



PAKISTAN  
**PSEB**  
SOFTWARE  
EXPORT BOARD

  
Ministry of Information Technology  
and Telecommunication  
DIGITAL PAKISTAN

 **TECH**  
*destination*  
**PAKISTAN**

# NEWS BULLETIN

MARCH - JUNE

# 2024





## 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**

6913

**REGISTERED  
CALL CENTERS**

1895

# PSEB PROJECT UPDATES

## SKILLS & CAPACITY BUILDING

### Establishment of 25 STPs in Pakistan with Rental Subsidy Phase-1

PSEB established 25 Software Technology Parks (STPs) in major, secondary, and tertiary cities and towns of Pakistan. These STPs were created by converting public and private-owned dilapidated or defunct office buildings, factories, and warehouses into IT-enabled office spaces, providing affordable rental options for IT & ITeS companies.

These projects collectively represent significant strides in upskilling the IT workforce and building the capacity of IT companies in Pakistan, contributing to the nation's economic growth and global competitiveness.

### INTERNSHIP PROGRAM

PSEB placed roughly 2,700 interns in Pakistan's IT companies, achieving a 70% retention rate. This program provided a significant boost to the economy and the IT sector by equipping fresh graduates with practical experience and enhancing their employability.

### GDPR COMPLIANCE

Around 40 IT & ITeS companies have been certified on ISO27001 and ISO27701 Standards, enabling them to gain access to EU and North American markets. Additionally, approximately 40 call centers have been certified on ISO18295, enhancing their operational standards and market reach.

### CERTIFICATION OF IT PROFESSIONALS

Around 5,700 IT professionals from the private and public sectors were trained and certified in emerging tools and technologies. This initiative helped companies stay competitive and enabled IT professionals to enhance their skills, contributing to the overall growth of Pakistan's IT industry.

### INTERNATIONAL RESEARCH STUDY ON "POTENTIAL OF PAKISTAN IT/ITES INDUSTRY"

PSEB and its stakeholders have set an ambitious mission to increase IT exports to USD 10 to 18 billion by 2030-31. To achieve this, sectoral objectives emphasize transforming Pakistan's IT sector into a competitive supply hub, bolstering infrastructure, refining human resource skills, and broadening the IT talent pool. The comprehensive strategy, dubbed the Revamping IT Landscape project, encompasses three strategic pillars: HR/skills development, ecosystem enhancement, and marketing. The synchronous implementation of these pillars is essential for achieving the desired impact and outcomes.

# LOCAL EVENTS

## 24TH ITCN

The 24th edition of ITCN Asia, organized by E Commerce Gateway, took place at the Expo Center Lahore from April 18th – 20th, 2024. Renowned as one of Pakistan's largest IT exhibitions, this three-day event served as a pivotal gathering for the nation's entire technology ecosystem. It offered a unique platform for stakeholders to converge, exchange insights, showcase innovations, and share ideas.

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. This year's ITCN was also attended by a delegation from the Digital Cooperation Organization (DCO), including their Secretary General, Ms. Deemah Al Yahya.

The Pakistan Software Export Board (PSEB) also built a TechdestiNation Pakistan Pavilion extending a 50% subsidy on stall costs to 50 eligible PSEB member companies, thereby fostering their business development and growth.

PSEB launched an initiative of forming specialized focus groups tailored to different industry verticals. These focus groups were designed to build a sense of community within the sector, providing a dynamic platform for professionals to connect, engage in meaningful discussions, and foster collaborative ventures.

To facilitate interaction and knowledge exchange, the first meet-up sessions of the BPO, Gaming & Animation and AI & IOT focus groups were held in Expo Center, Lahore during the ITCN 2024. This brought together members who shared common interests and offered a platform for networking and knowledge sharing within their respective focus groups. These sessions also enabled PSEB to gain valuable insights into the unique challenges faced by each group and their way forwards, empowering the organization to advocate for and drive resolutions with pertinent regulatory entities





# INTERNATIONAL EVENTS

## 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 United Arab Emirates (UAE) to recognize the success of Pakistan's IT industry in UAE, acknowledge their clientele and explore enhanced 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 deeper relationship between IT sectors of both the countries.

The event successfully recognized and encouraged the Pakistani IT companies' clientele and customers in the UAE, fostering a conducive environment for future collaborations. It 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 and paving the way for mutually beneficial business prospects.

Mementos were distributed to UAE-based clients of Pakistani companies, recognizing their contribution and strengthening business relationships. The event also provided a platform for interaction between esteemed guests, including the Prime Minister and the Minister of State for IT and Telecom, and industry representatives, fostering meaningful exchanges and networking opportunities.

