

NEWS BULLETIN

JAN - MARCH

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**

4574

**REGISTERED
CALL CENTERS**

1813

SHAZA FATIMA KHAWAJA ASSUMES ROLE AS MINISTER OF STATE FOR IT AND TELECOMMUNICATION

Shaza Fatima Khawaja, a prominent Pakistani politician, officially assumed the role of Minister of State for Information Technology and Telecommunication on March 12, 2024. As the Minister of State for IT, Shaza Fatima Khawaja has emphasized the importance of completing all Information Technology projects within specified timelines. Her appointment



marks a significant milestone in Pakistan's IT sector, and she is expected to play a vital role in the country's digital transformation.

CAPT. (RETD) MUHAMMAD MEHMOOD, TAKES CHARGE AS ADDITIONAL SECRETARY OF IT & TELECOM

Capt. (Retd) Muhammad Mehmood, a seasoned BS-21 officer, has recently assumed the role of Additional Secretary (in-charge) of the IT and Telecommunication Division. With his extensive experience in federal and provincial administrations, he brings a wealth of knowledge and expertise to this position.

In his new role, Capt. Mehmood will be responsible for overseeing the strategic direction and operational execution of the IT and Telecommunication Division. His duties will likely include formulating IT policies, managing telecommunications infrastructure, and ensuring the effective promotion IT sector to meet the division's objectives.



MS AISHA MORIANI ADDITIONAL SECRETARY TAKES CHARGE AS CEO PSEB

We are delighted to share the appointment of Ms. Aisha Moriani as the Acting CEO of the Pakistan Software Export Board (PSEB). With an impressive career spanning various key roles in the public sector, Ms. Moriani brings a wealth of experience and strategic insight to lead PSEB into its next chapter of growth and innovation.



On 14 March, 2024, Minister of State for IT and Telecommunication Shaza Fatima Khawaja chaired a meeting held at the Ministry IT. Secretary IT Mr. Hassan Nasir Jamy, Additional Secretary/CEO PSEB Ms. Aisha Humera Moriani, and senior officers of the Ministry of IT were present in the meeting.

The meeting was briefed on the working and programs of the Pakistan Software Export Board (PSEB). PSEB authorities informed the officials present that over 6,000 IT companies are registered with the Board, and a total of 43 Software Technology Parks (STPs) have been established throughout the country, with 357 IT/ITes companies currently operating within these STPs.



PSEB BRIEFING TO MINISTER OF STATE FOR IT AND TELECOMMUNICATION

EXCITING UPDATE!

COMPANIES CAN NOW APPLY TO UPGRADE THEIR TALENT ACQUISITION EFFORTS WITH THE IT INDUSTRY CO-OPT PROGRAM!

This program, developed in collaboration with the IT sector, is facilitated by the Pakistan Software Houses Association (PASHA) for student placements in IT companies. Pakistan Software Export Board (PSEB) has partnered with Higher Education Commission (HEC) to enhance the program, offering 3 to 6 credit hours in lieu of apprenticeship. Students will engage in live projects at software houses. Additionally, the Ministry of IT & Telecom (MOITT) proposes that project/apprenticeship work be endorsed by one IT sector expert and two university professors for quality assurance.

Interested companies can apply through: apprenticeship.pseb.org.pk to join the program. Large number of companies have shown interest and PSEB is taking applications from interested companies for a limited extended time.

Join today by visiting the above-mentioned portal.



SKILLS & CAPACITY BUILDING

STANDARDIZATION OF IT INDUSTRY

This initiative seeks to certify 100 call centers in ISO 18295, offering a 90% subsidy for PSEB registered call centers to enhance value creation for the organization, customers, and employees. Presently, 60 call centers have successfully enrolled in ISO 18295 certification programs.

INTERNSHIP PROGRAM

The project aims to deploy 3500 ICT & non-ICT graduates across Pakistan in the IT & ITeS Industry for a maximum period of six (06) months with monthly stipend of PKR 20,000/-. 2744 interns deployed and over 50% have been retained so far.

