

# NEWS BULLETIN



APRIL - JUNE  
**2025**



**ABU BAKAR**

**CEO, PAKISTAN SOFTWARE EXPORT BOARD**

As we reflect on a transformative quarter for Pakistan's IT industry, I am proud to highlight the progress we've made in advancing our digital economy on both national and global fronts. The successful hosting of the first-ever Digital Foreign Direct Investment (DFDI) Forum in Islamabad was a landmark achievement, resulting in \$700 million in investment commitments and bringing together key international stakeholders, innovators, and investors.

Internationally, Pakistan made a powerful statement of intent through its grand presence at London Tech Week 2025 and the Pakistan-US Tech Investment Conference in Washington, D.C. These high-impact engagements gave the world a closer look at our sector's talent, innovation, and potential. The resulting global media coverage, investor interest, and strategic dialogues are already paving the way for deeper collaboration, expanded market access, and long-term investment pipelines.

At PSEB, we are committed to sustaining this momentum and ensure our companies are front and center on the global tech map.

Thank you to all our partners, stakeholders, and industry leaders for your continued trust and collaboration. Together, we are building a bold, connected, and future-ready digital Pakistan.



## 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**  
**14,538**

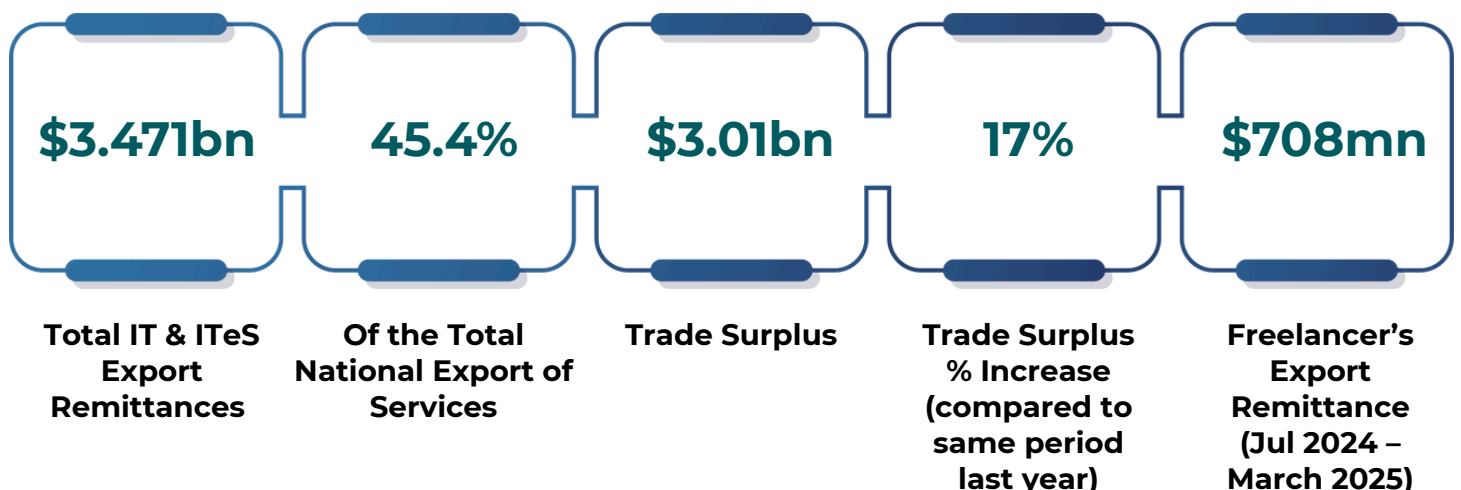
REGISTERED  
**CALL CENTERS**  
**7,275**

REGISTERED  
**FREELANCERS**  
**13,913**

**Total IT/ITeS Exports \$4.17Bn**

FY2024-25 (July -May)

## IT/ITeS Export Figures FY 2024–25



## PAKISTAN DRAWS NEARLY \$700 MILLION IN DIGITAL INVESTMENT AT DFDI 2025

Pakistan's digital rise took center stage at the DFDI Forum 2025, where over \$700 million in investment commitments were announced across AI, fintech, healthtech, and infrastructure. With 1.2B+ global impressions, the Forum positioned Pakistan as a serious contender in the global digital economy.



