PAKISTAN PSEB SOFTWARE EXPORT BOARD

TECH destiNATION PAKISTAN

MINISTRY OF IT & TELECOM

PAKISTAN AT LEAP

2025





SHAZA FATIMA KHAWAJA
MINISTER OF STATE FOR IT AND TELECOMMUNICATION

I am thrilled to share that Pakistan has achieved a historic milestone at LEAP 2025 with its largest-ever participation at an international tech event. With 100+ companies and over 1500 delegates, Pakistan showcased its true tech potential on the global stage, demonstrating the strength, innovation, and capabilities of our IT industry.

The Pakistan Pavilion shone brightly and attracted significant global attention. Major contracts and MoUs were signed between Pakistani and Saudi companies, paving the way for new opportunities, investments, and collaborations that will propel Pakistan's tech sector forward. Most importantly, Pakistan and Saudi Arabia strengthened their technology ties, further solidifying our strategic partnership in the digital economy.

This achievement is a testament to the government's unwavering commitment to supporting and empowering the IT industry. In the coming weeks and months, the momentum gained at LEAP 2025 is expected to bring lasting benefits for Pakistan's technology sector, opening doors to new markets and driving economic progress.

I extend my heartfelt congratulations to all stakeholders and participants for their invaluable contributions. Together, we are shaping a future where Pakistan stands tall as a global tech powerhouse!



ABU BAKAR
CEO, PAKISTAN SOFTWARE EXPORT BOARD

LEAP 2025 has been a remarkable success for Pakistan's IT industry representing a significant milestone in our ongoing efforts to promote IT exports. With a huge participation, Pakistan's tech ecosystem made a powerful impact, showcasing its innovation, expertise, and global competitiveness.

Pakistan holds immense promise, with our companies making impressive strides in key areas such as artificial intelligence, cloud services, blockchain, e-commerce, fintech, and many more, and we showed that at LEAP to the world.

At PSEB, we are committed to driving the IT industry forward by facilitating global market access, expanding opportunities, and amplifying Pakistan's presence on the world stage. The momentum gained at LEAP 2025 will fuel long-term growth, strengthen international collaborations, and unlock new export potential in the coming months.

A huge thank you to all the companies, stakeholders, and partners who contributed to this incredible achievement. Together, we are building a future where Pakistan is a true global tech powerhouse!

PAKISTAN SHINES AT LEAP 2025 WITH LARGEST-EVER PARTICIPATION

LEAP Saudi Arabia has cemented its position as the world's largest gathering for technology and digital transformation. The 2025 edition, themed **"Into New Worlds,"** was held in Malham, Riyadh from 9th to 12th of February, providing an unparalleled platform for global tech leaders, and Pakistan seized this opportunity to make an incredible mark.

Building on its "Tech Destination of the Year" recognition at GITEX, Pakistan Software Export Board (PSEB), in collaboration with the Trade Development Authority of Pakistan (TDAP) and the Pakistan Embassy in Riyadh, spearheaded **Pakistan's largest-ever participation at an international tech event.** A **216-square-meter** Pakistan Pavilion was set up at a prime location, showcasing **22 leading Pakistani IT companies** and making it one of the most prominent national representations at the event. Pakistan's presence at LEAP 2025 was record-breaking, with over **100 companies** exhibiting and a delegation of more than **1,500 individuals** participating in various capacities. As per LEAP organizers, Pakistan had the largest representation in terms of numbers. The delegation was led by the **Honorable Minister of State for IT & Telecom Shaza Fatima Khawaja** alongside the **Federal Secretary for IT & Telecom Zarrar Hasham Khan**. Other distinguished attendees included the Ambassador of Pakistan to KSA H.E. Ahmed Farooq, CEO of PSEB Mr. Abu Bakar, Chairman of P@SHA Mr. Sajjad Syed, leadership from the Special Investment Facilitation Council (SIFC), and CEOs of top-tier IT companies. Pakistan Pavilion stood out and drew significant international attention. H.E. Deema Alyahya, Secretary General of the Digital Cooperation Organization (DCO), paid a special visit and engaged with Pakistani exhibitors.

A dedicated **Networking Lounge** facilitated countless B2B meetings, fostering collaborations between Pakistani companies and global enterprises. Overall, the event resulted in the signing of **18+ MoUs** between Pakistani companies and international partners, paving the way for future investments and joint ventures. Additionally, a comprehensive directory featuring profiles of **85+ Pakistani companies** was developed, with QR codes for digital access, further enhancing outreach and visibility. A major milestone for Pakistan was EduFi's victory in the LEAP Rocket Fuel Competition, securing 1st place against 2,000 global startups.