CERTIFICATION OF IT PROFESSIONALS

To cultivate a profoundly proficient talent reservoir within the Pakistani IT sector. This will be achieved by offering advanced-level technical training and certifications to a target group of 10,000 IT professionals and graduates. Over 5693 trainings and certifications have been completed so far.

RAISING SMART CAPITAL THROUGH PSX

This project aims to list 40 Pakistani IT companies on GEM Board of Pakistan Stock Exchange. The goal is to increase the number of listed technology companies on PSX Main Board & GEM Board which would in turn help to strengthen the financial ecosystem for IT/ITeS sector growth. 07 companies have submitted their Expression of Interest (EOI) for GEM BOARD listing, and their applications are currently under review. The Pakistan Stock Exchange (PSX) has also disseminated the proposed amendments in the GEM Board regulations to the general public, following our consultative session on GEM BOARD regulations.

GDPR COMPLIANCE

This project intends to facilitate 50 IT/ITeS companies to comply with GDPR requirements by achieving ISO27001 and ISO27701 certifications at a 70% cost subsidy. 50 companies have been enrolled for these certifications and 25 IT companies have been certified for ISO 27001 and ISO 27701 standards so far, while 25 companies are in the process of these certifications.

CERTIFICATION PROGRAM BY NAVTTC

Pakistan Software Export Board (PSEB) has collaborated with NAVTTC to formulate a certification program aligning with industry demands under the PSDP scheme, Prime Minister's Youth Initiative. This initiative aims to provide over 16,000 trainings, predominantly in certifications from Multi National Corporations (MNCs). PSEB has put forth a reimbursement model to support the training of IT graduates within the framework of this PSDP scheme. 12,000 trainings have been awarded by NAVTTC through this scheme. With a revised criteria, NAVTTC is soliciting interests of IT companies to be part of this training scheme for next batch of 5000 trainings. Details are available at NAVTTC official portal and PSEB team can also be reached to get connected to NAVTTC executing Office. NAVTTC is also planning industry interactions to assess skills demand, shortly.

INFRASTRUCTURE DEVELOPMENT

Infrastructure Development includes the following projects and initiatives to support and facilitate ICT Industry of Pakistan to create jobs, increase IT export and promote ICT ecosystem.

ESTABLISHMENT OF IT PARK KARACHI

The design phase for construction of IT Park Karachi is under process by Korean Design Consortium i.e. M/S JUNGLIM Consortium. The concept, schematic and initial design (both architecture and ICT) is completed, and detail design shall be completed in May 2024. The construction of project shall be started in FY 24-25 and shall be completed in July 2027.

CONVERSION OF BUILDING INTO SOFTWARE TECHNOLOGY PARKS (STPS)

During the first quarters of FY 2024, the Pakistan Software Export Board (PSEB) has implemented several measures to support the IT industry by enhancing basic infrastructure facilities in secondary and tertiary cities of Pakistan. In achieving this objective one more Software Technology Parks (STPs) have been added during this period and achieving a remarkable number of 43 fully functional STPs across Pakistan.

CONVERSION OF PUBLIC SECTOR BUILDINGS INTO STP AND UPGRADATION OF THE FACILITY (CAPEX)

Under this initiative, a software technology park in Women University of Bagh, Azad Jammu and Kashmir (AJK) is in progress to make it first-ever women-only technology park in Pakistan. This project is designed to provide business as well as job opportunities to women of this area in ICT sector.