## LONDON TAXI CAMPAIGN DRIVES PAKISTAN'S GLOBAL TECH AMBITION

Launched with the support of Prime Minister Shehbaz Sharif and the Ministry of IT and Telecommunication, the campaign follows Pakistan's successful participation at London Tech Week 2025. As digital engagement surges under the hashtag #ThinkTechThinkPakistan, a live contest is inviting global audiences to win a return trip to Lahore or a \$1,000 reward, amplifying the message that Pakistan is open to global collaboration.

## PAKISTAN TAKES BOLD STEP TO REGULATE AND LEGALISE CRYPTOCURRENCY

Bilal bin Saqib, Chief Advisor to the Finance Minister for the Pakistan Crypto Council, has announced plans to legalise crypto and regulate the sector. With millions of Pakistanis already holding crypto assets, the framework aims to formalise the market, spur innovation, and open the doors to global investment.





**SYED AAMAR NAQVI APPOINTED AS  
SPECIAL SECRETARY, MoITT**

The Ministry of IT & Telecom has appointed Mr. Syed Aamar Naqvi as its new Special Secretary. With experience in project leadership and public sector reform, Mr. Naqvi brings a solid background in digital governance and institutional capacity building.

Prior to this role, he served as Project Director at the Department of the Auditor General of Pakistan, where he led the implementation of audit management systems and capacity development initiatives. His appointment is expected to support the Ministry's ongoing focus on transparency, digital enablement, and effective policy execution.

**RAFIQUE AHMED BURIRO APPOINTED AS  
ADDITIONAL SECRETARY IT**

The Ministry of IT & Telecom has welcomed Mr. Rafique Ahmed Buriro as the new Additional Secretary (IT). A seasoned officer of the Pakistan Administrative Service, he brings over two decades of leadership experience across federal and provincial governments.

Mr. Buriro has also led key development initiatives with the World Bank and USAID, adding valuable strategic depth to Pakistan's ongoing digital policy and governance reforms.

# Industry News



## Pakistan's DPL Named Among World's Most Loved Workplaces

DPL, a proud member of Pakistan's PSEB ecosystem, has earned a place in Newsweek's Global Top 100 Most Loved Workplaces 2025. As the only company from South Asia to receive this honour, DPL's achievement reflects a wider truth: Pakistan's tech companies are redefining workplace culture on a global stage.

## Tech20four Joins Forces with NCERT to Secure Pakistan's Digital Future

Tech20four has been named the official Technology Innovation Partner by NCERT as part of the Cyber Innovation Ecosystem initiative. Through this strategic collaboration, both parties will work toward advanced cybersecurity solutions and skill-building to ensure a safer digital Pakistan.



## PayFast Launches Google Pay, Transforming Digital Checkout for 5,000+ Merchants

In a major boost to Pakistan's digital payments landscape, PayFast has enabled Google Pay acceptance nationwide, allowing over 5,000 merchants to offer fast, secure, and convenient checkouts. Customers can now use Google Wallet to make instant payments without entering card details, enhancing user experience across sectors like fashion, food, tech, and education. CEO Adnan Ali reaffirmed PayFast's commitment to providing a unified, secure, and customer-centric payment gateway.

## UNUMPAY ACCELERATES GLOBAL COMMERCE WITH \$72M+ PROCESSED

In just eight months, Devsinc's UnumPay has processed over \$72 million in GMV across 15+ countries, marking a major milestone for Pakistan's fintech sector. As the exclusive Shopify Plus partner in Pakistan, Devsinc connects 1,400+ merchants to 36+ payment providers through a single integration, streamlining global e-commerce. Following a strategic acquisition, UnumPay's rapid growth underscores Pakistan's rising role in global digital infrastructure.





## Digital Foreign Direct Investment (DFDI) Forum 2025 on April 29-30, 2025

Pakistan successfully hosted the first-ever Digital Foreign Direct Investment (DFDI) Forum 2025, bringing together over 30 ministerial delegations from the Digital Cooperation Organization (DCO), 75 international investors, and 100+ Pakistani IT companies under one roof.

Held under the patronage of Prime Minister Muhammad Shehbaz Sharif and organised by the Ministry of IT & Telecom (MoITT) in collaboration with the DCO and the Special Investment Facilitation Council (SIFC), the two-day forum served as a bold statement: Pakistan is ready for digital investment, and the world is listening.

### \$700 Million in Digital Investment Announced

The Forum opened with a major breakthrough: \$700 million in digital investment commitments secured on the first day alone, a strong vote of confidence from the global tech and investor community.





