIONS GROUP COMPANY (ETISALAT GROUP) P.J.S.C.

etisalat

Public Tender Announcement

Emirates Telecommunications Group Company (ETISALAT GROUP) P.J.S.C. is pleased to invite all specialised companies to participate in the following tender:

Tender No.	Description of the Tender	Fees for Documents	Submission Date
DOC265810078	SUPPLY, INSTALLATION, TESTING AND COMMISSIONING OF DEMO DEVICES' PLANOGRAM SOLUTION IN ETISALAT AND RETAIL DIGITAL STORES	AED 1,050 + 5% VAT (Non-refundable)	1:00 pm, 5 November 2024

For more details regarding the above tender, please visit www.etisalat.ae/tenders

Public Tender Announcements are available on http://www.etisalat.ae/tenders or scan QR code

TECH NATION PAKISTAN

The Rising Star of the Tech World: Pakistan as the Global Tech Destination

As the world's leading technology corporations gather in Dubai for the 44th edition of GITEX Global from October 14 to October 18, 2024, Pakistan's technology and software sector is poised to make significant strides forward. Offering an attractive combination of skilled workforce, strategic location advantages, and over **70% operational cost savings** compared with those in the global north, Pakistan is positioning itself as a prime destination for foreign investors.

Pakistan's IT industry is amongst the country's top five net export sectors, having the highest net exports in the services sector. The country's IT/ITeS companies are exporting to **170 countries** while being recognized as the most attractive destination for outsourcing as per Kearney's Global Location Index.

This year, Pakistan has been titled as the **'Tech Destination of the Year'** at GITEX Global for its rapidly growing IT/ITeS sector. The event will be attended by more than 250 exhibitors and delegates from Pakistan. Pakistan pavilion will provide a platform for connecting with prominent Pakistani companies across various sectors, such as AI, Fintech, Cybersecurity, Cloud Computing and Game development.

The Government of Pakistan has acknowledged the IT sector's potential as a significant contributor to economic growth and is providing the industry with a variety of incentives including a three-year tax break for registered IT start-ups, up to 100% foreign ownership of IT/ITeS companies, **100% repatriation of profits**, and a tax holiday for venture capital funds. Additionally, there is zero income tax on IT/ITeS exports.

Pakistan is equipped with a vibrant human capital as it has the **3rd largest English-speaking population** in the world and 60% of its 230 million population is under the age of 30. Pakistani universities are offering specialized programs that extend beyond traditional software development, thereby cultivating a talent pool that is prepared to meet the changing demands of the global technology sector.

In terms of connectivity, Pakistan boasts an impressive network of 8 submarine cables, ensuring seamless communication. The country boasts a rapidly growing broadband internet penetration rate, with over 142 million subscribers and a robust cellular user base exceeding 192 million, including an [illegible] million 4G subscribers.

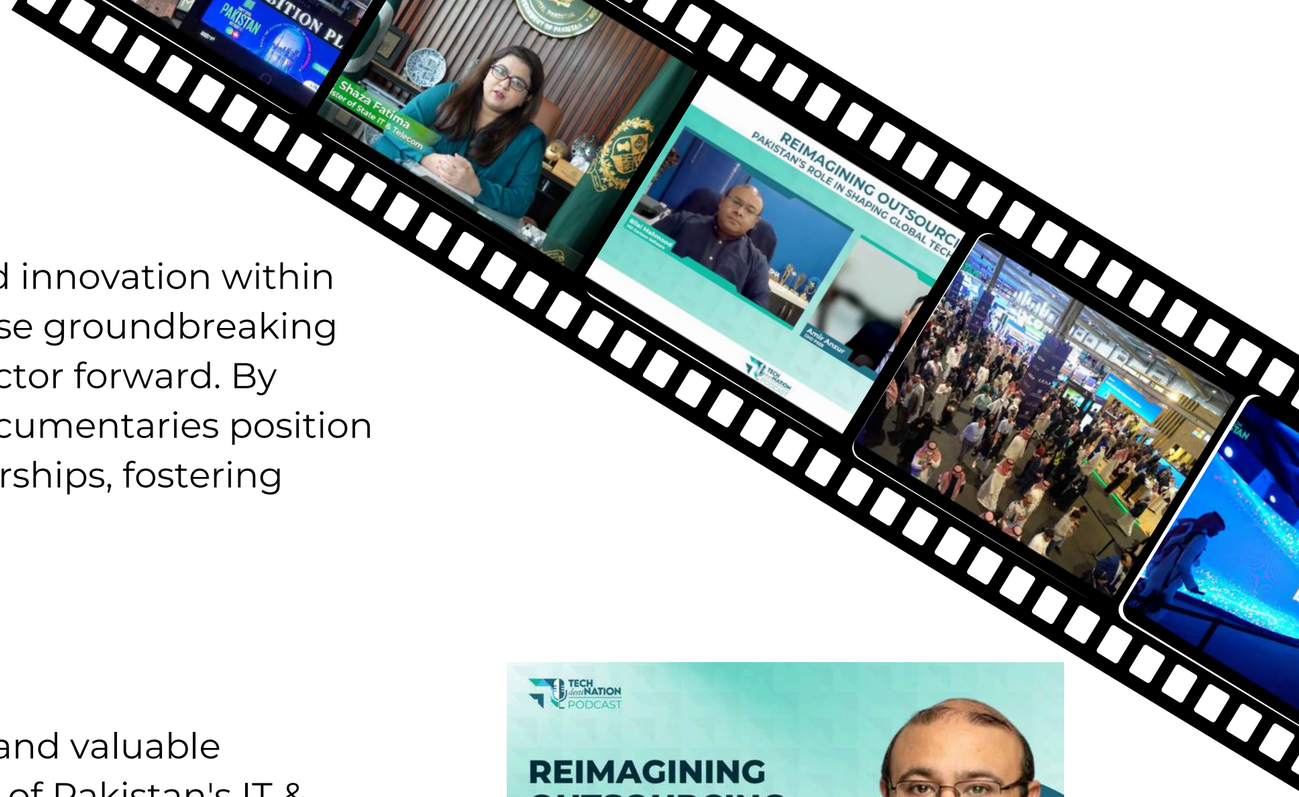
Owing to its location, Pakistan serves as a strategic [illegible] China, Central Asia and Africa. It also enjoys a [illegible] both London and Sydney, having a nearly equal [illegible] over **250 software technology parks**, IT parks, and [illegible] wide the tech ecosystem of Pakistan is thriving.