In order to deepen Pakistan-Saudi business relations, PSEB, in collaboration with the Pakistan Embassy in Riyadh and P@SHA, also organized the **Pak-Saudi Business Forum** on February 8th. Recognized as an official LEAP side event, the forum attracted an impressive **650+ attendees**, including industry leaders, public and private sector representatives, and key members of the Pakistani diaspora in Saudi Arabia. H.E. Deema AlYahya, along with senior Saudi officials, participated, reinforcing Pakistan's commitment to strengthening strategic tech partnerships with Saudi Arabia.

LEAP 2025 has been a resounding success for Pakistan—from brand exposure and business networking to solidifying its position as a global tech powerhouse. The TechDestination Pakistan brand gained immense visibility, Pakistani exhibitors generated high-value business leads, and the event showcased Pakistan as a serious technology player in the modern digital economy.




TECH DESTINATION OF THE YEAR
TECH destiNATION PAKISTAN
MINISTRY OF IT & TECHNOLOGY
VISIT US AT
Hall 3




PakistanPavilion
techdestination.com








LEAP
INTO NEW WORLDS
نحو آفاق جديدة


PAK SAUDI
BUSINESS FORUM




MARC ELLIS
SWATI TECH
Our Clients
creator
Digital · Web · Mobile


MOST FINANCIALLY ATTRACTIVE OUTSOURCING DESTINATION
SWATI TECH

PAK-SAUDI BUSINESS FORUM
A NIGHT OF NETWORKING AND PARTNERSHIPS

In collaboration with the Pakistan Embassy in Riyadh and P@SHA, PSEB organized a high-profile Networking Event a day before LEAP 2025 to strengthen ties with Saudi Arabia in the IT sector.

The event was graced by H.E. Deemah AlYahya, Secretary General of the Digital Cooperation Organization (DCO), who shared insights on deepening partnerships between the two nations. Key speakers included Minister of State for IT & Telecom Shaza Fatima Khawaja, Ambassador of Pakistan to KSA H.E. Ahmad Farooq, CEO PSEB Abu Bakar, and Chairman P@SHA Mr. Sajjad Syed.



The forum saw participation from Saudi public and private sector leaders, the Pakistani diaspora, and business delegations from various countries. The evening began with a welcome address by the Ambassador of Pakistan to KSA, followed by impactful discussions from esteemed speakers. Most of the event was dedicated to B2B networking, facilitating meaningful business interactions.

This exclusive gathering not only provided a dynamic platform to showcase Pakistan's vibrant IT sector but also paved the way for future collaborations, new business opportunities, and valuable partnerships between Pakistan and Saudi Arabia.