## Key Highlights

- **\$700M** in digital investment commitments secured on Day 1.
- Participation from **30+ DCO ministers, 75+ investors, and 100+** Pakistani IT companies.
- Launch of the DFDI Insight Report with actionable investment strategies.
- **6 expert-led** panels on AI, startups, telecom, policy, and digital skills.
- Ministerial Roundtable on workforce development with **7+ member states**.
- **40+** local startups showcased to global investors.



## Cultural Diplomacy & Site Visits

- Official dinners were hosted by the Prime Minister and Deputy PM, celebrating Pakistan's culture and regional unity.
- A delegation tour to NASTP Islamabad gave visitors a glimpse of Pakistan's cutting-edge aerospace and defense tech.
- A Gala Dinner at the Pakistan Monument offered a vibrant display of local music, cuisine, and cultural performances.



*The DFDI Forum 2025 is just the beginning*

**A bold first step toward a digitally empowered, investment-ready Pakistan.**



# INTERNATIONAL EVENTS

## Japan IT Week

Pakistan Software Export Board (PSEB) marked a strategic presence at Japan IT Week Spring 2025 in Tokyo, tapping into the APAC region's growing demand for IT outsourcing. With Japan facing a major tech talent shortage, the event opened promising doors for Pakistani IT & ITeS companies to explore new partnerships, showcase digital capabilities, and expand into high-value markets.



## GITEX Europe

Pakistan made a bold first appearance at GITEX Europe in Berlin with over 150 companies showcasing AI, cloud, fintech, gaming, and cybersecurity capabilities. With strong investor turnout and high-level networking under the "Tech Destination Pakistan" banner, the participation marked a historic step in Pakistan's global digital expansion, building confidence, credibility, and connections across Europe.





# INTERNATIONAL EVENTS

## PAKISTAN-U.S. TECH INVESTMENT CONFERENCE

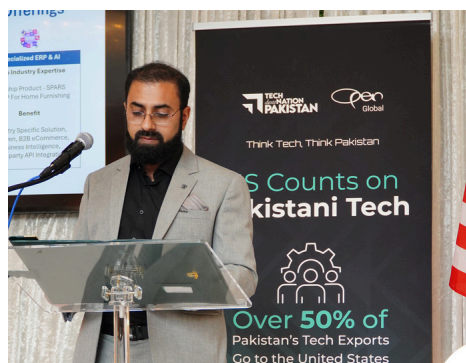
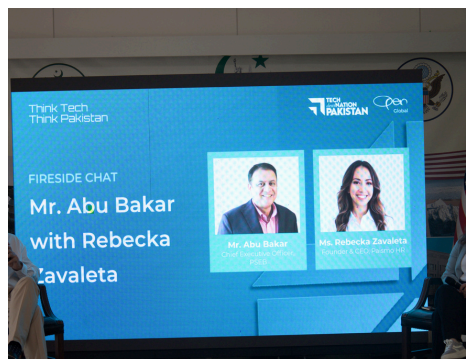
Held across Dallas, New York, and Washington D.C., the Pakistan–U.S. Tech Investment Conference 2025 positioned Pakistan as a serious contender in the global tech economy. Organised by PSEB with OPEN Global, under the leadership of the Ministry of IT & Telecom, the roadshow brought 15 top tech firms face-to-face with U.S. investors, VCs, and diaspora leaders.

### Key Wins:

- **\$9.735 M** in projected deals
- **78** investor leads
- **7 MoUs + 6** formal contracts
- **\$10M** tech fund announced in Dallas

From pitch sessions to policy talks, the multi-city engagement showcased Pakistan's innovation potential, investment readiness, and global digital ambition, unified under the bold message:

#ThinkTechThinkPakistan





# INTERNATIONAL EVENTS

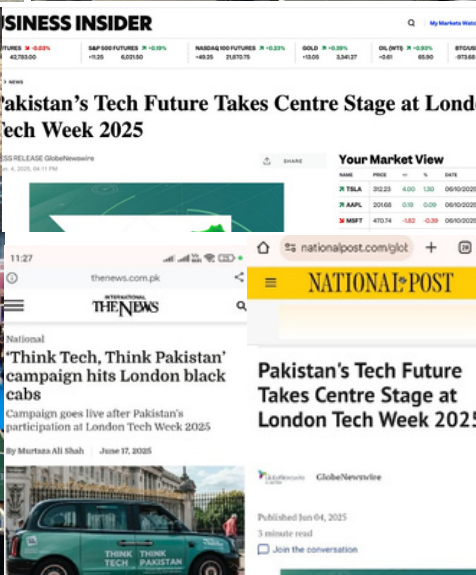
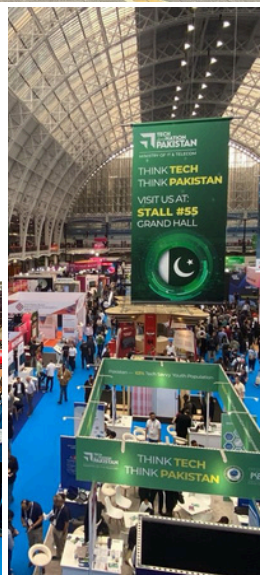
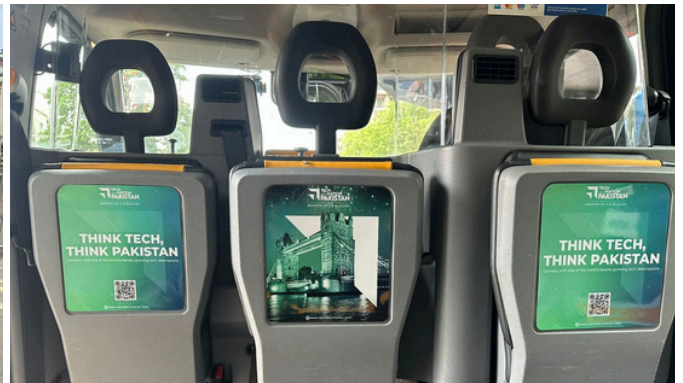
## LONDON TECH WEEK

Pakistan made a bold impression at London Tech Week (June 9–11), positioning itself as a rising global tech force. Led by the Ministry of IT & Telecom and executed by PSEB in collaboration with TDAP, the Pakistan Pavilion united 14 leading tech companies under one powerful banner, showcasing innovation across AI, SaaS, fintech, digital health, and cybersecurity.

### Key Highlights

- **5** Strategic MoUs Signed
- **323** Qualified Business Leads
- **\$1.6M** in Projected Business Outcomes
- **Largest-Ever** Pakistani Presence at LTW
- Citywide **“Think Tech, Think Pakistan”** Branding Campaign
- Covered in **1000+** Global Publications

From Olympia to Oxford Street, Pakistan's message resonated through buzzing pavilion engagements, branded black cabs, and digital displays.





## DOMESTIC EVENTS

### CEO MEETUP ISLAMABAD 2025

Held in the capital, this high-level session with CEO PSEB Mr. Abu Bakar convened CEOs from leading IT firms to align on shared goals and actionable strategies. As part of PSEB's consultative outreach, the event reinforced the Board's commitment to industry collaboration and policy-driven export growth.



### CEO MEETUP KARACHI 2025 (FREELANCERS)

The Pakistan Software Export Board (PSEB) successfully launched its new Freelancer Meetup series with the first session held in Karachi. The event brought together freelance professionals, industry stakeholders, and institutional representatives for open dialogue on challenges, growth opportunities, and PSEB's upcoming initiatives for the freelance sector.



### CEO MEETUP KARACHI 2025 (COMPANIES)

PSEB hosted an exclusive consultative session in Karachi with Mr. Abu Bakar, CEO PSEB, bringing together industry leaders to discuss Pakistan's digital growth trajectory. The dialogue focused on key challenges, strategic opportunities, and joint efforts needed to realize the \$15 billion IT/ITeS export target.



# 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.

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.

# PSEB'S PRODUCT CATALOGUE

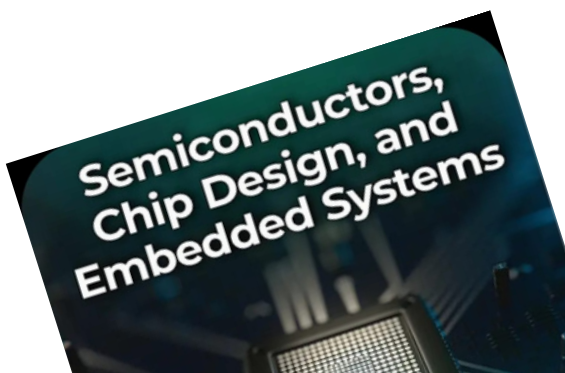
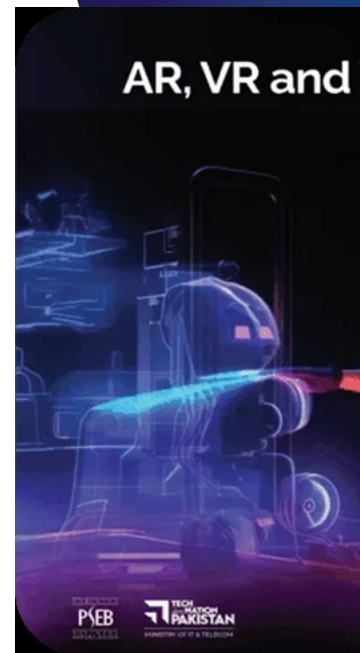
PSEB is developing an Industry Product Catalogue to spotlight innovative digital products and solutions developed by Pakistani IT companies and startups. This initiative aims to showcase the depth and diversity of Pakistan's tech offerings to international markets, investors, and potential partners.