The future holds unlimited opportunities for [illegible] Global provides a platform for international [illegible] dynamic market. By engaging with Pakistani [illegible] explore opportunities for collaboration, discover [illegible] into the immense potential that Pakistan's IT [illegible]

TECH DESTINATION [illegible]



DOCUMENTING INNOVATION



PSEB's video documentaries highlight the dynamic growth and innovation within Pakistan's IT industry. These visually compelling stories showcase groundbreaking technologies, successful ventures, and the talent driving the sector forward. By promoting key achievements and global collaborations, the documentaries position Pakistan as a leading destination for IT investments and partnerships, fostering international interest and engagement.

TECH DESTINATION PODCAST

PSEB has launched its podcast series to share inspiring stories and valuable insights from industry leaders, aimed at supporting the growth of Pakistan's IT & ITES sector.



In the first episode, **Bilal Mahmood** shares his journey of building Contour Software from a small 13-person team to over 2,300 employees while making it one of the top-rated firms on Glassdoor. He also discusses why Pakistan is an ideal destination for scaling a global tech company.



The second episode features **Faruk Bhagani, cofounder of MenasaBD**, who shares his expertise in selling IT services in the North American market, offering key strategies and insights for businesses looking to succeed in the world's largest IT services market.

PSEB’S INDUSTRY VERTICAL COVERAGE

Industry Vertical Coverage is a project by PSEB aimed at positioning Pakistan's IT industry as a leading global tech hub. The initiative collects data from tech firms and startups from Pakistan across 30 verticals, including categories such as Artificial Intelligence, Machine Learning & Data Science, Blockchain, Cyber Security, HealthTech, FinTech, EdTech, Internet of Things (IoT), and many more. This data is used to produce comprehensive reports highlighting the products and services offered by these companies, which are then promoted internationally through PSEB's website, global conferences, and Pakistan's embassies and consulates.

In line with this effort, PSEB conducted two focus group sessions to provide guidance to companies and participants on the value of these roundups and the crucial role they play in promoting Pakistan’s IT industry globally. Participants were also briefed on how their contributions could ensure that their innovations and services are properly showcased to an international audience. These discussions helped companies understand how to position themselves as key players in the global tech landscape. Through ongoing collaboration and support, the project aims to foster a stronger, more competitive IT ecosystem in Pakistan.

We invite tech firms and startups across Pakistan to contribute to the roundups and highlight their innovations. Your participation will ensure that your offerings are prominently featured in reports shared with international stakeholders, expanding your reach and boosting your business growth.

To contribute, fill out the form here:
https://lnkd.in/dtWJGvVe



Our Publications
THIS YEAR









Tech Export Marketing

The "Technology Marketing Export Program" aims to boost Pakistan's IT/ITeS exports to **$15 billion** annually. It includes feasibility studies of key markets like the UAE, Philippines, Poland and implements country-specific **PR, branding, and marketing campaigns**.

The program also prioritizes top IT export destinations like the US, UK, and KSA, with tailored strategies to increase exports and strengthen bilateral ties. Given that over 50% of Pakistan’s IT exports are directed to the US, the program places a strong focus on marketing campaign for the US, further driving export growth and fostering closer economic relations.




INTERNATIONAL
EVENTS

Web Summit Qatar 2024, Doha

Pakistan Software Export Board facilitated the participation of 9 Pakistani IT companies at the Web Summit Qatar, which took place on February 26-29, 2024, in Doha. PSEB offered a 50% participation cost subsidy for the companies. The event aimed at attracting investment, and business, and strengthening bilateral ties between Pakistan and Qatar. The event, marked by the inauguration of the Pakistan Pavilion by Muhammad Aejaz, Ambassador of Pakistan to the State of Qatar, and Muhammad Zohaib Khan, Chairman of P@SHA, served as a platform for these companies to explore the Qatari market and align with Qatar's Vision 2023. This collaborative effort promised future growth and success for Pakistan's IT industry. The participation was highly successful, resulting in USD 650,000 in business generated and 80 new leads for Pakistani IT companies.





LEAP 2024, Riyadh

The Pakistan Pavilion at LEAP 2024, held on March 4-7 in Riyadh, showcased 74 Pakistani companies and over 800 delegates. PSEB, in collaboration with TDAP and PASHA, established a 162-square-meter Tech Destination Pakistan Pavilion for 27 companies, offering meeting spaces and a 35% subsidy on exhibition costs.

Ahead of the event, the "Saudi-Pak Tech Forum" on March 3, organized by PSEB, P@SHA, and the Pakistan Embassy, featured Secretary General DCO Ms. Deemah Alyahya as Chief Guest and attracted significant Saudi government and private sector participation. The forum resulted in 8 MOUs, 1 contract, and key meetings with KSA officials, including the Ministry of Communication and IT, emphasizing bilateral collaboration. The event generated $3.7 million in business and 1,430 leads.

Roundtable Session: Innovate Together - UAE-Pakistan Tech Collaborations

The roundtable session, "Innovate Together: UAE-Pakistan Tech Collaborations," held on 23rd May 2024 at the Saint Regis Hotel in Abu Dhabi, was a landmark event that brought together stakeholders from Pakistan and the UAE to recognize the success of Pakistan’s IT industry in UAE and enhance collaboration opportunities. With the UAE leading digital transformation in the Middle East and being the 3rd largest destination for Pakistan's IT exports, this session aimed to foster a deeper relationship between the IT sectors of both countries. The event provided an exclusive platform for the Prime Minister of Pakistan to engage with key stakeholders in the tech industry from both nations, fostering dialogue and partnership opportunities. The session witnessed the signing of MOUs between prominent companies from the UAE and Pakistan, symbolizing the commitment to future collaboration.









Game Developers Conference 2024, San Francisco, California

Pakistan made a significant impact at the Game Development Conference, marking a significant milestone in Pakistan's journey towards becoming an emerging player in the global gaming industry. Pakistan Software Export Board (PSEB) in collaboration with TDAP established a 37 sqm TechdestiNation Pakistan Pavilion at GDC 2024, which took place on March 18-22, 2024, accommodating 6 companies with a 60% participation cost subsidy for each participating company. This engagement yielded impressive results, generating business worth USD 2,550,000 and securing 70 leads.





