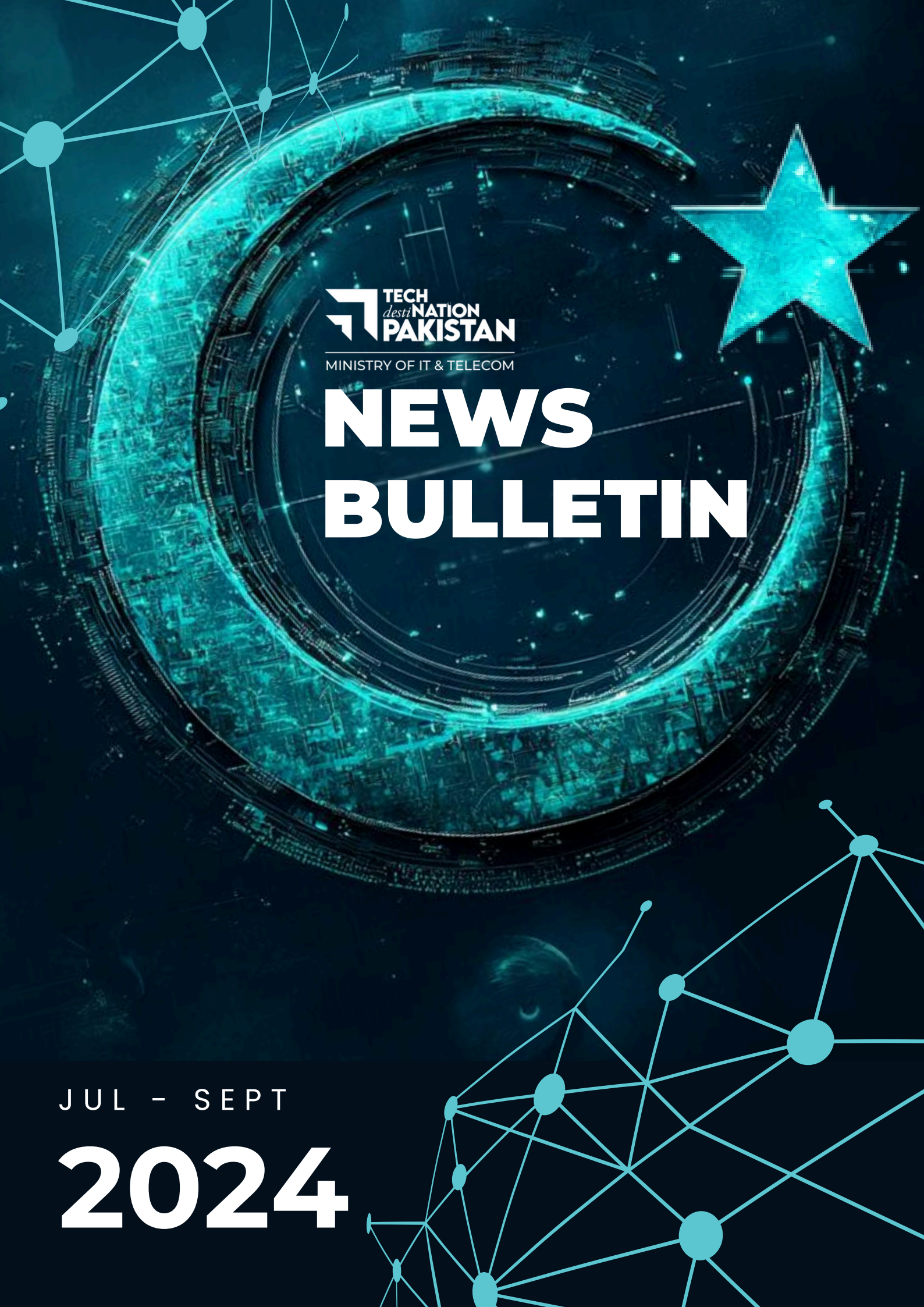

TECH
destiNATION
PAKISTAN
MINISTRY OF IT & TELECOM
NEWS
BULLETIN
JUL - SEPT
2024

PAKISTAN
PSEB
SOFTWARE EXPORT BOARD

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

We are delighted to share that we have also started registering freelancers.

REGISTERED COMPANIES
5273

REGISTERED CALL CENTERS
1910

PAKISTAN'S ICT SECTOR EXPERIENCES REMARKABLE GROWTH IN EXPORT REMITTANCES

Through the continued efforts of PSEB and the Ministry of IT & Telecommunication, ICT export remittances have surged by 30% during July and August in comparison to the corresponding period last year.





