



PAKISTAN
NAMED AS
TECH
DESTINATION
OF THE **YEAR**



@ **GITEX**
G L O B A L
14 - 18 OCTOBER



SHAZA FATIMA
MINISTER OF IT AND TELECOMMUNICATION

I am immensely proud to share that Pakistan has been honored as the 'TechDestination of the Year' at GITEX Global 2024. This recognition is a testament to our relentless pursuit of innovation, technological advancement, and global collaboration. Pakistan's substantial presence at GITEX 2024 reflects the government's commitment to promoting the IT industry of Pakistan.

Pakistan made a powerful impact at the event and proved the nation's technological prowess. The MoUs signed and strategic partnerships forged at this event are instrumental, as they open doors to new markets, foster innovation, and pave the way for transformative growth in our IT industry. These partnerships will drive significant advancements, contributing not only to the expansion of Pakistan's IT sector but also to the strengthening of our national economy.

GITEX 2024 was a huge success for Pakistan and I extend my heartfelt congratulations to all the stakeholders and participants for their invaluable contributions to this remarkable achievement. We need to ensure that the momentum gained at GITEX is maintained and it serves as a catalyst for both technological and economic progress.

Together, we are setting the foundation for a promising future, and I am confident that the success at GITEX will bring enduring benefits to Pakistan's technology sector in the days ahead.



ABU BAKAR
CEO, PAKISTAN SOFTWARE EXPORT BOARD (PSEB)

GITEX Global 2024 has been a remarkable success for Pakistan's IT industry, representing a significant milestone in our ongoing efforts to promote IT exports. This event not only showcased our country's innovative potential but also firmly positioned our IT sector on the global stage. 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. These advancements highlight the capabilities and vision of our tech ecosystem, and GITEX provided the perfect platform to showcase this potential to the world. The numerous MoUs signed at GITEX are a testament to our strengths and commitment to growth.

PSEB remains committed to facilitating our industry's growth, helping companies reach international markets, and elevating our export potential in every way possible. Moving forward, we must harness this success, strategically expanding our reach and strengthening partnerships that contribute to Pakistan's digital transformation. We must ensure that the progress achieved at GITEX is maintained and leveraged to create a lasting impact.

In the end, I would like to thank all the partners and participants who made this success possible. Together, let us continue building a strong foundation for Pakistan's IT industry, ensuring excellence in the days and years ahead.

GITEX
GLOBAL

TECH DESTINATION OF THE YEAR

Celebrating Tech Destination Pakistan and
Pakistan Software Export Board for their largest
representation yet at GITEX GLOBAL 2024



PAKISTAN SHINES AS “TECH DESTINATION OF THE YEAR” AT GITEX GLOBAL 2024

GITEX Global 2024, lauded as one of the world’s most prestigious and influential technology events, convened in Dubai from October 14th to October 18th, 2024. For over 40 years, GITEX has shaped the technology landscape across the Middle East, North Africa, and South Asia, establishing itself as the largest technology event in the region. With this year’s central theme, “Global Collaboration to Forge a Future AI Economy,” GITEX 2024 showcased the transformative power of artificial intelligence and digital innovation in reshaping industries worldwide. This year marked the highest-ever international participation of 6,500 exhibitors, 1,800 startups, and 1,200 investors, alongside governments from more than 180 countries.

Pakistan made a remarkable impact at GITEX Global 2024, as the country earned the recognition of “Tech Destination of the Year” by the show organizers. This accolade underscores the country’s growing prominence in the global technology landscape and highlights its rapid ascent as a leader in technological innovation and international collaboration. Pakistan’s representation was among the largest at the event, with over 200 companies and exhibitors participating. The TechdestiNation Pakistan Pavilion—organized by Pakistan Software Export Board (PSEB) and the Trade Development Authority of Pakistan (TDAP)—showcased 26 leading companies of the country unveiling their latest advancements and innovations. TechDestination Pakistan remained one of the most noticed brands at the event. Furthermore, the dedicated Connexions Lounge facilitated numerous B2B meetings and networking opportunities for Pakistani exhibitors.

Pakistan’s IT sector, now recognized as a global player, continues to thrive, with its exports becoming a top-five earner for the nation’s economy. The country boasts a competitive advantage, featuring a skilled talent pool that produces over 75,000 IT graduates annually, a youthful population comprising 63% of its demographic, and the third-largest English-speaking population in the world. Furthermore, Pakistan has been identified as the most financially attractive outsourcing destination according to Kearney’s Global Location Index, offering IT services at 70% reduced operational costs compared to North America—making it an ideal choice for companies seeking to optimize their operations. Through these strategic advantages, Pakistan is firmly establishing itself as a global tech destination.