Saudi-Pak Investment Conference

The Ministry of Commerce organized the Saudi-Pak Investment Conference at the Serena Hotel on May 7, 2024. The event saw participation from a delegation of Saudi government officials and representatives from various Saudi companies, including five from the IT and Telecom sectors. Pakistan Software Export Board (PSEB), in collaboration with Pakistan Software Houses Association (PASHA), coordinated B2B meetings for over 30 Pakistani IT companies at the conference. To ensure impactful engagements, PSEB facilitated the companies in drafting project pitches tailored for the Saudi market, laying the foundation for successful matchmaking and collaboration.

Japan IT Week Spring 2024, Tokyo

Japan IT Week Spring 2024 hosted its 33rd edition from 24th-26th April at Tokyo Big Sight, offering a comprehensive showcase of the latest developments in Cloud Computing, Internet of Things (IoT), Artificial Intelligence (AI), Big Data, Security, Web and Digital Marketing, and Embedded Systems. This premier event attracted professionals, developers, system integrators, IT managers, decision-makers, and technology enthusiasts from various industries and countries. Pakistan Software Export Board (PSEB) facilitated four Pakistani companies to showcase their prowess at the Japan IT Week. The Pakistan pavilion was formally inaugurated by Pakistan's Ambassador to Japan, Mr. Raza Bashir Tarar, whose presence underscored the significance of this platform for strengthening international collaborations. This opportunity led to significant success, generating USD 60,000 in business and 124 new leads.







GITEX Africa 2024

GITEX Africa, the continent’s largest tech event, took place from May 29th-31st, 2024, in Marrakech, Morocco. This all-inclusive exhibition brought together tech titans, governments, SMEs, startups, coders, investors, and academia to accelerate innovation, foster collaboration, and explore new ventures. GITEX Africa covered emerging technologies such as Fintech, e-Commerce, Cloud, IoT, AI, Telecom, and Cybersecurity. Pakistan Software Export Board (PSEB) and the Trade Development Authority of Pakistan (TDAP) offered a 60% subsidy to 8 IT/ITeS companies for participation in GITEX Africa 2024. The participation led to remarkable outcomes, with USD 750,000 in business generated and 390 leads gained.

Dublin Tech Summit 2024

Dublin Tech Summit 2024, held at the RDS from May 29-30, 2024, gathered global leaders in innovation, technology, and business. This summit provided an excellent platform for connecting with international colleagues and sharing industry best practices. With a focus on emerging technologies, machine learning, space exploration, big data, and analytics, DTS attracted top speakers, startups, exhibitors, sponsors, and investors. Ireland is ranked as one of the top most attractive export destinations for Pakistani IT/ITeS products and services. This event presented a remarkable opportunity for Pakistani companies to expand their footprint in the Irish market. In collaboration with Trade Development Authority Pakistan, Pakistan Software Export Board set up a 32 sqm Pakistan Pavilion at Dublin Tech Summit, accommodating 8 exhibiting companies providing a 60% subsidy on participation cost, and over 20 delegates. This participation proved highly effective, generating USD 500,000 in business and 200 leads.





London Tech Week 2024

Pakistan proudly presented its technological advancements under the TechdestiNation Pakistan brand to the global tech community at London Tech Week 2024, which took place from June 10th to 14th. The Tech Destination Pakistan Pavilion was inaugurated by the High Commissioner of Pakistan to the United Kingdom of Great Britain and Northern Ireland, H.E. Dr. Mohammad Faisal. London Tech Week was a global celebration of technology, uniting the most innovative thinkers and future talent in a week-long festival. Pakistan Software Export Board (PSEB) in collaboration with Trade Development Authority of Pakistan (TDAP) set up a TechdestiNation Pakistan Pavilion showcasing 7 top-tier Pakistani IT/ITeS companies from diverse IT verticals highlighting cutting-edge solutions. PSEB provided a 60% subsidy on participation costs. This opportunity led to significant success, generating USD 1,650,000 in business and 240 leads.

Collision Canada 2024

Pakistan showcased its technological prowess at Collision Canada 2024 in Toronto from June 17th to 20th, under Tech Destination Pakistan. The Pakistan Pavilion was officially inaugurated by Mr. Khalil Ahmed Bajwa, Consul General of Pakistan in Toronto, and Mr. Zohaib Khan, Chairman of PASHA. Collision is North America’s fastest-growing technology conference, attracting around 40,000 attendees annually from 117 countries. Tech Destination Pakistan Pavilion was established by Pakistan Software Export Board (PSEB) in collaboration with Trade Development Authority of Pakistan (TDAP) and PASHA, accommodating 8 companies and offering 60% subsidy on participation costs. PSEB also executed extensive branding campaigns at various landmark locations across Toronto. Chairman PASHA, Zohaib Khan, highlighted the Pakistan government's initiatives in the IT sector during an insightful panel discussion titled "Government and Industry Roles in Building a Sustainable Tech Hub." He shared the stage with the Mayor of Brampton, Patrick Brown, and an official from Invest Qatar. Additionally, Mayor Brown visited the TechdestiNation Pakistan Pavilion, where he praised Pakistan's thriving IT scene. This opportunity led to impressive results, generating USD 139,000 in business and 211 leads.











Pak-China Business Conference

From June 4-7, 2024, the Prime Minister of Pakistan and the Minister of State for IT and Telecom visited China to enhance cooperation in 13 sectors, including IT, Telecommunications, and Integrated Circuits. In Shenzhen, senior BYD and Huawei officials briefed the delegation, and MOITT signed key agreements with Huawei to advance Pakistan's digital transformation. Discussions with China's Minister of Industry and IT emphasized CPEC support and deeper IT ties. MOITT also signed an MoU with the Sunwalk Group for Pakistan Fiberization Cooperation, establishing a joint working group for the optical fiber network project. PSEB facilitated 17 companies' participation, resulting in 4 MoUs and strengthened bilateral IT collaboration.