PAKISTAN RISES IN E-GOVERNANCE AND CYBERSECURITY RANKINGS

Pakistan has made notable progress on the UN E-Government Development Index (EGDI) 2024, advancing 14 positions from rank 150 to 136. Additionally, the country has achieved a Tier-1 ranking (Role-Modeling) on the Global Cybersecurity Index (GCI) 2024, joining global leaders such as the US, Japan, Singapore, Australia, and KSA.

PAKISTAN RECOGNIZED AS "TECHDESTINATION OF THE YEAR" AT GITEX GLOBAL 2024



Pakistan has been honored as the "TechdestiNation of the Year" at GITEX Global 2024, marking a significant milestone in the country's growing IT landscape. This prestigious recognition comes with enhanced branding and visibility at the global event of the year.

ZARRAR KHAN APPOINTED AS FEDERAL SECRETARY OF IT AND TELECOMMUNICATIONS

With over 20 years of experience in technology and telecommunications, Zarrar Khan has assumed the role of Federal Secretary of IT and Telecommunications. A graduate of Ghulam Ishaq Khan Institute, he furthered his education at Harvard Business School, Oxford University, and London Business School, and completed an MBA at the University of Warwick. He has an extensive experience in leadership roles at major telecom companies.





AZFAR MANZOOR APPOINTED AS SPECIAL SECRETARY

Azfar Manzoor, a seasoned and highly experienced BS-21 officer of the Pakistan Administrative Service, has been appointed as the Special Secretary. He brings a wealth of expertise and a proven track record of excellence in his field. His experience and deep industry knowledge will significantly contribute to the vision of the ministry and boost the government's efforts to revolutionize the IT sector.

BE A PART OF THE NEXT PHASE OF 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



PSEB PROJECT UPDATES

SKILLS & CAPACITY BUILDING

Certification of IT Professionals

Around **5,700** IT professionals in Pakistan have been certified in emerging tools and technologies, with **3,390** more in progress. Launched in January 2020 and set to conclude in December 2025, this initiative has helped professionals enhance their skills and stay competitive. As a result of this program, **72.8%** of IT graduates were able to secure jobs, and **24%** of professionals received promotions, boosting industry growth and positioning Pakistan competitively in the global IT market.

e-Rozgaar Initiative

The e-Rozgaar initiative is a flagship program under the Prime Minister's digital strategy, aimed at reducing youth unemployment by promoting freelancing. This program focuses on establishing training centers across Pakistan, where young professionals can acquire essential skills to thrive in the global digital economy. As of now, **5 training centers** have been established, and by the end of the initiative, thousands of Pakistanis will be equipped with the skills needed to work as freelancers. This will not only generate foreign exchange but also help lower the national unemployment rate, playing a crucial role in driving a digital revolution in Pakistan.

PM's Training/Apprenticeship Program

This project is focused on bridging the gap between the academic sector and the IT industry by providing structured training and apprenticeship opportunities. The program is tailored to help fresh graduates and young professionals gain real-world experience in IT, preparing them for the demands of the industry. This initiative will enhance employability and support IT companies by supplying them with a skilled workforce that is ready to meet industry standards.

Pakistan IT Industry Skills & Export Growth Initiative

This large-scale project is designed to enhance Pakistan's IT exports by elevating the skill levels of the local workforce. With administrative approval already granted, the project is now awaiting formal implementation. The program's primary objective is to drive a substantial increase in the country's IT exports by equipping professionals with expertise in high-demand fields. The economic benefits are expected to be significant, contributing to both higher export volumes and job creation within the IT and IT-enabled services (ITeS) sectors, positioning the country as a regional IT leader.