The recognition of Pakistan as the “Tech Destination of the Year” marks a milestone in its journey to becoming a global tech hub. This achievement underscores the government’s commitment and the Ministry of IT & Telecom’s initiatives in fostering a robust digital ecosystem and supporting the growth of IT sector through strategic policies. GITEX Global 2024 has provided the perfect platform to highlight the country’s progress and potential, reaffirming Pakistan’s readiness for future-forward partnerships and innovation-driven growth.

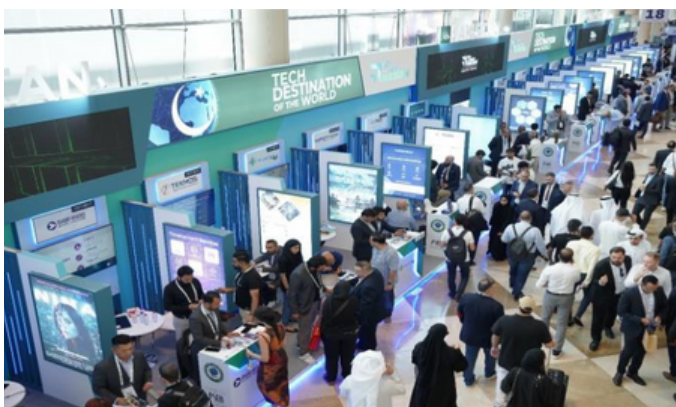
Pakistan Pavilion Takes Center Stage at GITEX



Pakistan Pavilion was undoubtedly the most vibrant country pavilion across GITEX Global 2024 making a significant impact with its impressive presence. Inaugurated on the first day by Pakistan's Ambassador to the UAE, Mr. Faisal Tirmizi, the pavilion showcased 26 of Pakistan's leading IT companies, highlighting the nation's dynamic and rapidly growing tech ecosystem. The premium location of Concourse, combined with the country's innovative tech potential attracted a large audience benefiting Pakistani exhibitors by generating leads and partnerships.



Throughout the five days of GITEX, the Pakistan Pavilion served as the epicenter of business activity, receiving commendations from visitors and fellow exhibitors for its outstanding design and execution.



Key Engagements with Global Leaders and Industry Stakeholders

Officials from Pakistan Software Export Board engaged in dynamic discussions with government representatives, industry leaders, and investors from around the globe. They met with notable figures such as the Trade and Investment Counsellor from Dubai, representatives from the Government of Nigeria, officials from the Ontario Government, and members of various embassies.



Additionally, the officials interacted with CEOs and senior executives from leading global IT companies, as well as venture capitalists and private equity firms keen on exploring opportunities within Pakistan's burgeoning IT market. This multifaceted engagement highlighted Pakistan's growing significance in the global technology landscape. Pakistani companies received overwhelming feedback, with numerous entities expressing keen interest in exploring Pakistan's IT products and services, leading to MoUs worth millions of dollars.



Furthermore, Connexions Lounge, sponsored by TechDestination Pakistan was a notable attraction at GITEX. H.E. Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Tolerance UAE, paid a special visit to Connexions Lounge and discussed the potential of Pakistan's booming IT sector and TechDestination Pakistan.

Pakistan Night: Fostering Collaboration and Partnerships at GITEX 2024

Pakistan Night, an official side-line event of GITEX Global 2024, served as a remarkable platform to showcase Pakistan's vibrant IT sector while strengthening business ties with the global community and creating valuable opportunities for collaboration.



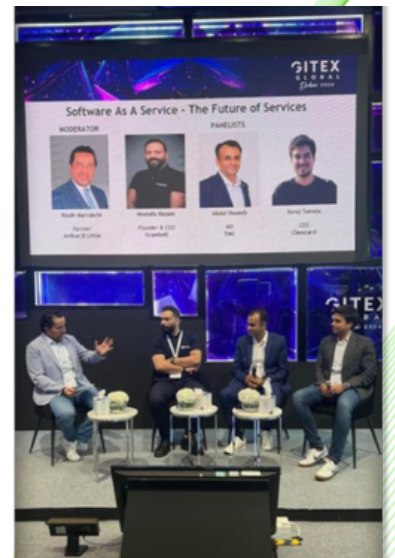
Organized by Pakistan Software Export Board (PSEB) in partnership with the Pakistan Consulate in the UAE and P@SHA, the event attracted business delegations from Sri Lanka, Australia, Bangladesh, Korea, Japan, and Iran, alongside distinguished guests from the USA, Oman, and Dubai, as well as prominent members of the Pakistani diaspora in the UAE. The event was graced by the presence of His Royal Highness Prince Sheikh Mana Al Maktoum, who attended alongside his delegation. This gathering fostered excellent opportunities for future collaborations between Pakistan and the UAE, reinforcing the bonds of partnership and innovation between the two nations.