The roundtable session represented a unique opportunity to harness the synergies between Pakistan and the UAE in the realm of IT. By bringing together key stakeholders and policymakers, the event not only acknowledged past achievements but also charted a course for future collaborations that will drive innovation, economic growth, and mutual prosperity.



## 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.

The Pakistan Software Export Board (PSEB), in collaboration with the Pakistan Software Houses Association (PASHA), coordinated B2B meetings for over 30 Pakistani IT companies at the conference. To ensure impactful engagements, PSEB hired a consultant to assist companies in drafting project pitches tailored for the Saudi market, laying the foundation for successful matchmaking and collaboration.

In addition to facilitating the B2B meetings, PSEB also arranged the conference venue and provided attendees with printed industry roundups, company brochures, and promotional materials highlighting Pakistan's thriving IT industry.



## JAPAN IT WEEK SPRING 2024

The 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 promising Pakistani companies to showcase their prowess on the global stage by attending Japan IT Week Spring 2024. 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.



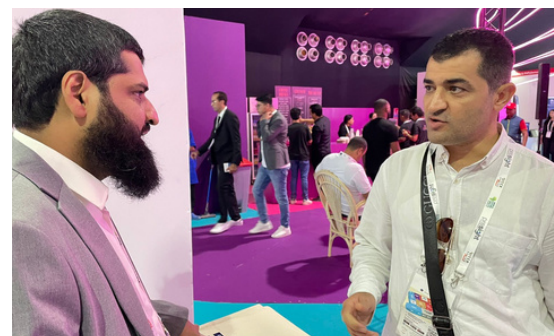


## GITEX Africa 2024

GITEX Africa, the continent's largest tech event, will take place from May 29-31, 2024, in Marrakech, Morocco. This all-inclusive exhibition brings together tech titans, governments, SMEs, startups, coders, investors, and academia to accelerate innovation, foster collaboration, and explore new ventures. Covering emerging technologies such as fintech, e-commerce, cloud, IoT, AI, telecom, and cybersecurity, GITEX Africa promises to be a pivotal event.

With the African market projected to grow by 4% and on track to become the world's next significant digital economy, tech investments are expected to surge from \$115 billion to \$712 billion over the next two decades. This presents a lucrative opportunity for Pakistani IT/ITeS products and services to expand into the African market.

Building on the success of the inaugural GITEX Africa in 2023, where 10 Pakistani companies generated 600 leads and business worth USD 600K, the Pakistan Software Export Board (PSEB) and the Trade Development Authority of Pakistan (TDAP) are offering a 60% subsidy to 17 IT/ITeS companies for participation in the 2024 edition.



## DUBLIN TECH SUMMIT 2024

The Dublin Tech Summit (DTS), held at the RDS from May 29-30, 2024, gathered global leaders in innovation, technology, and business to shape the future of global trends. 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, ranked as the fourth most attractive export destination after the USA, UK, and UAE for Pakistani IT/ITeS products and services, saw IT exports increase by over 80% from USD 100M in FY 2021-22 to USD 184M in FY 2022-23. This growth presents a remarkable opportunity for Pakistani companies to expand their footprint in the Irish market.

In collaboration with TDAP, PSEB set up a 32 sqm Pakistan Pavilion at DTS 2024, accommodating eight exhibiting companies and over 20 delegates, providing them with an invaluable opportunity to connect and network with key players in the tech industry.



## LONDON TECH WEEK

Pakistan proudly presented its technological advancements under the "Tech Destination Pakistan" brand to the global tech community at London Tech Week 2024, taking place from June 10 to 14. The Tech Destination Pakistan Pavilion was inaugurated today by the High Commissioner of Pakistan to the United Kingdom of Great Britain and Northern Ireland, H.E. Dr. Mohammad Faisal. London Tech Week is a global celebration of technology, uniting the most innovative thinkers and future talent in a week-long festival.

Pakistan's participation at London Tech Week is made possible through a collaborative effort between the Pakistan Software Export Board (PSEB), Pakistan IT industry Association (P@SHA), and the Trade Development Authority of Pakistan (TDAP). Techdestination Pakistan Pavilion showcased 9 top tier IT/ITeS companies from diverse IT verticals, highlighting cutting-edge solutions.

London Tech Week 2023 presented a timely opportunity for Pakistan to showcase its IT/ITeS companies on an international trade platform, with a particular focus on expanding business in the European market, especially in the United Kingdom, which boasts a significant share of the IT market as the world's sixth-largest economy.



## COLLISION CANADA

Pakistan is proudly showcasing its technological prowess at the Collision Conference in Toronto from June 17 to 20, under the banner "Tech Destination Pakistan." The Pakistan Pavilion was officially inaugurated today by Mr. Khalil Ahmed Bajwa, Consul General of Pakistan in Toronto, and Mr. Zohaib Khan, Chairman of P@SHA.