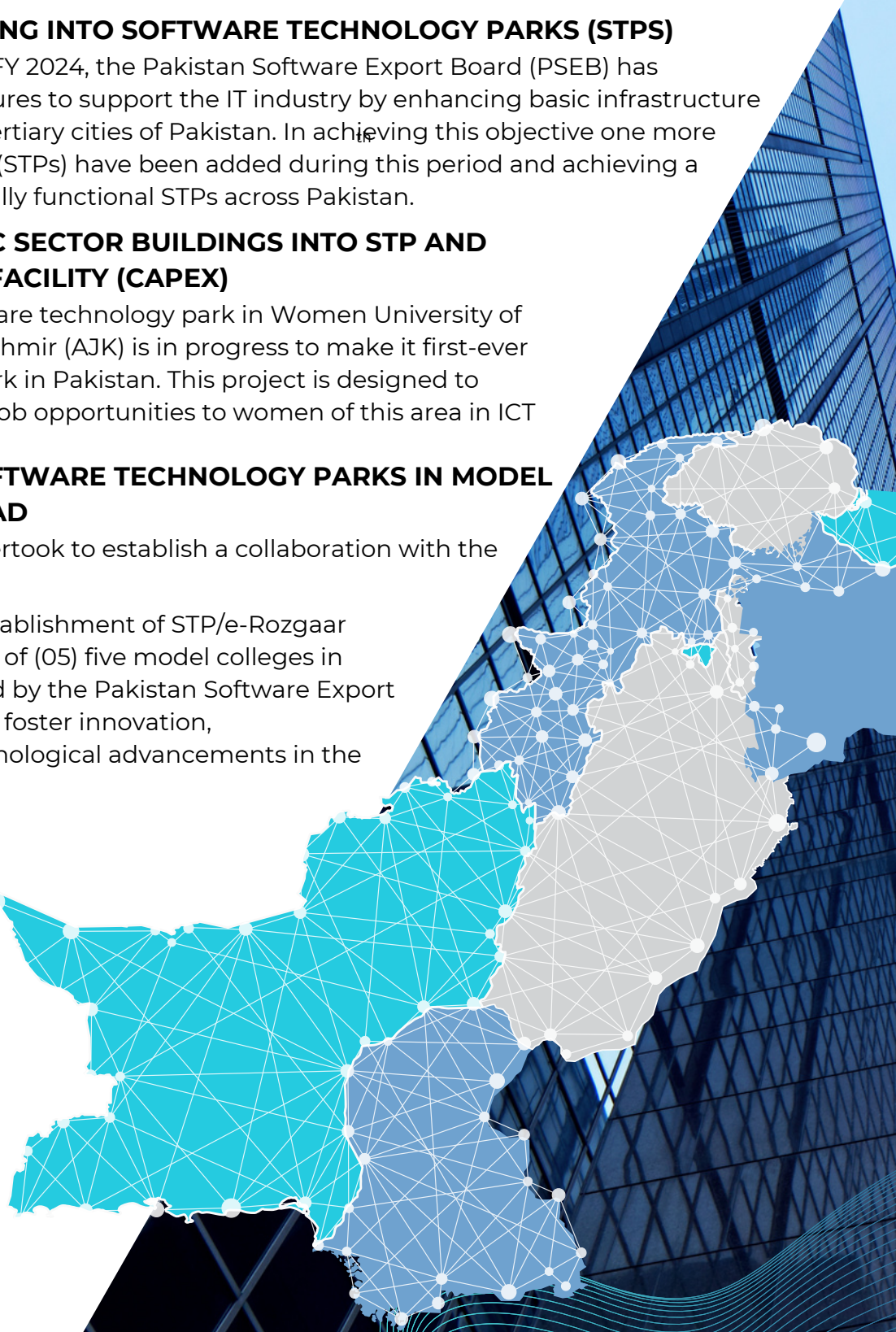
ESTABLISHMENT OF SOFTWARE TECHNOLOGY PARKS IN MODEL COLLEGES OF ISLAMABAD

This strategic initiative undertook to establish a collaboration with the Federal

Ministry of Education for establishment of STP/e-Rozgaar centers within the premises of (05) five model colleges in Islamabad. This initiative, led by the Pakistan Software Export Board (PSEB) is designed to foster innovation, entrepreneurship, and technological advancements in the region.