Speaking Slots for Pakistan's Representatives and Industry Leaders



As part of the Country Partnership, TechDestination Pakistan was granted 15 speaking slots at various stages, allocated to industry members based on their subject matter expertise. These speaking slots provided an exceptional platform to showcase Pakistan's vibrant IT industry and highlight its technological prowess to a global audience, further solidifying the TechDestination phenomenon.



Each presenter engaged the audience effectively, sharing invaluable insights that not only reinforced Pakistan's brand positioning as an ideal tech outsourcing destination at the forefront of innovation and technology but also highlighted the country's capability and capacity to deliver mega projects.



Success at GITEX: Pakistani Firms Sign Multi-Million Dollar MoUs

Many Pakistani companies signed multi-million dollar MOUs with global clients at GITEX. These agreements underscore Pakistan's immense potential in the IT sector, highlighting the nation's capacity to innovate and lead on a global scale. Pakistani companies are not only delivering cutting-edge solutions but are also establishing a strong presence in international markets. Below are the details of the signed MOUs:

- Systems Limited signed an MOU with EVAM
- Big Data Analytics signed an MOU with EGO
- TMC signed an MOU with OBRELA
- Wateen Telecom signed an MOU with Huawei
- Convex signed an MOU
- Jazz signed an MOU



Spotlight on Pakistan: Our Brand Presence at GITEX Global 2024

The branding strategy for TechDestination Pakistan at GITEX Global 2024 was meticulously designed to leave a lasting impression on attendees. There was extensive outdoor and indoor branding that enhanced Pakistan's representation at the event. From the moment visitors arrived, they were greeted by eye-catching installations that effectively captured attention and highlighted Pakistan's innovative spirit.

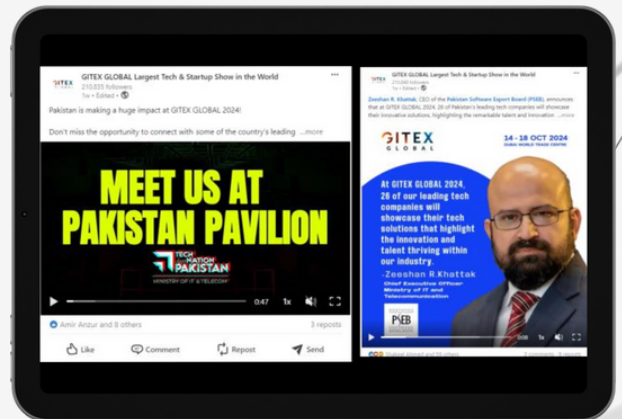
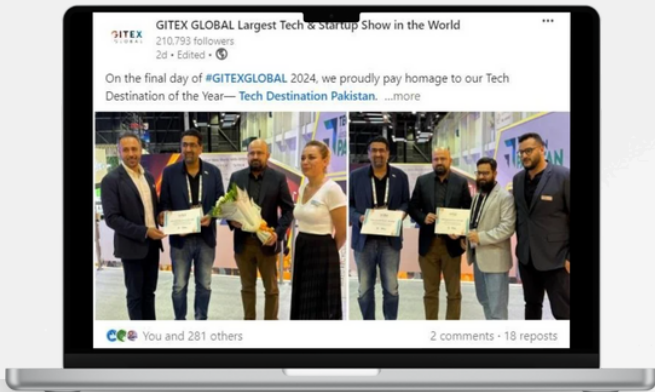


The standout feature was the Pakistan Pavilion, which showcased vibrant branding that made it one of the most recognized spaces at the event. This dynamic presence not only enhanced visibility but also served to reinforce Pakistan's position as a leading player in the global tech arena. Engaging content, on digital screens across DWTC offered insights into Pakistan's strengths and thriving IT landscape.

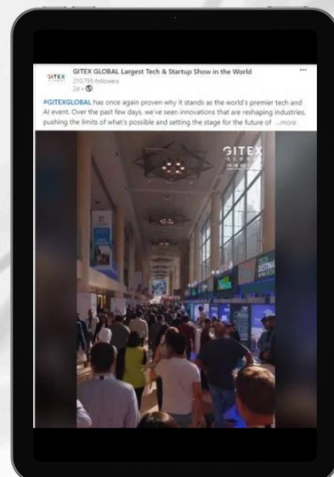
Engagement efforts extended to key networking areas, such as Connexions Lounge, ensuring that industry leaders and VIPs were drawn into the conversation. Overall, the branding initiatives at GITEX successfully showcased Pakistan's commitment to innovation, collaboration, and its growing significance on the international stage, setting the foundation for future partnerships and opportunities.