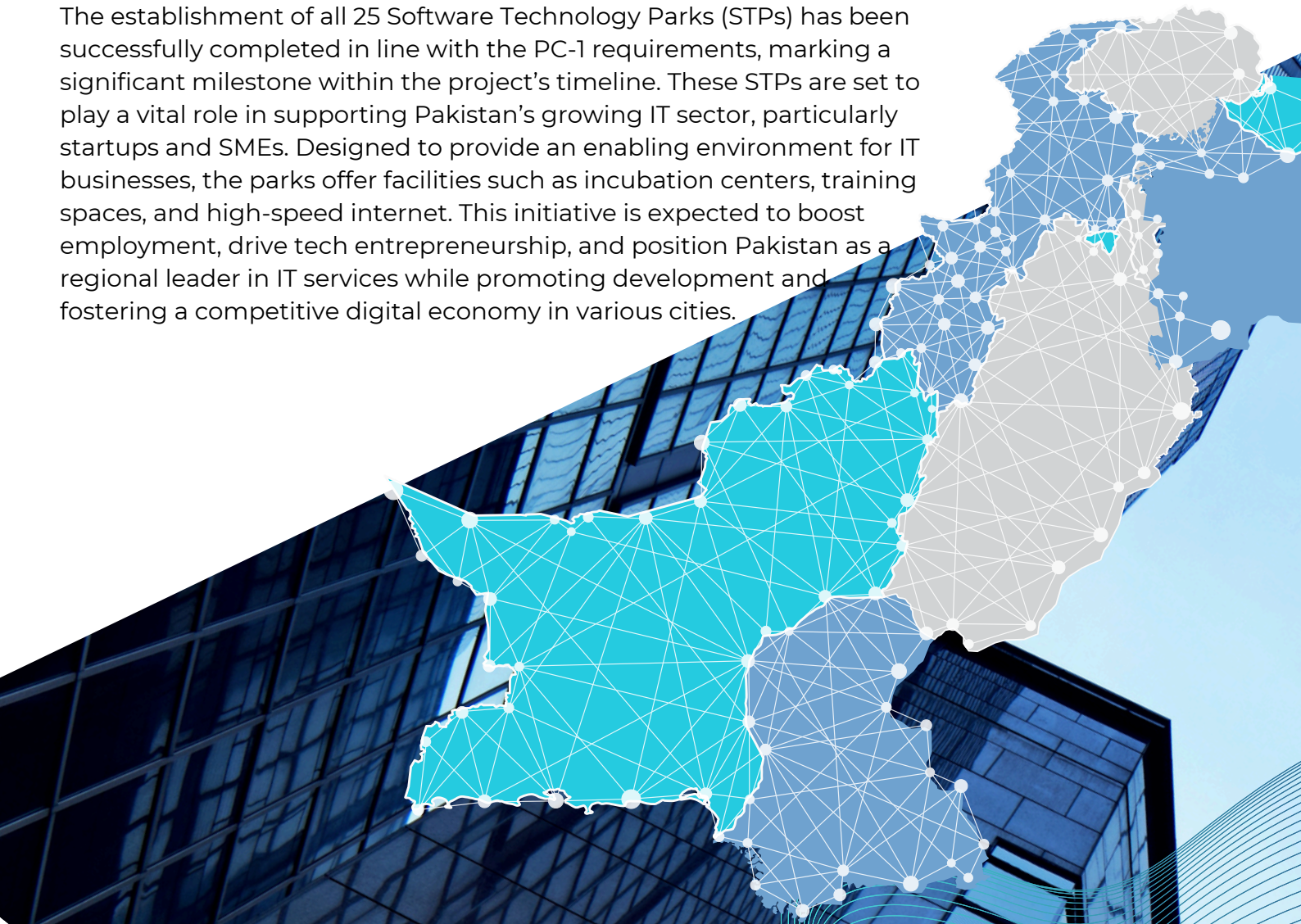
INFRASTRUCTURE DEVELOPMENT

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 June 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.

ESTABLISHMENT OF 25 SOFTWARE TECHNOLOGY PARKS (STPS)

The establishment of all 25 Software Technology Parks (STPs) has been successfully completed in line with the PC-1 requirements, marking a significant milestone within the project’s timeline. These STPs are set to play 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. This initiative is expected to boost employment, drive tech entrepreneurship, and position Pakistan as a regional leader in IT services while promoting development and fostering a competitive digital economy in various cities.



DOMESTIC EVENTS

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.







INTERNATIONAL EVENTS

GLOBAL DIGITAL ECONOMY CONFERENCE (GDEC), BEIJING

The Global Digital Economy Conference (GDEC), held in Beijing from July 2-5, 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. The Pakistan Software Export Board (PSEB), in collaboration with the Ministry of IT, PASHA, and the Board of Investment (BOI), led a delegation of 18 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. Since its inception in 2021, GDEC has become a critical platform for driving the growth of emerging digital industries, promoting social digital consumption, and advancing international cooperation. 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.







TREE OF SCO, CHINA

Thirty-four talented individuals from Pakistan, representing 32 IT companies, participated in the prestigious "Tree of SCO" Computing Power Training Program held in Beijing, China, from September 1-7, 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. The 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

The Pakistan Software Export Board 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 the 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.