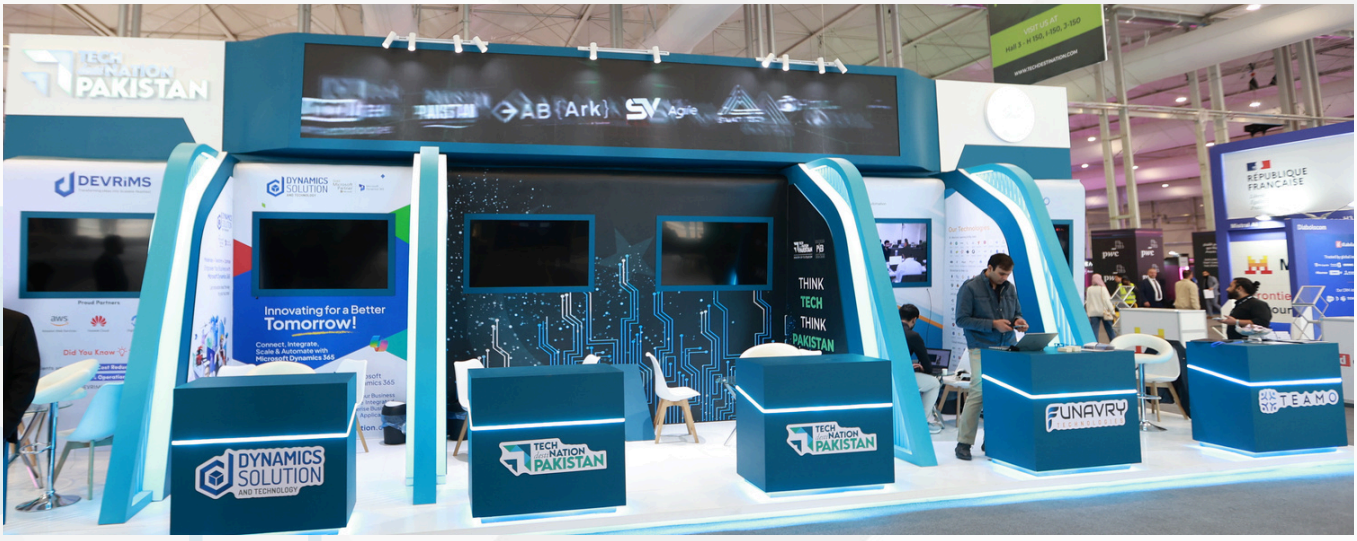
PAKISTAN PAVILION TAKES CENTER STAGE AT LEAP

The Pakistan Pavilion was inaugurated on Day 1 of LEAP 2025 by Minister of State for IT & Telecom Shaza Fatima Khawaja, alongside Secretary IT Zarrar Hasham Khan, Ambassador of Pakistan to KSA Ahmed Farooq, CEO PSEB Abu Bakar, and Chairman P@SHA Sajjad Syed. This marked the beginning of an eventful four days where Pakistan's tech industry took the spotlight at a global platform.

Strategically located at the entrance of Hall 3, the 216-square-meter Pakistan Pavilion was undoubtedly one of the most vibrant national pavilions at LEAP 2025. The meticulously designed space, combined with high-impact digital content, provided great exposure to Pakistani exhibitors. Featuring 22 leading IT companies, the pavilion became a hub for networking, collaboration, and business development.

A special visit by H.E. Deema Alyahya, Secretary General of the Digital Cooperation Organization (DCO), further underscored the significance of Pakistan's presence at the event. She engaged with exhibitors and explored potential avenues for deeper cooperation. The Pakistan Pavilion remained the epicenter of business activity throughout LEAP 2025, drawing commendations from visitors and fellow exhibitors alike.





KEY ENGAGEMENTS WITH GLOBAL LEADERS, INDUSTRY STAKEHOLDERS AND GOVERNMENT REPRESENTATIVES

The Minister of State for IT & Telecom Shaza Fatima Khawaja held high-level meetings with Saudi government representatives, global industry leaders, and senior executives of multinational companies. These engagements strengthened Pakistan's position in the global ICT landscape, fostering collaborations, investment opportunities, and strategic partnerships.

PSEB, in coordination with the Pakistan Embassy in Riyadh and P@SHA, facilitated visits of international representatives to the Pakistan Pavilion, organized a roundtable with MISA for Pakistani exhibitors and delegates and enabled productive B2B and G2G interactions. Exhibitors also conducted meetings in the networking lounge, resulting in significant business leads and MoUs. Additionally, any leads generated from G2G meetings were referred to relevant Pakistani companies offering similar products or services. PSEB officials also visited various country pavilions and global IT companies, introducing Pakistan's ICT strengths and sharing profiles of participating companies.



The key meetings of the Minister and their outcomes are detailed below:

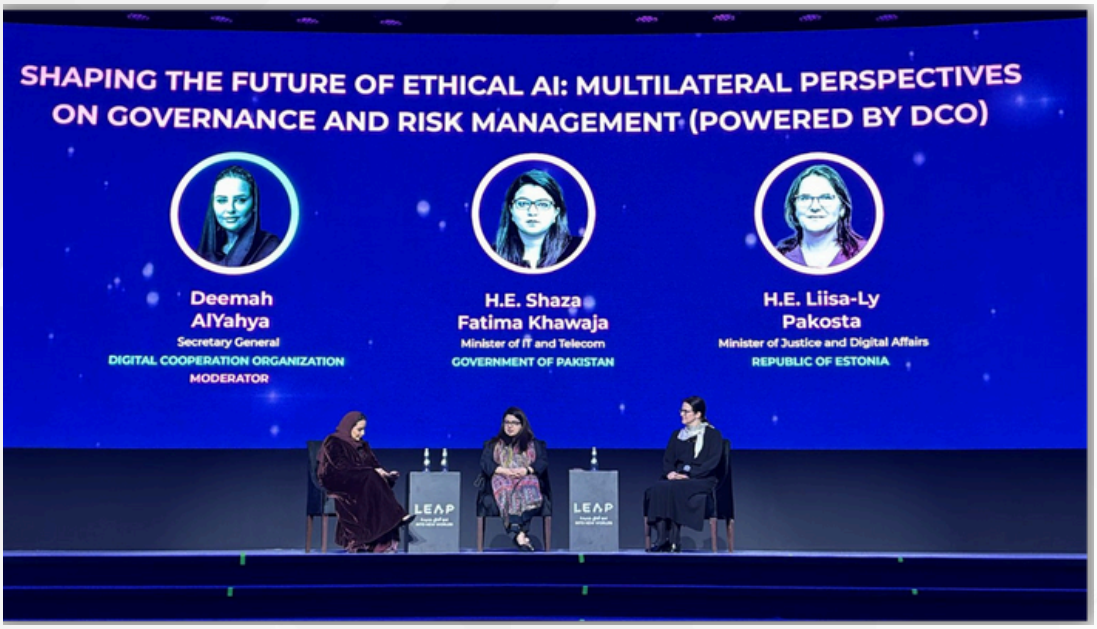
- **Minister MCIT, H.E. Abdullah Al Swaha:** Finalized collaboration initiatives and expanded strategic partnerships.
- **Vice Governor SDAIA, H.E. Esam Alwagait:** Focused on digital transformation strategies.
- **Governor of RDIA, Dr. Mohammed Alotibi:** Advanced joint research and innovation initiatives.
- **CEO NTDP, Ibrahim Neyaz:** Strengthened B2B partnerships, innovation, and technology transfer.
- **Deputy Governor of Monsha'at, Mr. Saud Khalid AlSabhan:** Explored startup funding, mentorship, and market access opportunities.
- **CEO STC Group, Olayan Muhammad Alwetaid:** Discussed telecom infrastructure investments.
- **Governor DGA, Ahmed Mohammed Alsuwaiyan:** Focused on digital transformation and e-government.
- **Vice Chairman Takamol, H.E. Dr. Abdullah bin Nasser Abu Thaneen:** Agreed on skill development and employment programs.
- **SG, DCO, Deema AlYahya:** Enhanced regional and multilateral tech partnerships.
- **Deputy Minister MCIT, H.E. Ibrahim Al Mubarak:** Explored FinTech solutions for cross-border investments.
- **Vice President Huawei, Barry Xu:** Discussed establishing a Cloud Region under Pakistan's Cloud First Policy.
- **Chairman DAMAC, Hussain Sajwani:** Expressed interest in potential technology collaborations.
- **CEO, Systems Limited, Asif Peer:** Explored potential collaborations for cutting-edge solutions in Pakistan's IT and telecom sectors.
- **Deputy Governor CSTC, Eng. Omar AlRejraje:** Advanced digital innovation and regulatory frameworks.