PSDP PROJECT TITLED “PRIME MINISTER'S INITIATIVES - SUPPORT FOR IT STARTUPS, SPECIALIZED IT TRAININGS AND VENTURE CAPITAL” (E-ROZGAAR)

PC-I of the project has been approved and PSEB is to establishment of 250 e-Rozgaar centers through public & private partnership model, across Pakistan.



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.



CASH REWARDS TO TOP IT EXPORTERS





INTERNATIONAL EVENTS

WEB SUMMIT, DOHA

PSEB facilitated the participation of 9 Pakistani IT companies at the Web Summit Doha, which took place on February 26-29, 2024, in Doha, Qatar, aiming to attract investment, business, and strengthen 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 promises future growth and success for Pakistan's IT industry.



LEAP 2024

The Pakistan contingent was among the most substantial at LEAP 2024, which took place on March 4-7, 2024, in Riyadh, boasting a total of 74 companies from Pakistan and over 800 delegates. The Pakistan Software Export Board (PSEB), in collaboration with TDAP and PASHA, established a 162-square-meter Tech Destination Pakistan Pavilion, which accommodated 27 companies and provided meeting spaces. PSEB and TDAP also offered a 35% subsidy on the exhibition cost, demonstrating their commitment to supporting the participating companies. The "Saudi-Pak Tech Forum" was organized on March 3, 2024, by PSEB and P@SHA, in collaboration with the Pakistan Embassy in Riyadh and other stakeholders. This forum was graced by the presence of Secretary General DCO Ms. Deemah Alyahya as the Chief Guest. The event was well-

attended by a significant number of Saudi Government and private institutions. 8 MOUs and 1 contract were signed between Pakistani companies and global counterparts. The CEO of PSEB also held pivotal meetings with high-ranking officials from the Kingdom of Saudi Arabia (KSA), paving the way for future collaborations. Key discussions with the Ministry of Communication and Information Technology (MCIT) underscored the potential for bilateral collaboration and highlighted Pakistan's capability to meet the diverse needs of KSA's evolving economy.



GAME DEVELOPERS CONFERENCE 2024

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. The 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.



FOCUS GROUP ONLINE SESSIONS

SESSION ON FINTECH

PSEB is actively engaged in strengthening the IT industry of Pakistan through a multifaceted approach. As the fintech sector in Pakistan has grown exceptionally in the recent past and has gained prominence as a priority area for the Government of Pakistan, PSEB conducted an online session with prominent fintech players of Pakistan and the Pakistan Fintech Network (PFN) on March 19, 2024, to share their challenges and provide recommendations to be shared with the relevant regulatory authorities for building an ecosystem that flourishes this sector.

SESSION ON BPO

Pakistan emerges as a competitive outsourcing destination. With the Government's focus to uplift this sector, PSEB arranged a session with prominent BPOs of Pakistan on March 19, 2024, to share their challenges and provide appropriate recommendations.

SESSION ON INTERNATIONAL MARKETING

PSEB conducted an insightful discussion on March 21, 2024 with the IT industry regarding the marketing initiatives being undertaken, including the list of shortlisted International Tech Events for the upcoming year. This discussion yielded valuable suggestions and recommendations, which PSEB has duly noted for enhancing their strategies.



Upcoming Events

24TH ITCN

When: April 18, 2024

Where: Lahore Expo Center



The Pakistan Software Export Board (PSEB) will play a pivotal role in ITCN Asia, the country's largest tech festival. The event will hold 800+ booths, feature 2000+ global brands, welcome 250+ international delegates, host 500+ global leaders, and attract 45000+ trade visitors. Ecommerce Gateway Pakistan (Pvt.) Ltd., as a leading organizer, is set to partner with PSEB to provide a comprehensive platform for showcasing solutions in various key sectors such as government, cloud, data center, cybersecurity, ERP, education, banking & finance, health & pharma, ecommerce, and artificial intelligence. Leaders from both the public and private sectors will participate in ITCN Asia.