PAKISTAN FEATURED ON GITEX OFFICIAL MEDIA



GITEX Global's official social media channels prominently featured Pakistan as “Tech Destination of the Year,” showcasing its immense potential on the global tech stage. The promotion highlighted the nation's presence at GITEX, spotlighting leading IT companies, the Pakistan Pavilion, speaking sessions by Pakistani representatives and industry leaders, and events like Pakistan Night. This strategic promotion significantly enhanced Pakistan’s visibility, reinforcing its status as the tech destination of the world.



Media Coverage of Pakistan's Presence at GITEX Global 2024

Pakistan's presence at GITEX Global received extensive coverage from both local and international media, including numerous TV interviews. This media attention significantly amplified our reach and presence at GITEX, helping to build a compelling narrative and gain valuable traction for participating companies.

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NATION 7

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

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

LEGAL VIEW

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

Q I am in the UAE on a visit visa. I have already applied for a work permit. Can I start working in the country before my work permit/visa application is approved? If not, what are the consequences if I do so?

A According to the UAE Labour Law, an employer must obtain a work permit for an employee before the employee can start working in the country. Working in the UAE without a valid work permit is illegal and can result in fines and imprisonment for both the employer and the employee.

Q I am a Pakistani expatriate in the UAE. Can I register a will for my assets in both the UAE and my home country (Pakistan)?

A Yes, you can register a will in both countries. In the UAE, you can register a will with the Public Prosecution Office (PPO) or a notary public. In Pakistan, you can register a will with a notary public or a court of law. It is important to ensure that the will is valid in both countries.

YOUR UAE GUIDE

LIFE AND LIVING IN THE EMIRATES, EXPLAINED

How to renew job loss insurance

Almaza Had

Job loss insurance is a mandatory requirement for all expatriates in the UAE. It provides financial support in the event of unemployment. To renew your job loss insurance, you must meet certain criteria and follow specific steps.

1. Check your eligibility: You must be a legal resident in the UAE and have a valid employment contract.

2. Contact your employer: Your employer is responsible for renewing your job loss insurance. They will provide you with the necessary information and forms.

3. Pay the premium: The cost of job loss insurance is typically a percentage of your monthly salary. You must pay this premium before your insurance can be renewed.

4. Submit the documents: You must submit your renewal application to the relevant authorities, including your passport, visa, and employment contract.

5. Wait for approval: The authorities will review your application and issue a decision on whether to renew your insurance.

TECH 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. Offering an innovative combination of skilled workforce, strategic location advantages, and over 70% operational cost savings compared with other global hubs, Pakistan is positioning itself as a prime destination for foreign investors.

Pakistan's IT industry is among the country's top five export sectors, having the highest net exports in the world. The country's IT/ITES companies are exporting to 178 countries while being recognized as the most attractive destination for outsourcing as per Kearney's Q4 Global Location Index.

This year, Pakistan has been named as the "Tech Destination of the Year" at GITEX Global for its rapidly growing IT sector. The event will be attended by more than 250 exhibitors and delegates from Pakistan. Pakistan's presence at GITEX Global provides a platform for showcasing Pakistani companies from 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 100% tax break for registered IT startups, up to 500% 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.

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 30% increase in user base exceeding 192 million, including an impressive 132 million 4G subscribers.

Owing to its location, Pakistan serves as a strategic gateway to the Middle East, China, Central Asia and Africa. It also enjoys a time zone compatibility with both London and Sydney, having a nearly equal distance to both. With over 200 software technology parks, IT parks, and incubation centers active nationwide, the tech ecosystem in Pakistan is thriving.

The future holds unlimited opportunities for Pakistan's IT experts. GITEX Global provides a platform for international companies to connect with this dynamic market. By engaging with Pakistan's expertise, global businesses can explore opportunities for collaboration, discover cutting-edge solutions, and tap into the immense potential that Pakistan's IT sector has to offer.

TECH DESTINATION OF THE YEAR

GITEX GLOBAL 2024

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Pakistan's IT sector is keen to show off potential at GITEX Global 2024 in Dubai

Bilal Hussain | Published October 15, 2024

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Pakistan recognized as "Tech Destination of the Year" at GITEX Global 2024

Pakistan recognized as Tech Destination of the Year at GITEX Global 2024; event to be held from Oct 14 to 18, 2024.

News Desk | October 06, 2024

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