Global Digital Economy Conference (GDEC), Beijing

The Global Digital Economy Conference (GDEC), held in Beijing from July 2nd – 5th, 2024, and endorsed by the State Council, was a premier event co-organized by the Beijing Municipal People's Government, Ministry of Commerce, Cyberspace Administration of China, and China Association for Science and Technology. Pakistan Software Export Board (PSEB), in collaboration with the Ministry of IT, PASHA, and the Board of Investment (BOI), led a delegation of 25 IT/ITeS companies to GDEC and facilitated 100 B2B meetings. This allowed Pakistani companies to showcase their innovative products and services on a global platform, strengthening bilateral trade, fostering innovation, and opening new business opportunities in the Chinese market. The Minister of State for IT and Telecom, Ms. Shaza Fatima also attended the event and spoke at the opening ceremony of the conference presenting the vision for Digital Pakistan. Meetings with Chinese side including Government Agencies like China Academy of Information and Communication Technology (CAICT) and large corporations like AliBaba Logistics, Ali Cloud and Peace Cable also took place. 2 MoUs were signed at the conference.





Tree of SCO, China

21 IT companies from Pakistan, participated in the prestigious "Tree of SCO" Computing Power Training Program held in Beijing, China, from September 1st-7th, 2024. Organized by the China Academy of Information and Communication Technology (CAICT) in collaboration with the China-Shanghai Cooperation Organization Big Data Cooperation Center (SCOBDC), this 7-day program aimed to enhance participants' expertise in computing power, big data, and other key IT domains, while fostering collaboration among industry professionals. Pakistan Software Export Board (PSEB), in collaboration with the Pakistan Embassy, facilitated the fully-sponsored participation of Pakistani IT companies, helping them expand their business footprint in China and strengthen their presence in the Chinese market. In addition to cutting-edge training sessions, bilateral B2B engagement opportunities were organized on the sidelines, providing participants with valuable connections to Chinese IT enterprises.

24 Fintech, Riyadh

Pakistan Software Export Board (PSEB) facilitated the participation of six Pakistani companies at 24 Fintech in Riyadh, held from September 3rd to 5th, 2024. These companies showcased their cutting-edge fintech solutions, reinforcing Pakistan's growing reputation as an emerging Tech Destination. Organized by Tahaluf (the team behind Leap) and supported by the Saudi government, the event attracted over 26,000 attendees, 200+ speakers, and more than 300 exhibitors from around the globe. It provided a dynamic platform for innovation, networking, and collaboration, bringing together industry leaders, startups, investors, and government entities to explore the latest advancements in financial technology. In collaboration with the Trade Development Authority of Pakistan (TDAP) and Pakistan Software Houses Association (PASHA), PSEB established a Tech Destination Pakistan pavilion and offered a 60% subsidy on exhibition costs for the participating companies, encouraging their involvement in this global fintech event. This opportunity proved highly successful, generating USD 2,800,000 in business, securing 109 leads, and resulting in the signing of three MoUs.







QSTP’s Inaugural Global Innovation Link Program

Five tech startups from Pakistan, Bilytica, Shispare, Adlytic AI, Ardian Technologies, and Digifloat were welcomed by Qatar Science & Technology Park (QSTP) as part of the inaugural Global Innovation Link program. This initiative of QSTP was supported by Pakistan Software Export Board (PSEB), and coordinated by Pakistan’s Commercial Attaché to Qatar. The two-week immersive experience, from 15th September to 30th September connected our brightest innovators with Qatar's dynamic ecosystem, offering invaluable networking and co-working spaces. The event was attended by QSTP President Dr. Jack Lau, and Pakistan’s Ambassador to Qatar, Muhemmed Aejaz. The participating teams had the opportunity to network with professionals from several prominent unicorn companies, including Musherib Control Center, Naseh, MICEtribe, and others.

AI and Big Data Expo 2024

AI and Big Data Expo 2024, a premier event bringing together industry leaders, innovators, and experts to explore the latest advancements and applications in artificial intelligence and big data technologies, took place from October 1-2, 2024, at RAI, Amsterdam, Netherlands. Pakistan Software Export Board (PSEB) in collaboration with Trade Development Authority of Pakistan (TDAP) took 3 companies to the event and offered a 60% subsidy in participation costs to showcase innovations in AI and Big Data. The event generated USD 220,000 in business, secured 11 leads, and resulted in the signing of 4 MoUs.







Tech Week Singapore

Pakistan Software Export Board, in partnership with Trade Development Authority Pakistan and PASHA, established a Tech Destination Pakistan Pavilion, taking 6 Pakistani companies to the event and offering a generous 60% subsidy on exhibition costs. Tech Week Singapore 2024 showcased the latest innovations in AI, cybersecurity, fintech, and more. This premier technology event united industry leaders, innovators, and enthusiasts from around the world, featuring a dynamic lineup of conferences, exhibitions, and workshops focused on the forefront of technology and digital transformation. This participation proved highly effective, resulting in USD 60,000 in business and 94 leads.

Pak-Saudi Business Forum

The Pak-Saudi Business Forum, attended by Saudi Minister of Investment Khalid bin Abdulaziz Al-Falih, took place on 10th October 2024, bringing together government officials and business leaders from Pakistan and KSA to explore key areas of collaboration. Pakistan's IT sector briefing, part of the forum's agenda, was co-chaired by Pakistan's Minister of State for IT and Telecom, Ms. Shaza Fatima Khawaja, and Mr. Fahad Abdulrahman Alshabanah, General Manager of Information Communications and Technology at the Saudi Ministry of Investment. Pakistan Software Export Board facilitated 34 companies for a B2B session during the forum which resulted in the generation of 47 leads and the signing of 3 MoUs. This forum marked a pivotal step in deepening the strategic partnership between Pakistan and Saudi Arabia, with both nations committed to fostering innovation and accelerating growth in the IT and telecommunications sectors.







TechCrunch Disrupt 2024, San Francisco, USA

TechCrunch Disrupt 2024 took place from October 28-30, 2024 in San Francisco, USA. This premier technology conference gathered innovators, entrepreneurs, and industry leaders from around the globe to explore the latest trends and breakthroughs in technology. Pakistan Software Export Board in collaboration with Trade Development Authority of Pakistan and PASHA set up a Tech Destination Pakistan Pavilion accommodating 13 companies and offering a 60% subsidy on participation costs. With the US being an attractive destination for Pakistani IT/ITeS products and services this event offered great potential for business networking and connections. This participation generated USD 545,000 in business, secured 63 leads, and culminated in the signing of 1 MoU.