JAPAN IT WEEK

When: April 23-25, 2024

Where: Tokyo, Japan

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Japan IT Week 春

Japan IT Week Spring 2024 is a trade show that brings together leading companies and professionals from the IT industry across Japan and beyond. The event will take place in Tokyo, Japan, and will feature various exhibitions, seminars, and networking opportunities aimed at promoting the latest technological advancements and innovations in the field of information technology. The Pakistan Software Export Board (PSEB) will play a significant role in this event, facilitating the participation of Pakistani IT companies and professionals, thereby showcasing the talent and potential of Pakistan's IT industry on a global platform. PSEB, in collaboration with TDAP & PASHA, is setting up a 97-sqm Pakistan Pavilion at the 2024 event, offering a 60% subsidy to participating companies.

LONDON TECH WEEK

When: June 10-14, 2024

Where: Olympia London UK, London



London Tech Week 2024 is a global celebration of tech, uniting innovative thinkers and talent in a week-long festival. This year, it draws together over 45,000 participants, including innovators, investors, and tech leaders. Pakistan's presence at the event showcases its growing tech ecosystem. In 2024, Pakistan aims to continue fostering collaboration, exchange ideas, and explore opportunities in the tech world during this dynamic event. PSEB under the leadership of Pakistan Ministry of IT and telecommunication is set to make a mark during London Tech Week by showcasing the best of Pakistan's IT companies and startups.

Upcoming Events

COLLISION CANADA 2024

When: June 17 - 20, 2024

Where: Enercare Centre, Toronto, Canada



Collision Canada, renowned for attracting tech enthusiasts from across the globe, is back!

Collision, being North America's largest IT exhibition, promises unparalleled networking opportunities and strategic realignments for industry leaders, decision-makers, and forward-thinkers.

Pakistan Software Export Board (PSEB) in collaboration with Trade Development Authority of Pakistan (TDAP) is providing 60% subsidy on 2X2m pre-built booths with branding to 12 Pakistani companies for exhibiting at Collision Canada 2024. Post-Subsidy participation cost for companies will be PKR 1,075,000/-

PSEB along-with PASHA and TDAP participated in Collision Canada 2023 which provided growth opportunities and valuable networking connections for the Pakistani tech sector through collaboration on an international stage.

Secure Your Spot at Collision Canada 2024 and Elevate Your Business!



NETSOL SIGNS A \$12M AGREEMENT

On March 13, 2024, NETSOL Technologies, Inc., a global business services and enterprise application solutions provider, signed a \$12 million agreement with a major global automotive company for its operations in China. The five-year contract is for the

deployment of NETSOL's premier technology platform, NFS Ascent. The CEO of NETSOL Technologies, Najeeb Ghauri, expressed his enthusiasm about this contract, stating that it validates the superior performance and reliability of their products. The implementation of this contract began in the second quarter of fiscal 2024.



I2C EXPANDING THROUGH LATIN AMERICA

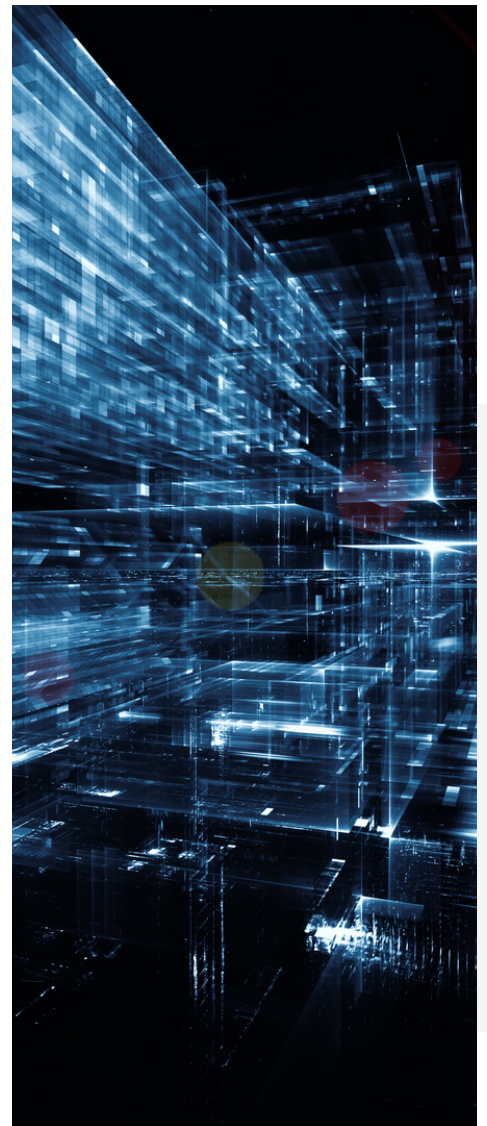
client base in the region, i2c is at the forefront of empowering financial institutions and innovators.