QSTP'S INAUGURAL GLOBAL INNOVATION LINK PROGRAM

Five tech startups from Pakistan including 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 the Pakistan Software Export Board (PSEB), and coordinated by Ms. Serein Asad, 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, co-working spaces, and a weekly stipend of $1,000 per team. The event was attended by QSTP President Dr. Jack Lau, Pakistan's Ambassador Muhemmed Aejaz, Commercial Attaché Serein Asad, QSTP officials, Prof. Dr. Javaid Sheikh, and Dean of Weill Cornell Medicine, Doha Campus. The teams had the opportunity to network with professionals from several prominent unicorn companies, including Musherib Control Center, Naseh, MICEtribe, and others.







Upcoming Events

TECH WEEK SINGAPORE 2024

When: 9-10 October, 2024
Where: Singapore
Tech Week Singapore 2024 will be showcasing the latest innovations in AI, cybersecurity, fintech, and more. PSEB, in partnership with TDAP and PASHA, is establishing a Tech Destination Pakistan Pavilion, and taking 6 Pakistani companies to the event offering a generous 60% subsidy on exhibition costs. This premier technology event unites 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.

GITEX GLOBAL 2024

When: 14-18 October, 2024
Where: Dubai
GITEX Global, the largest and most influential technology exhibition in the world, attracts key stakeholders from over 170 countries and showcases the latest trends and technologies in the industry. PSEB, in collaboration with the TDAP, will feature a 156-sqm Tech Destination Pakistan pavilion, showcasing 25 leading IT companies. PSEB is also offering a 60% subsidy on exhibition costs. This year, Pakistan has been recognized as the "TechdestiNation of the Year," which comes with enhanced branding and visibility at GITEX Global. This honor includes extensive marketing on both digital and print platforms, as well as multiple speaking opportunities at concurrent conferences.

TECHCRUNCH DISRUPT 2024

When: 28-30 October, 2024
Where: San Francisco
PSEB, in collaboration with TDAP and PASHA, is taking Pakistani IT companies to exhibit at TechCrunch Disrupt with at subsidized exhibition costs. TechCrunch Disrupt, renowned for connecting investors, innovators, and tech founders, plays a pivotal role in shaping the future of the global tech ecosystem by highlighting the latest trends and advancements in technology. As the U.S. remains one of the largest export destinations for Pakistan's IT and IT-enabled services, participation in such a high-profile event is expected to significantly amplify Pakistan’s IT exports to the U.S. market. TechCrunch Disrupt will offer valuable exposure, allowing Pakistani companies to showcase their innovations on an international stage.

Upcoming Events

PAK-US TECH INVESTMENT CONFERENCE 2024

When: 10 November, 2024
Where: San Francisco Bay Area

PSEB, in collaboration with TDAP, the Pakistan Embassy in the U.S., and OPEN Silicon Valley, is conducting the Pakistan-U.S. Tech Investment Conference 2024 at Stanford University. This conference will focus on key themes such as chip manufacturing startups, AI projects, the development of cybersecurity training centers, tech incubator and accelerator programs, HealthTech solutions, and platforms to empower freelancers. The US, which accounts for over 50% of Pakistan's IT and IT-enabled services (ITeS) exports, remains a vital market for Pakistani companies. This conference will provide a platform for companies to showcase products, network with industry leaders, foster strategic partnerships, and explore growth opportunities.

WEB SUMMIT LISBON 2024

When: 11-14 November, 2024
Where: Lisbon, Portugal

Web Summit Lisbon 2024, is one of the most prestigious global technology events. PSEB, in collaboration with TDAP and PASHA, will be leading a trade delegation of 22 delegates to the summit, offering Pakistani IT/ITeS companies an invaluable opportunity to tap into Europe's thriving tech market. Europe continues to be an attractive destination for Pakistani products and services, presenting immense potential for business networking and partnerships. Web Summit is expected to attract over 70,000 attendees, including the most influential companies reshaping the tech landscape.