Collision is North America's fastest-growing technology conference, attracting around 40,000 attendees annually from 117 countries. It welcomes innovators, technology professionals, companies, and investors from around the world to network and discuss the future of global technology industries.

The Tech Destination Pakistan Pavilion at Collision Conference is a collaborative effort of the Pakistan Software Export Board (PSEB), the Pakistan IT Industry Association (P@SHA), and the Trade Development Authority of Pakistan (TDAP).

This year, in addition to participating in Collision Canada, PSEB executed extensive branding campaigns at various landmark locations across Toronto. This remarkable effort aims to redefine Pakistan's perception in Canada and establish it as a premier tech outsourcing destination. Through these multifaceted efforts, the participating companies will benefit in forging valuable connections and fostering lasting partnerships.



Chairman P@SHA 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.

Collision Canada has not only opened new avenues for Pakistani IT companies but also created a ripple effect of business opportunities and investments. As North America holds a significant share of the global IT industry, participation in events like Collision is crucial for companies seeking recognition in the region.



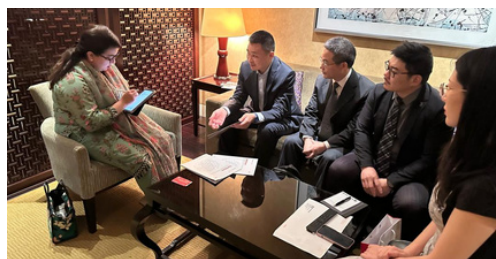
## PAK CHINA BUSINESS CONFERENCE

From June 4th to 7th, 2024, the Prime Minister of Pakistan, accompanied by the Minister of State for IT and Telecom, officially visited China. The visit focused on enhancing bilateral cooperation across thirteen key sectors identified for promoting trade and collaboration between the two countries, including Information Technology, Telecommunications, and Integrated Circuits (ICs). During their stay in Shenzhen, senior management from BYD and Huawei briefed the Pakistani delegation.

The Ministry of Information Technology and Telecommunication (MOITT) signed landmark agreements with Huawei to accelerate Pakistan's digital transformation journey. High-level discussions with the Chinese Minister of Industry and Information Technology reinforced support for CPEC projects and proposed deeper IT cooperation.

A Memorandum of Understanding (MoU) on Pakistan Fiberization Cooperation was signed between MOITT and the Sunwalk Group. The agreement included the establishment of a joint working group to ensure the smooth implementation of the optical fiber network investment project.

The Pakistan-China Business Conference and meetings held in Shenzhen and Beijing from June 5th to 7th, 2024, marked a pivotal step forward in strengthening Pakistan-China technological collaboration. The agreements and commitments secured with leading Chinese tech enterprises and government bodies lay a robust foundation for advancing Pakistan's digital infrastructure, fostering innovation, and enhancing economic growth.



# Upcoming Events

## 24 FINTECH

**When:** September 3 to 5, 2024

**Where:** Riyadh



24 Fintech, organized by Tahaluf (organizer of Leap) backed by the Saudi Government, 24 Fintech is a premier global fintech event scheduled to take place from September 3 to 5, 2024, at the Riyadh Front Exhibition and Convention Centre in Riyadh, Saudi Arabia. This event will gather over 26,000 attendees, 200+ speakers, and more than 300 exhibitors from around the world. It aims to create a vibrant platform for innovation, networking, and collaboration among industry leaders, startups, investors, and government entities, focusing on the latest advancements in financial technology.

Pakistan Software Export Board (PSEB) is actively exploring multiple avenues to stimulate the growth and development of the IT industry in Pakistan. Middle East being attractive destination for Pakistani IT/ITeS products and services - offer great potential for business networking and connections.

PSEB along with TDAP is offering 60% subsidy on the exhibition cost. Per Company participation cost after subsidy is PKR 500,000/- Interested companies must apply at this [TDAP portal](#) by July 16, 2024 along with the Pay Order in favor of TDAP - Trade Development Authority of Pakistan, NTN- 9033400-7 [(dispatch Pay-orders/DD to Amir Khan, Assistant Manager, Trade Development Authority of Pakistan, Ministry of Commerce - Government of Pakistan, Plot # 24, Opposite MCB Building, Phase 5, Hayatabad, Peshawar). DD/Pay-orders submitted by unsuccessful companies shall be returned subsequent to completion of selection process.