Since its initial partnership in Latin America over a decade ago, i2c has seamlessly integrated with major card brands like American Express, Discover, Mastercard, Visa, and UnionPay, as well as local networks such as PROSA. i2c's unified banking and payments platform drives efficiency across deposit accounts, money movement, credit, debit, and prepaid programs.

i2c, a global banking and payments solutions provider, is rapidly expanding its footprint across Latin America and the Caribbean. With 15+ additional banks and fintechs joining their

The company has bolstered its sales, account management, and client services teams to reinforce its commitment to the region's success.

Notable clients include Banco Popular (Dominican Republic), Banco de Credito del Peru (Peru), Bancrédito (Puerto Rico), and Crypto.com (Brazil), among others.



ZRG International, a pioneer in CRM, AI, Text, Speech, and Voice Systems, clinched the prestigious Gold Trophy at the Achievement Awards 2023. Hosted by the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), this event celebrates businesses that have achieved remarkable success for customers, employees, and technological advancement in the nation. ZRG's OneView platform, a fusion of cutting-edge AI and robust CRM capabilities, enables businesses to deliver exceptional customer experiences while streamlining internal operations and enhancing employee satisfaction.

FORBES CENTRAL AMERICA LISTED 10PEARLS AS ONE OF THE TOP TECHNOLOGY COMPANIES TO WATCH IN LATIN AMERICA



10Pearls has made significant strides in Latin America. Forbes' latest piece, 'Five Latin American Tech Companies to Watch in 2024', puts the spotlight on 10Pearls! Their game-changing concepts and constant technological strides have made them stand tall among regional frontrunners in this rapidly transforming landscape. With a global footprint spanning the US, Costa Rica, Colombia, the UK, Pakistan, and Peru, the company has delivered transformative solutions to diverse clients. From healthcare to real estate, energy to communications, and advanced tech, 10Pearls continues to shape the region's tech landscape. As Latin America's tech sector thrives, 10Pearls remains at the forefront, paving the way for continued growth and prosperity.

MOU SIGNED AT LEAP 2024

- During LEAP 2024, several milestones were achieved as PASHA signed an MOU with Bahrain to enhance B2B engagements among the two countries.
- IOP's Mango Analytics solutions and Diamond Professional Consultants officially signed MoU at TechdestiNation Pakistan pavilion at #LEAP2024.
- The highlight of the TechdestiNation Pakistan pavilion at #LEAP2024 was Exd and SAP signing a multimillion-dollar contract for service implementation at largest cable manufacturer in KSA.
- DevGate officially signed a Memorandum of Understanding (MoU) and Fit.com.sa. and Space Hub.
- SuperNova solutions (Pakistan's renowned ERP implementation company) signed equity partnership with a group of Saudi & Pakistani investors.
- TenX, signed MoU with Jazz, Pakistan's leading digital operator, to transform their data management through Enterprise Feature Store (EFS) and Predictive AI Models.
- Abacus signed an MoU with ELM for services in MEA region.

If you have a success story you'd like to share, please
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for a chance to be featured in the upcoming
editions



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