BLACK HAT MIDDLE EAST AND AFRICA 2024

When: 26-28 November, 2024
Where: Riyadh, Saudi Arabia

PSEB, in collaboration with TDAP is setting up Tech Destination Pakistan Pavilion at Black Hat Middle East & Africa 2024 and offering companies a 60% subsidy on exhibition costs. This will give Pakistani companies a chance to showcase their products and connect with international buyers. Black Hat Middle East and Africa is a leading cybersecurity conference and exhibition that brings together cybersecurity professionals, cutting-edge technologies, solution providers, and decision-makers from around the world,

WEBINARS

EXPANDING INTO THE NORTH AMERICAN IT MARKET

In line with its mission to explore and expand into new markets and elevate Pakistan's IT industry on the global stage, PSEB, in collaboration with Pakistan's Trade and Investment Wing in Toronto, hosted an insightful webinar on expanding into the North American IT market. This event, which took place on 23rd August, 2024, offered businesses and professionals a valuable opportunity to strengthen or establish their presence in the North American tech landscape. The keynote address was delivered by Syed Hamza Matin, President of APEX and former Chairman of PASHA, who brought his wealth of industry experience to the discussion. His presentation provided participants with a deeper understanding of the complexities of the North American IT market, with a special focus on opportunities in Canada. Mr. Matin also highlighted strategies for establishing an onshore presence in the Canadian market and effectively competing within the North American tech sector.

ENTERING JAPAN MARKET FOR PAKISTANI ICT INDUSTRY

In its efforts to explore new opportunities for Pakistan's IT industry, PSEB conducted a webinar titled "Entering the Japan Market for Pakistani ICT Industry" on July 25, 2024. The session offered valuable insights and strategies specifically tailored for Pakistani companies looking to enter the Japanese ICT market, providing participants with a comprehensive understanding of the business landscape and practical advice on navigating Japan's unique market environment. The webinar, led by expert speaker Mr. Kogure, was divided into three parts. The first segment focused on opportunities and challenges in the Japanese ICT market, covering major trends, industry-specific needs, offshore development prospects, and case studies of other countries that have successfully entered the market. The second segment introduced participants to the fundamentals of Japanese business culture, highlighting key cultural aspects, business practices, and tools commonly used in the industry. The final segment outlined potential strategies for Pakistani companies to enter the Japanese market, with guidance on sourcing essential information, finding partners, and leveraging opportunities. The webinar not only provided an in-depth understanding of Japan's ICT market but also offered practical tools and strategies for a successful market entry, while emphasizing the importance of understanding Japan's cultural nuances in conducting business.

WEBINARS

IMPACT-DCO AND PAKISTAN WIDER ECOSYSTEM - ONLINE SESSION WITH GOV TECH DEPARTMENTS (NADRA, NITB, PITB, PTA, SINDH IT BOARD)

In line with its mission to explore and expand into new markets and elevate Pakistan's IT industry on the global stage, PSEB, in collaboration with Pakistan's Trade and Investment Wing in Toronto, hosted an insightful webinar on expanding into the North American IT market. This event, which took place on 23rd August, 2024, offered businesses and professionals a valuable opportunity to strengthen or establish their presence in the North American tech landscape. The keynote address was delivered by Syed Hamza Matin, President of APEX and former Chairman of PASHA, who brought his wealth of industry experience to the discussion. His presentation provided participants with a deeper understanding of the complexities of the North American IT market, with a special focus on opportunities in Canada. Mr. Matin also highlighted strategies for establishing an onshore presence in the Canadian market and effectively competing within the North American tech sector.

Industry News

iENGINEERING (PRIVATE) LIMITED AWARDED USAID GRANT

We are proud to present that iENGINEERING (Private) Limited has been awarded a USAID grant through the Investment Promotion Activity (IPA). This grant will enable the company to further develop their transportation asset intelligence solution, enhancing trade between Pakistan and the US.

This achievement not only strengthens bilateral trade relations but also demonstrates Pakistan's growing potential in the IT sector.

iENGINEERING
Listen. Understand. Solve. Deliver.

KEY HIGHLIGHTS FROM GDEC BEIJING 2024







- MOU signed between Pakistani Company Michael & Parker and Chinese company GUOLIAN Co., Ltd.
- Alibaba Cloud signaled to analyze the Pakistani market forming a basis for direct entry/partnering with local operator.
- CAICT agreed on skills development program for Pakistani talent and support for Pakistan in areas of policy development research.
- iMedWay, a health-tech group, showed interest in the Pakistani market and initiated a conversation with 2 Pakistani companies CARE (Pvt) and Digital Mandi.
- NXP, a major player in chip manufacturing, signaled on collaborating with Pakistani companies for chip design through suitable arrangements.

If you have a success story you'd like to share, please email us at **mrp@pseb.org.pk** for a chance to be featured in the upcoming editions