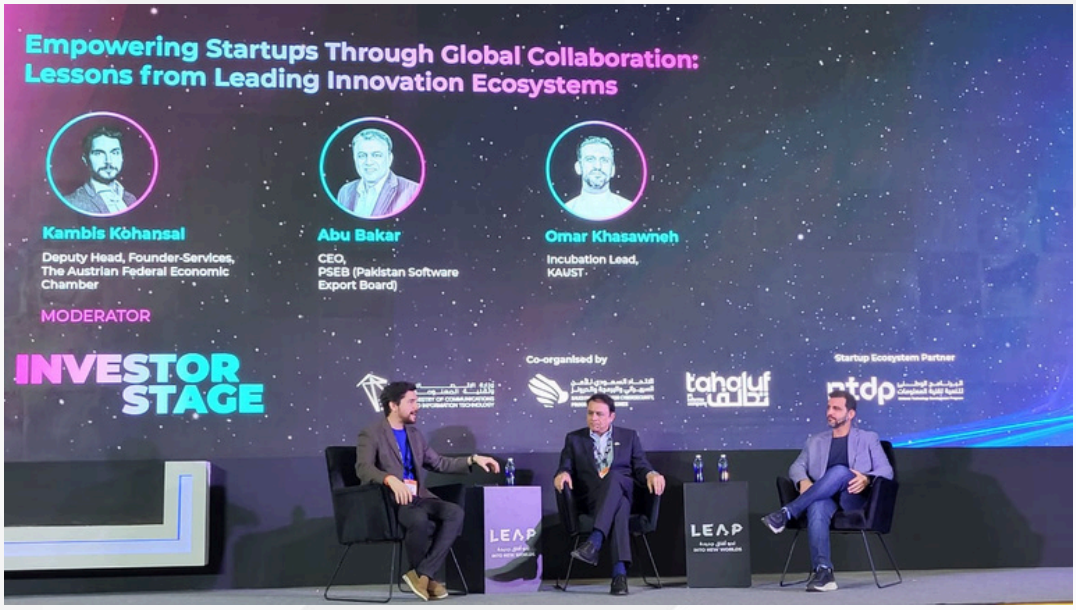


SPEAKING SLOTS FOR PAKISTAN

The Minister of State for IT & Telecom Shaza Fatima Khawaja participated as a panelist in the high-profile discussion on "Shaping the Future of Ethical AI: Multilateral Perspectives on Governance and Risk Management" at the LEAP main stage. The panel featured esteemed speakers, including H.E. Deema AlYahya, Secretary General DCO, and H.E. Liisa-Ly Pakosta, Minister of Justice and Digital Affairs, Estonia.

Additionally, CEO PSEB Abu Bakar spoke at the Investor Stage on "Empowering Startups through Global Collaborations: Lessons from Leading Innovation Ecosystems," highlighting Pakistan's growing startup ecosystem and opportunities for international partnerships.





PAKISTANI FIRMS SIGN MULTI-MILLION DOLLAR MOUS AT LEAP

Many Pakistani companies signed multi-million dollar MoUs with global clients at LEAP 2025, marking a significant milestone for Pakistan's IT industry. Initial estimates suggest that each MoU is valued at at least one million dollars. These MoUs not only reinforce Pakistan's successful presence at LEAP 2025 but also strengthen its brand positioning in the global ICT landscape. PSEB actively facilitated the MoU signings at the networking lounge, ensuring smooth execution and fostering meaningful collaborations. Several key agreements were personally witnessed by the Honorable Minister, further underscoring their importance.

To amplify the impact, PSEB actively promoted these MoUs signings on social media. Below are the details of the MoUs signed at the event.

S. No.	Company Name	MoU With	Type	Scope
1	DigiTrends	Seen Tarbi for FinTech	MOU	DigiTrends signed a strategic agreement to become the technical digital transformation partner for Seen Tarbi for FinTech, a leading SAMA-approved fintech, to transform financial technology in Saudi Arabia on 9th February at the Pakistan Pavilion.
2	Autosoft Dynamics	Azeemi Technologies	MOU	Autosoft Dynamics signed a teaming agreement that aims to introduce cutting-edge banking solutions to the region, reinforcing the company's commitment to driving digital transformation in the financial sector.
3	Go Telecom	Ejad Tech & IOTA Solutions	MOU	The partnership was developed to enhance the Digital Transformation Index in Saudi Arabia. As part of this collaboration, Trace9, an advanced AI-driven monitoring & observability platform, will play a key role in accelerating the adoption of cutting-edge digital solutions across the Kingdom. With multimillion-dollar potential, this partnership marks a major milestone in strengthening Saudi Arabia's digital infrastructure, aligning with Vision 2030's mission for a smarter, more connected future.
4	Dynamic Solutions	Leading Real Estate Firm in Saudi Arabia	MSA	Dynamic Solutions' strategic partnership with the largest real estate development facility will enable the end-to-end automation of their real estate development, property management, facility management, and complete real estate solutions through ERP and CRM implementation.
5	Atom Global (YImagine Inc)	Quantum Technologies	MOU	YImagine Inc. has launched an AI platform by the name of yourmunshi.net, Pakistan's first AI platform trained on Pakistan's Law. Quantum is getting into an MoU with YImagine to launch the domain-specific AI platform in Saudi for multiple domains. A remarkable size of investment will be done by Quantum Technologies ranging into millions of Saudi Riyals.
6	vResolve.io	Sheikh Al Khorasani	MOU	Sheikh Al Khorasani is an investor and will partner with vResolv.io as a consultant on AI and Embedded Systems for his companies.
7	Swati Tech	Agile	MOU	The partnership between Swati Tech and Agile will focus on collaboration on AI & Computer Vision technology.
8	Prisol	Smart Solutions	MOU	The partnership will focus on collaboration on technology projects in Saudi Arabia, including, but not limited to, co-developing solutions in various areas such as Artificial Intelligence, corporate enterprise solutions, fintech, enterprise automation, and others.
9	Thingsty	Transformation Path Consulting (TPC)	MOU	Under this strategic collaboration, Thingsty's cutting-edge white-labeled platform will be paired with TPConsult's extensive consulting expertise and industry relationships, including an established client base in government sectors, large enterprises, and telecommunications companies. By combining Thingsty's technology with TPConsult's market knowledge and deployment capabilities, both organizations aim to accelerate the adoption of IoT solutions and digital transformation initiatives in the region.
10	P@SHA	Eventage	MOU	Eventage - International Trade Promotion Group and P@SHA – Pakistan's IT Association have officially joined forces to empower Pakistan's tech industry on the world stage. This partnership will open doors for Pakistani innovators, startups, and businesses to access premier global tech exhibitions.