GITEX Global 2024, Dubai

Pakistan was proudly recognized as "Tech Destination of the Year" at GITEX Global 2024. Pakistan's presence at GITEX was one of the largest representations at the event this year, with over 200 companies, exhibitors and delegates participating. The TechdestiNation Pakistan Pavilion, organized by Pakistan Software Export Board (PSEB) and Trade Development Authority of Pakistan (TDAP), featured 24 leading companies from the country showcasing their cutting-edge innovations. Pakistan Pavilion was inaugurated on the first day of GITEX by Ambassador Faisal Tirmizi. High-level engagements took place throughout the event, including a key meeting between Mr. Zeeshan Khattak, acting CEO of the Pakistan Software Export Board (PSEB), and H.E. Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Tolerance, UAE. Moreover, Pakistan Night, an official side-line event of GITEX was held on the first day of the event, which provided a remarkable platform to showcase Pakistan's vibrant IT sector while strengthening business ties with the global community. Throughout GITEX, Pakistani representatives and industry experts actively participated in panel discussions and tech talks sharing their insights on key global issues and technology's role in addressing them. Furthermore, PSEB also sponsored Connexions Lounge, which served as a premier networking hub for exhibitors and provided exclusive space for companies to hold meetings with potential investors and collaborators. Overall, GITEX Global was a resounding success for Pakistan, generating USD 10,543,000 in business, securing 1,231 leads, and resulting in the signing of 9 MoUs.









Black Hat MEA 2024

Black Hat MEA 2024 took place from November 26-28, 2024, in Riyadh, Saudi Arabia. This premier cybersecurity conference brought together industry leaders, researchers, and enthusiasts from around the world to tackle emerging threats and redefine the future of cybersecurity. PSEB, in collaboration with TDAP and PASHA, set up a Tech Destination Pakistan Pavilion, showcasing 4 leading Pakistani companies and startups specializing in cybersecurity and IT, and offering 60% subsidy on exhibition costs. This pavilion served as a hub for business activities, networking, and highlighting Pakistan's remarkable talent and expertise in the field. With Saudi Arabia emerging as a key market for Pakistani IT/ITeS, this event provided an excellent platform to foster connections with regional and international stakeholders.





Pak-US Tech Investment Conference 2024

The Pak-U.S. Tech Investment Conference 2024, held at Stanford University, brought together a diverse group of innovators, investors, and tech industry leaders from Pakistan and the United States to spotlight Pakistan's dynamic tech sector and foster investment opportunities. Organized by Pakistan Software Export Board (PSEB) in partnership with TDAP, PASHA, the Embassy of Pakistan in the U.S., and OPEN Silicon Valley, this landmark event demonstrated Pakistan's commitment to expanding its digital ecosystem and further strengthening its IT industry. The conference included panel discussions, project investment sessions, and pitch presentations that highlighted Pakistan's progress and tech capabilities, and focused on bringing investment into the tech sector of Pakistan. This was followed by an interactive networking session, offering delegates and attendees the opportunity to build valuable connections, explore partnerships, and discuss future collaborations. This participation generated USD 10,900,000 in business, secured 20 leads, and resulted in the signing of 1 MoU.







REVAMPING THE TECHDESTINATION PORTAL

TECH DESTINATION PORTAL

Revamped!



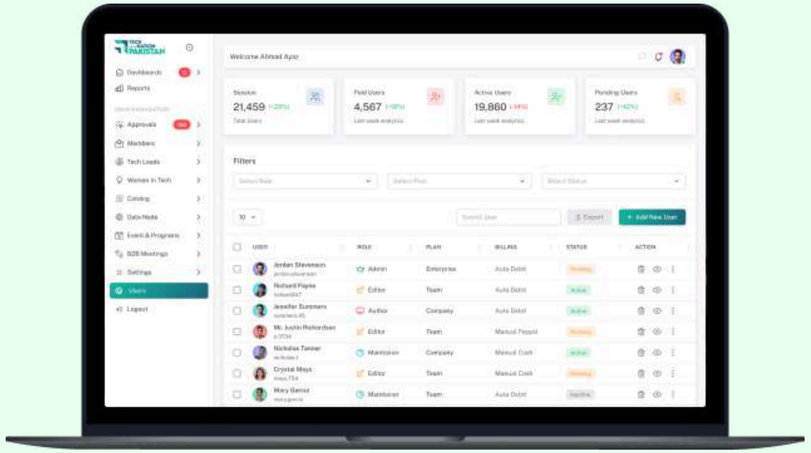


NEW WEBSITE

- Rewriting of content & additional information pages
- Upgrading user experience
- Integration with Data sources
- Wiki area to find solution for day to day problems
- Robust Facilitation desk

Demo

1



RE-ENGINEERED BACKEND

- Automatic Approvals
- User experience based minimal info forms
- Manage all Registrations under single login
- Functional enhancements for users
- Network Opportunities & Exposure

2

OLD FLOW



1 Day

Account Creation & Form Submission

3 Days

Admin Approval

1 Day

Payment Submission Online

3 Days

Admin Approval



1 Day

Certificate Assigning

09 DAYS

NEW FLOW



Account Creation

Form Submission+ Payment

Auto Ecertificate Issued

90 mins


CAPACITY
BUILDING &
HUMAN
RESOURCE
DEVELOPMENT

CAPACITY BUILDING & HUMAN RESOURCE DEVELOPMENT

ICT Internship Program

With a mission to equip fresh graduates with industry experience, **2,700** interns were successfully placed in IT firms, achieving a **70%** retention rate. Interns received a monthly stipend of **PKR 20,000,** aiding their workforce transition while boosting the IT sector's output.

GDPR Compliance

Compliance trainings for **40 companies** on GDPR standards (ISO27001 & ISO27701) were completed, strengthening data security, aligning them with international standards, and ensuring global competitiveness. This resulted in:

- 84.6% of companies reporting a 10% increase in revenue.
- 76.9% achieving a 10% growth in exports.
- Improved customer retention and global competitiveness.

Capacity Building in Specialized Technologies (PM's Initiative Component-3)

Structured training and apprenticeships are bridging the gap between academia and industry. Key outcomes include:

- Training **20,000** students in specialized IT disciplines.
- Offering internships to **19,000** final-year IT students.
- The first batch of **3,735** students has been placed in apprenticeships, selected through rigorous assessments

Industry-Academia Collaboration

Through initiatives like the "Academia Bridge," over **1,600** graduates have been trained in areas such as MERN Stack Development, Cloud Solution Architecture, and Mobile App Development.
Centralized IT Graduate Testing has also been introduced, with **9,300** students from **69 universities** assessed in nine skill sets, ensuring a pipeline of industry-ready professionals.