The catalogue will feature standout products across high-impact sectors.

If you're a tech firm or startup with a product ready for the world stage, we invite you to submit your entry and gain international visibility.

Submit Your Product Here:

<https://forms.gle/3TcTvGuvNhcNSR4u8>



# ONGOING PSEB PROJECT UPDATES

## SKILLS & CAPACITY BUILDING

### Certification of IT Professionals

PSEB's CIP program boosts Pakistan's tech talent with globally recognised certifications in AWS, PMP, Python, and Data Science. With **8,500+ professionals** certified, it enhances employability, bridges skill gaps, and supports both private and public sector growth, strengthening Pakistan's global tech competitiveness.

### e-Rozgaar Initiative

With **16 centers** across 31 districts, the e-Rozgaar program is driving Pakistan's freelance economy by offering co-working spaces, digital skills training, and equal access nationwide, including Punjab, Sindh, KP, Balochistan, and AJK.

62 Open House events further boosted public engagement, encouraging youth to explore freelancing as a path to economic empowerment.



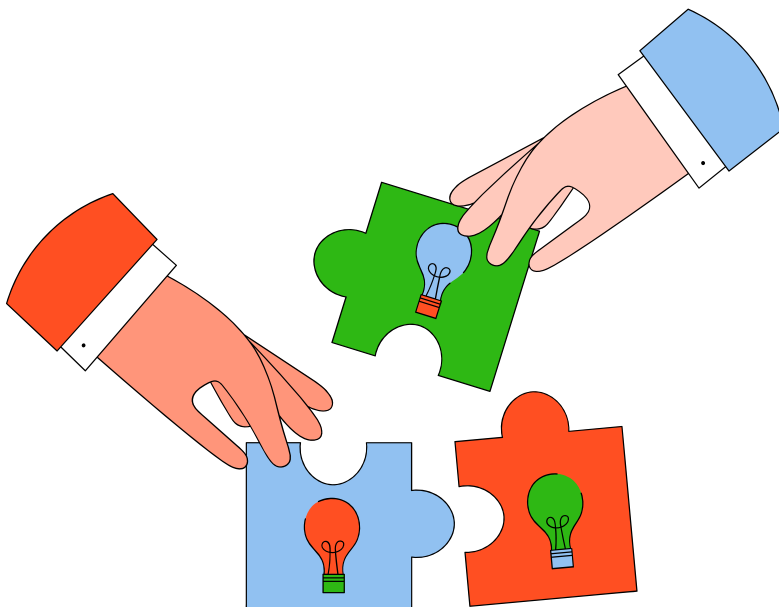
### Prime Minister's Initiative for Skills Building

Designed to build an industry-ready IT workforce, this initiative targets 8,679 individuals through reimbursable certifications, soft skills training, bootcamps, and paid internships.

#### Key Highlights:

- 1,350 IT Certifications
- 2,700 Soft Skills Certifications
- 3,380 Bootcamp Trainees
- 1,000 Paid Internships

The program strengthens employability and fuels growth in Pakistan's IT and IT-enabled Services sector.



# UPCOMING PSEB PROJECT UPDATES

## Revamping the IT Industry Landscape

To transform Pakistan's digital talent landscape, a nationwide training initiative is underway to **certify over 20,000 professionals across the IT, business, and BPO sectors**. With **PKR 6.9 billion in funding**, the project offers subsidised certifications, internships, and career counselling, aiming for **70% job placement**. By aligning training with global industry needs, Pakistan is preparing a digitally empowered, employment-ready workforce. This project has been approved by CDWP.