PAKISTANI FIRMS SIGN MULTI-MILLION DOLLAR MOUS AT LEAP

S. No.	Company Name	MoU With	Type	Scope
11	Softoo	Innovista Private Limited	MOU	The partnership will focus on collaboration on transformative IT solutions, IT consulting, customized software development, enhanced cybersecurity, and the implementation of AI and automation technologies.
12	AnaConEx Solutions (Pvt) Ltd	Quaid Venture KSA	MOU	Under this partnership, Quaid Venture KSA will support AnaConEx Solutions (Pvt) Ltd to extend their operations in KSA.
13	AnaConEx Solutions (Pvt) Ltd	Mernan Alreadah for Information Technologies	MOU	Under this partnership, AnaConEx Solutions (Pvt) Ltd will provide research and information on the tech industries of Pakistan.
14	Systems Arabia	Tamweel Aloula	MOU	Systems Arabia has entered into a strategic alliance with Tamweel Aloula - تمويل الأولى , a leading non-bank financing institution licensed by the Saudi Central Bank – SAMA, to transform its core lending system.
15	Funavry Technologies	Transformation Path Consulting (TPC)	MOU	The partnership will focus on exploring the vast potential of the Saudi market in digital transformation and automation.
16	Objects	Bevatel	MOU	Objects & Bevatel are combining their strengths to revolutionize cloud solutions, AI-driven customer experiences, and digital transformation.
17	Sybrid	Excellent Solutions Co.	MOU	Under this partnership, companies will leverage their industry expertise to identify and pursue business opportunities within the KSA market. The partnership will facilitate the exchange of market insights, best practices, and technical expertise, enabling both organizations to develop a mutually beneficial business model across various verticals.
18	Swati Tech	SK Arabia	MOU	The partnership between Swati Tech and SK Arabia will focus on expanding technological collaboration and exploring opportunities in digital transformation.













SPOTLIGHT ON TECHDESTINATION PAKISTAN:
OUR BRAND PRESENCE AND VISIBILITY AT LEAP

Pakistan's branding at LEAP 2025 made a powerful impact, capturing the attention of visitors from the moment they arrived. A branded pillar at the main entrance created a striking first impression, with many attendees remarking that "TechDestination" felt like a welcoming presence at the event. A massive hanging banner prominently highlighted the Pakistan Pavilion, while pillar branding in Hall 3 ensured high visibility. The Pakistan Pavilion stood out among all others with its eye-catching design, LED panels, and dynamic visuals that kept visitors engaged. The branding and décor at the networking lounge further reinforced the TechDestination identity, making a lasting impression. LED screens at the pavilion showcased TechDestination videos along with startup highlights from exhibitors at the Startup Arena. Beyond the venue, PSEB extended its promotional reach by securing digital screens at seven prime locations across Riyadh, displaying a "Think Tech, Think Pakistan" campaign every hour.



Additionally, PSEB published a feature article in Arab News, one of the most widely circulated digital and print newspapers in Saudi Arabia, on the first day of LEAP 2025. This strategic move effectively positioned Pakistan's tech potential and opportunities in front of a global audience, reinforcing its status as a leading TechDestination.







MEDIA COVERAGE OF PAKISTAN'S PRESENCE AT LEAP 2025

Pakistan's presence at LEAP received extensive coverage from both local and international media. Numerous online articles and TV interviews highlighted the country's participation, amplifying its presence at the global event. Such media exposure enhances narrative building, increases visibility, and helps participating companies gain traction in international markets.

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