Bootcamp Program

4,000 IT and non-IT professionals were trained in MERN Stack Development, Cloud Solution Architecture, Web Engineering, Software Quality Assurance, and Mobile App Development. The program was conducted across Karachi, Lahore, Islamabad, and Rawalpindi by industry experts, equipping participants with in-demand technical skills.

Soft Skills Training Program

Recognizing the importance of holistic development, **500** IT professionals have been trained in leadership, communication, team-building, conflict resolution, and other critical soft skills, enhancing their productivity and professional capabilities. Sessions were held in Karachi, Lahore, Islamabad, and Rawalpindi.

Integrated Labour Management System

A centralized Integrated Labour Management System is under development. This system will help identify skill gaps, supports workforce planning, and aligns skills with emerging trends, driving innovation and growth.

JICA-Funded Collaboration: Strengthening ICT Industry Business in Pakistan

JICA-Funded Collaboration: Strengthening ICT Industry Business in Pakistan

Project for Strengthening the Business Collaboration of ICT Industry in Pakistan (JICA-Funded Collaborative Effort)
This JICA-funded collaborative effort, titled "The Project for Strengthening the Business Collaboration of ICT Industry in Pakistan," spans three years and is to be executed by the Pakistan Software Export Board (PSEB). The project objectives are.

* To Increase Pakistan's ICT industry exports to Japan.
* To establish and operate a framework for promoting Pakistan's ICT industry in Japan.

Furthermore, the key Initiatives are:
1. Develop a portal site for Pakistani ICT companies to facilitate business matching.
2. Promote the use of credit information for business matching with Japanese companies.
3. Strengthen the ICT export promotion planning capacity of the PSEB.
4. Improve operational capacity for promoting business matching between Pakistan's ICT industry and Japanese industries.

JICA will provide insights into Japanese market dynamics, competition, and product positioning. This collaboration will facilitate capacity building programs, training workshops, and business networking events to enhance the skills of Pakistani ICT professionals, entrepreneurs, and startups

YEAR HIGHLIGHTS

Endorsement and appreciation by the Prime Minister on National IT Capacity Development Framework

A comprehensive framework has been presented to the Prime Minister where PSEB is aiming to take Pakistan's IT sector exports to $15 bn by 2030, through IT HR's Capacity development interventions. By focusing on 4 verticals i.e. Freelance Sector, BPO, IT Services and IT Product segments, and through programs like industry-led bootcamps, internship scheme, softskills programs and certification reimbursement programs, this framework will serve as a guiding road-map to enhance employable IT resources in the country.

Nation-wide Consensus on IT Skills Interventions through National Committee on ICT Skills & Capacity Development

PSEB has been running the secretariat of National Committee on ICT Skills & Capacity Development under the Ministry of IT & Telecommunication since its inception on 8th August 2024. Since then, 4 successful meetings have been convened where PSEB has assisted MOITT to successfully develop National Consensus on IT Skills Interventions. Through these sessions, national and provincial stakeholders from the public and private sector have unanimously responded to MOITT's call for a focused approach to ensure global market needs in consideration.



NEW REGIONAL MARKET OPPORTUNITIES

Qatar Pakistan Collaboration on IT Skills & Capacity Development

PSEB has initiated a collaboration to explore opportunities for Pakistan's IT HR in Qatar. Led by Minister of State for IT & Telecom, Ms. Shaza Fatima Khawajah, detailed sessions with Qatar's IT Minister and Pakistan's Ambassador have resulted in a need assessment matrix, outlining in-demand skills and market preferences in Qatar's IT sector. Next, PSEB will engage stakeholders in Qatar to finalize the collaboration roadmap. This initiative aims to open new avenues for Pakistani IT companies and graduates, launching market-focused training programs in partnership with industry and academia.

Strategic Intervention: Launch of Semi-conductor Trainings Program

PSEB is launching a semiconductor training program to equip Pakistani graduates for the rapidly growing $1 trillion global semiconductor market, focusing on chip design, a high-return segment with low capital needs. Nations such as China, South Korea, the USA, the EU, and Saudi Arabia are heavily investing in semiconductor technology, driving a surge in demand for skilled manpower. With an estimated 1 million workers needed globally by 2030, Pakistan has a unique opportunity to enter this value chain. Additionally, through the Grow with KSA initiative, 100 Pakistani startups will be established in Saudi Arabia over five years, leveraging Saudi Government support and diaspora partnerships. These efforts align to position Pakistan in the global semiconductor and tech ecosystems.



NEW OPPURTUNITIES

Promoting Prime Minister’s Agenda on National Youth Employment

PSEB is actively engaged with the Prime Minister’s Youth Affairs office to assist on Prime Minister’s high-priority youth employment agenda. Through active interactions and assistance, IT Employment agenda is prioritized to train youth on globally demanding IT skills. Forum provides engagements with other key federal stakeholders where PSEB has successfully promoted its approach on employability and exportability through focused industry demand trainings.

China-Pakistan Collaboration on IT Skills & Capacity Development Verticals

PSEB has developed an IT Skills collaboration framework and presented in CPEC sub-working group on HRD. Chinese stakeholders have not only endorsed the proposal but also have shared a plan to execute the collaboration. This framework will facilitate capacity development for Pakistani IT undergraduates, graduates, and professionals through::

- Degree programs and student exchange opportunities for Pakistani students in Chinese universities
- Training programs for Pakistani government employees, IT sector employees (for upskilling/re-skilling) and IT graduates in China:
  a. Digital Leadership & Applications of Information and Communication Technology (ICT)
  b. Artificial Intelligence Technology and Governance



INFRASTRUCTURE DEVELOPMENT

IT PARK ISLAMABAD

IT Park Islamabad is set to be completed in 2025. Considerable progress has been made with the grey structure completed. IT Park Islamabad will offer a total covered area of **720,000 square feet**. It will create **7,500** jobs and add **$70 million** annually to IT exports.