## ISO & GDPR Certifications for 50 IT Firms

To strengthen export readiness, **50 IT companies** will receive certifications in global standards like ISO 27001, 27701, 22301, and 42001, with **70% cost subsidized by PSEB** (DDWP-approved).

Supported by top consultants and audit firms, the initiative enhances compliance, data security, and international market access—boosting Pakistan's global tech competitiveness.



## National Semiconductor HR Development Program

With **PKR 4.8 billion invested**, Pakistan's National Semiconductor HR Development Program is training **7,200 engineers in IC design**, launching **3 research centres**, **6 IC labs**, and a **national design IP repository across 9 universities**. This project has been approved by CDWP. By expanding teaching capacity and facilitating real-world chip projects, the program positions Pakistan as a rising force in the global semiconductor supply chain.



# INFRASTRUCTURE DEVELOPMENT

## ESTABLISHMENT OF IT PARK KARACHI (The Biggest IT Park of Pakistan)

IT Park Karachi will provide a world-class space for IT companies, startups, and freelancers to operate, collaborate, and grow. This infrastructure project, due to be completed by June 2027, is a significant step towards transforming Karachi into a technological hub. The design phase is completed for this mega project. Furthermore, a boundary wall has been constructed around the site and physical progress of around 10% has been achieved. The tendering process for selection of Korean Contractors has been initiated and it is expected that construction work shall be started in First quarter of next financial year. This project aims to have a lasting impact on the local economy by creating job opportunities, contributing significantly in the IT exports, attracting foreign investment, and fostering innovation in the IT and software development sectors. It is expected that with this project Pakistan shall have have an IT park that rivals other global tech centers, ultimately contributing to a substantial boost in Pakistan's IT exports and technological advancements

## LAUNCH OF NATIONAL CO-WORKING SPACE PROGRAM

The PSEB has successfully launch National Co-working Space Program (NCSP) previously named as e-rozgaar program. Under this project. Currently, 16 Centres has been established across Pakistan which are significantly boosting freelancing and startup ecosystem by providing accessible co-working spaces that foster collaboration and productivity. These centres aim to enhance digital skills and promote freelancing, aligning with the government's vision to support economic growth. In addition, 62 Open House events were held nationwide under this initiative, raising awareness and engaging the public with these centres encouraging more individuals to explore freelancing. The program's geographic coverage expanded to 90 districts, spanning major regions like Punjab, Sindh, Khyber Pakhtunkhwa, Baluchistan, and Azad Jammu & Kashmir, ensuring equal access to resources and training. These efforts collectively aim to empower youth across the country, bridging regional disparities and enhancing the digital workforce.





# IT PARK ISLAMABAD

## PAKISTAN'S FIRST DEDICATED IT HUB

The IT Park Islamabad, a flagship project by the Pakistan Software Export Board (PSEB) under the Ministry of Information Technology, is set to open in 1st Quarter of next financial year.. Located in Chak Shehzad, Islamabad, it is a 12-storey building (including two basements), offering office space for over 120 startups and SMEs, along with facilities like testing labs, classrooms, and an industry-academia linkage center. The park also features a latest level-III data center. The project, supported financially by Exim Bank of Korea, aims to foster industry-academia collaboration, drive technology commercialization, and enhance Pakistan's IT exports and global competitiveness. It will also focus on R&D, innovation, and attracting foreign direct investment (FDI), contributing to the growth of Pakistan's IT sector. After completion it shall contribute annually around USD 70 million IT exports and shall create thousands of direct and indirect jobs.



# WEBINARS

## EXPLORING OPPORTUNITIES IN THE OMAN TECH INDUSTRY

The Pakistan Software Export Board (PSEB) hosted this focused webinar on **May 29, 2025**, to strengthen digital trade and bilateral collaboration with Oman. The session offered Pakistani companies valuable insights into Oman's tech landscape, including trends from COMEX 2025 and focus areas such as AI, Smart Cities, Fintech, Cybersecurity, and Sustainability, all aligned with Oman Vision 2040. Sector-specific opportunities were highlighted for Pakistani tech firms seeking to expand into the Omani market.



## DIGITAL ECONOMY TRENDS 2025

On **May 22, 2025**, the Pakistan Software Export Board (PSEB), in collaboration with the Digital Cooperation Organization (DCO), held a high-level webinar examining emerging trends shaping the global digital economy. The session brought together key public and private stakeholders to explore topics including policy innovation, digital regulation, and international cooperation, highlighting the critical drivers of sustainable, inclusive digital growth in 2025 and beyond.





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