TDAP Amir Khan POC 091-9217537- - [amir.khan@tdap.gov.pk](mailto:amir.khan@tdap.gov.pk)

PSEB Asad Mahmood POC 0333-7581624 [am Mahmood@pseb.org.pk](mailto:am Mahmood@pseb.org.pk)

## TECH WEEK SINGAPORE

## TECH WEEK

**When:** 10 October, 2024

**Where:** Marina Bay Sands, Singapore

Tech Week Singapore 2024 being held at Marina Bay Sands, Singapore from 09 - 10 October, 2024, Tech Week Singapore 2024 is a premier technology event that brings together industry leaders, innovators, and enthusiasts from around the globe. Scheduled to take place in the heart of Singapore, this week-long event will feature a series of conferences, exhibitions, and workshops focused on the latest advancements in technology and digital transformation. Attendees can expect to explore cutting-edge developments in AI, cybersecurity, fintech, and more, while networking with peers and thought leaders. With a robust agenda of keynote speeches, panel discussions, and hands-on sessions, Tech Week Singapore 2024 aims to foster collaboration and inspire the next wave of technological innovation.



PSEB along with TDAP is offering 60% subsidy on the exhibition cost. Per Company participation cost after subsidy is PKR 727,000/- Interested companies must apply at this [TDAP's portal](#) by July 17, 2024 along with the Pay Order in favor of TDAP - Trade Development Authority of Pakistan, NTN- 9033400-7 [(dispatch Pay-orders/DD to Muhammad Ali Yousuf, Assistant Manager, Trade Development Authority of Pakistan, Ministry of Commerce - Government of Pakistan, 5th Floor, Block A, Finance & Trade Centre, Shahrah-e-Faisal Karachi). DD/Pay-orders submitted by unsuccessful companies shall be returned subsequent to completion of selection process.

## AI AND BIG DATA EXPO 2024

**AI & BIG  
DATA EXPO**

**When:** October 1-2, 2024

**Where:** Amsterdam, Netherlands.

The AI and Big Data Expo 2024 is a premier event bringing together industry leaders, innovators, and experts to explore the latest advancements and applications in artificial intelligence and big data technologies. Scheduled to take place from October 1-2, 2024, at RAI, Amsterdam, Netherlands.

The Expo will showcase of next-generation technologies and strategies from the world of Artificial Intelligence & Big Data, an opportunity to explore and discover the practical and successful implementation of AI & Big Data in driving forward your business in 2024 and beyond. Exploring the latest innovations within AI & Big Data, and covering the impact it has across industry sectors.

PSEB along with TDAP is offering 60% subsidy on the exhibition cost. Per Company participation cost after subsidy is PKR 645,000/- Interested companies must apply at this [TDAP's portal](#) by July 22, 2024 along with the Pay Order in favor of TDAP - Trade Development Authority of Pakistan, NTN- 9033400-7 [(dispatch Pay-orders/DD to Arshia Fatima, Assistant Manager, Trade Development Authority of Pakistan, Ministry of Commerce - Government of Pakistan, State Life Building No. 5, Phase 1, Jinnah Avenue, New China Chowk, Sector F – 6/4 Islamabad). DD/Pay-orders submitted by unsuccessful companies shall be returned subsequent to completion of selection process.]

TDAP - Arshia Fatima – POC - 0334-1452372- [arshia.fatima@tdap.gov.pk](mailto:arshia.fatima@tdap.gov.pk)

PSEB - Asad Mahmood – POC - 0333-7581624 [am Mahmood@pseb.org.pk](mailto:am Mahmood@pseb.org.pk)

# PSEB UPDATES

## INCREASE IN IT EXPORTS

In May 2024, ICT services export remittances surged to **US\$ 332 million**, a stellar increase of **40.7%** in comparison to **US\$ 236 million** in May 2023



## MR.ZEESHAN REHMAN KHATTAK TAKES CHARGE AS ACTING CEO PSEB



Zeeshan R. Khattak, currently serving as the Chief Commercial Officer at the Pakistan Software Export Board (PSEB), brings a wealth of experience from diverse sectors. With degrees in Liberal Arts, Economics, and Business Administration from California, and Finance from the National University of Sciences and Technology (NUST), Islamabad, he has built a robust foundation in both theoretical and practical aspects of business and finance. His extensive background in investment management, finance and strategic operations uniquely positions him to drive the growth and success of Pakistan's software export industry at PSEB.

## MR. AMIR ANZUR TAKES CHARGE AS CMO PSEB

Mr. Amir Anzur takes charge as CMO PSEB. With a background working with industry giants like Accenture and Deloitte, Amir has advised top brands like Amazon, Apple, Google, and Samsung, as well as governments in Dubai, Abu Dhabi, and the UK.

As a strategic advisor on marketing and digital innovation, Amir has helped numerous entrepreneurs launch successful digital ventures. He's also a successful entrepreneur himself, having started and exited a mobile company while winning the European prize for innovation!

Connect with Amir Anzur on LinkedIn and tap into his expertise: <http://www.linkedin.com/in/AmirAnzur>





If you have a success story you'd like to share, please  
email us at [mrp@pseb.org.pk](mailto:mrp@pseb.org.pk)  
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