ESTABLISHMENT OF IT PARK KARACHI

IT Park Karachi will provide a world-class space for IT companies, startups, and freelancers to operate, collaborate, and grow. This infrastructure project, launched in **July 2021** and due to be completed by **2027**, is a significant step towards transforming Karachi into a technological hub. The design phase and soil investigation for the establishment of the park have been completed, and detailed planning is currently ongoing. Furthermore, boundary wall has been constructed around the site and physical progress of around **10%** has been achieved. This project aims to have a lasting impact on the local economy by creating job opportunities, attracting foreign investment, and fostering innovation in the IT and software development sectors. By the project's conclusion, Karachi is expected to have an IT park that rivals other global tech centers, ultimately contributing to a substantial boost in Pakistan's IT exports and technological advancements.

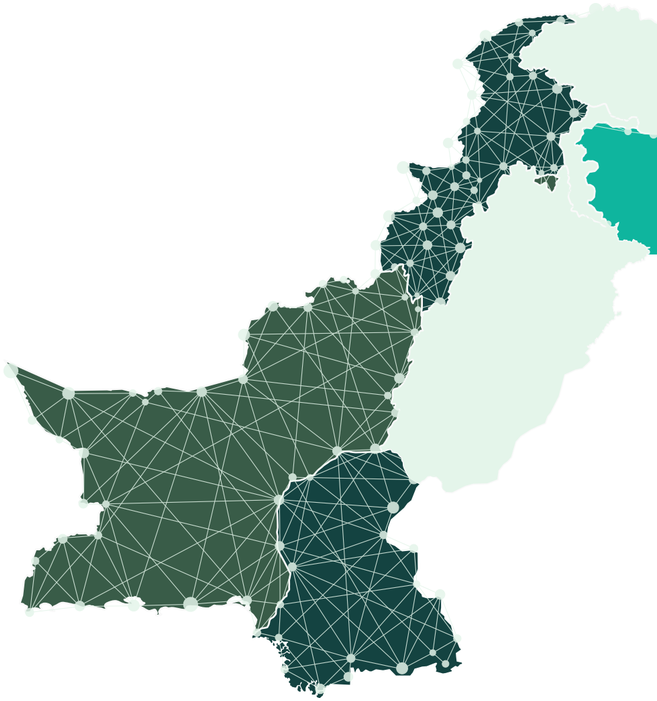


Software Technology Parks

43 Software Technology Parks (STPs) have been established nationwide, covering over 1.9 million square feet of office space and employing over **18,000** professionals. Currently, **357 IT/ITeS companies** are working in these STPs and **20%** of IT professionals working in these STPs are female. These parks contribute over **$100 million** annually to IT exports and **$15 million** to domestic revenue. These STPs are playing a vital role in supporting Pakistan's growing IT sector, particularly startups and SMEs. Designed to provide an enabling environment for IT businesses, the parks offer facilities such as incubation centers, training spaces, and high-speed internet.







e-Rozgaar Centers

The e-Rozgaar initiative is a flagship program under the Prime Minister's digital strategy, aimed at reducing youth unemployment by fostering freelancing opportunities. This initiative focuses on establishing co-working spaces across Pakistan with brand name e-Rozgaar Centers, providing young professionals with the infrastructure and resources needed to thrive in the global digital economy.

As of now, **14 e-Rozgaar Centers** have been established and **20 are in progress.** By the end of the initiative, the program plans to establish **250** e-Rozgaar Centers across Pakistan by February 2027, creating co-working spaces for over **25,000 freelancers**. This is projected to contribute **$50 million** annually to the economy.





E-ROZGAAR CENTER INAUGURATION



Lahore



Multan



Sialkot



Islamabad



Quetta



Islamabad



Islamabad



Islamabad

PAKISTAN'S FIRST WOMEN-ONLY TECHNOLOGY PARK

The Pakistan Software Export Board (PSEB), in collaboration with the Special Communication Organization (SCO), is establishing the first-ever Women Software Technology Park (STP) at the Women University of AJK-Bagh. Spanning approximately **5,000 square feet**, this landmark initiative aims to create **150 employment opportunities for women** while fostering innovation and entrepreneurship. Over **7-8 startups** are expected to benefit from this facility, which will also serve as a platform for launching internship programs to provide university students with valuable hands-on experience, bridging the gap between academic learning and practical application in the IT industry.

The WSTP aims to provide women with equitable opportunities to thrive in the technology sector, addressing regional demand for software development and IT services. This landmark hub will foster innovation, entrepreneurship, and employment while promoting research, skill development, and knowledge sharing. By empowering women to compete globally in the digital economy, the WSTP is set to drive progress in the IT industry and gender inclusivity.

Latest design and working progress are attached herewith





CONSULTATIVE SESSIONS WITH CEO PSEB

PSEB regularly conducts consultation sessions with the industry to determine and resolve current challenges and propose strategies for enhancing IT exports.







Consultative Sessions with CEO PSEB

LAHORE

Consultative Sessions with CEO PSEB

KARACHI







SCHEDULED FOR OTHER CITIES



INDUSTRY FACILITATION

EASE OF DOING BUSINESS

REGULATORY REFORMS

Foreign currency retention limits have been increased from 35% to 50%, providing financial flexibility for IT exporters. Digital registration certificates for IT companies and freelancers have also been introduced to simplify compliance processes.

COST REDUCTIONS

Tax rates for PSEB-registered companies are reduced to 0.25%, supporting long-term business sustainability. Furthermore, certifications and trainings have been subsidized to enhance access to quality standards for IT firms.

EXPORTER SPECIAL FOREIGN CURRENCY ACCOUNTS

Exporter Special Foreign Currency Accounts aim to enhance remittances inflow through restoring ICT Industry confidence. SBP has been engaged on enhancing usage of ESFC accounts. In this context, SBP has been requested to provide salient performance data pertaining to ESFCA accounts. Provision of debit cards against ESFCA accounts has also been facilitated.

EASE OF INBOUND AND OUTBOUND TRAVEL

PSEB is easing issuance of facilitation letters to companies for inbound and outbound travel through coordination with the Ministry of Foreign Affairs.

INTERNATIONAL COLLABORATIONS

PARTNERSHIPS WITH FINANCIAL INSTITUTIONS
PSEB has established agreements with banks like BoP and EXIM to provide tailored financial products, including export financing and co-branded credit/debit cards for IT professionals.

DIASPORA ENGAGEMENT
Diaspora engagement focuses on linking international professionals with local companies for mentorship, investment, and technology transfer.

INDUSTRY CONSULTATION SESSIONS ACROSS THE COUNTRY

PSEB regularly conducts consultation sessions with the industry to determine and resolve current challenges and propose strategies for enhancing IT exports.

ONE WINDOW OPERATIONS

One Window Operation was launched to ensure ease of registration/renewal with PSEB to extend maximum facilitation. This would be enhanced with an online portal with enhanced features for maximum automation and turnaround time aim of just two days. Integration with NADRA and SECP is also in the works.

DOMESTIC EVENTS

DOMESTIC EVENTS

TECHDESTINATION PAKISTAN REJUVENATED

On January 11, 2024, at the Jinnah Convention Center in Islamabad, the Pakistan Software Export Board (PSEB) held an event to launch the E-Rozgar Centers initiative nationwide. Caretaker Prime Minister Anwaarul Haq Kakar inaugurated the first E-Rozgar Center, aimed at providing freelancing opportunities to the youth. This initiative aligns with the government's Digital Policy, which aims to bring about economic prosperity through digitization. The Prime Minister also commended PSEB's efforts in increasing the number of Software Technology Parks and assured full support to explore the untapped potential of the country's IT industry.







IT & ITES EXPORT AWARDS 2024

On February 13, 2024, at Falleti’s Hotel in Lahore, an event was held to celebrate excellence in the IT and IT-enabled services (ITeS) sector. Organized by the Pakistan Software Export Board (PSEB), the prestigious awards ceremony aimed to recognize and incentivize IT exports, thereby fostering growth in the industry. The event was graced by the presence of the Honorable Minister of Information Technology, Dr. Umar Saif, who personally presented cash prizes to the top 550 IT exporters that demonstrated positive growth in their exports during Q2 of FY 2023-24 compared to Q1. These exporters collectively brought in $365 million in export remittance receipts during the first six months of FY 2023-24, showing an increase of $97 million from Q1 to Q2 of FY 2023-24. Additionally, awards were distributed in 8 other categories within the IT/ITeS industry.







25TH ITCN ASIA

The 25th ITCN Asia 2024 took place from August 27-29 at the Karachi Expo Centre, providing a comprehensive platform for showcasing cutting-edge technology solutions to CXOs from leading IT/ITeS companies and various other sectors. PSEB supported the event by offering a 50% subsidy on exhibition costs to **47** member companies. This event brought together the entire tech ecosystem of the country, opening doors to a Digital Pakistan by featuring solutions across sectors such as Government, Cloud, Data Center, Cybersecurity, ERP, Education, Banking & Finance, Health & Pharma, Ecommerce, and Artificial Intelligence, among others. It focused on networking, knowledge sharing, and lead generation, with conferences fostering a learning environment for tech enthusiasts. Leaders from both the public and private sectors gathered to witness the country's largest tech festival.

PSEB conducted dynamic sessions addressing the critical challenges in Pakistan's IT industry including sessions on branding of the IT sector and BPO Capacity Building, focusing on exploring how the industry can be propelled to new heights through policy reforms and collaboration. The event was graced by the Minister of State for IT and Telecom, Ms. Shaza Fatima, who highlighted the government’s ambitions to elevate the IT industry. The 25th ITCN Asia concluded with great success, highlighting the latest innovations in technology and offering exciting networking opportunities.








SUCCESS
STORIES

SUCCESS STORY

MUMARA

With 17 years of experience in the industry, Mumara has successfully served over 21,947 satisfied customers across 100 countries, providing innovative email marketing solutions. Its software is trusted by businesses of all sizes, including prestigious institutions like Harvard, which rely on Mumara to power their email communications and drive meaningful engagement.



WASIF AHMAD
CEO

www.mumara.com

Pakistani fintech startup PostEx raises $7.3m in pre-series A funding

PostEx.

PAKISTAN PSEB SOFTWARE EXPORT BOARD

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

POSTEX

PostEx is a leading Pakistani fintech startup that utilizes a hybrid model of fintech and logistics to provide instant access to capital, removing conventional barriers and challenges of traditional financing methods. PostEx has raised **$7.3 million** in a pre-Series A funding round that will help strengthen its position in Pakistan and expand into the GCC markets.



OMER KHAN
FOUNDER

www.postex.pk

AutoSoft Dynamics Delivers Core Banking Solution for Halan Microfinance Bank in Record Time

AUTOSOFT DYNAMICS

Halan Microfinance Bank, a subsidiary of Halan MNT Group Egypt, has successfully gone live with AutoSoft's newly re-architected, micro-services-based Core Banking Solution. Remarkably, this complex project was completed in just **five months**—from contract signing to launch across all branches—showcasing AutoSoft's exceptional expertise and commitment to delivering cutting-edge, timely solutions.

This achievement is a shining example of the innovation and technical excellence emerging from Pakistan's IT sector.

www.autosoftdynamics.com



BILAL MAHMOOD
CEO, AUTOSOFT DYNAMICS

Pakistan's First Hand-Drawn Animated Film, 'The Glassworker' Makes Oscars Eligibility List

PAKISTAN PSEB SOFTWARE EXPORT BOARD

TECH destiNATION PAKISTAN
MINISTRY OF IT & TELECOM

مانو mano
ANIMATION STUDIOS

MANO ANIMATION STUDIOS

A groundbreaking achievement for Pakistan's animation industry! The Glassworker, Pakistan's first hand-drawn animated film, has made it to the Oscars eligibility list. Directed by Usman Riaz, this stunning tale follows the journey of Vincent, a glassworker, and Alliz, a violinist, as they navigate life amidst the backdrop of a looming war.

Produced by Mano Animation Studios, The Glassworker features over **2,500 unique drawings**. This milestone celebrates the incredible talent within Pakistan's animation industry and marks a significant moment for the global recognition of Pakistani IT industry and artistry and storytelling.

www.manoanimationstudios.com



USMAN RIAZ
FOUNDER AND DIRECTOR

SUCCESS STORY

EDIBLE BRANDS

Edible Brands' innovative **'Edible Tech Stack'** has generated billions of dollars, not just in the U.S. but globally, showcasing the immense talent and incredible potential of Pakistan’s IT market. This tech stack was developed by an exceptional team in Pakistan, operating since 1999. By delivering cutting-edge solutions, Edible Brands continues to highlight Pakistan’s pivotal role in the global tech ecosystem and its potential to drive transformative advancements across industries.

www.ediblebrands.com



TARIQ FARID

FOUNDER & CHAIRMAN


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