

JANUARY - APRIL
2026

TECH
desti NATION
PAKISTAN

MINISTRY OF IT & TELECOM

PSEB

INSIGHTS



INSIDE THIS ISSUE

THE WOMAN WHO IS
MAKING PAKISTAN'S
TECH FUTURE
IMPOSSIBLE TO
IGNORE

INDUS AI WEEK

\$1B COMMITTED.
100,000+ PARTICIPANTS.
PAKISTAN'S AI MOMENT
IS HERE

PSEB SPOTLIGHTS

PAKISTAN'S HISTORIC
5G AUCTION AND
WHAT IT MEANS FOR
THE IT SECTOR

Get To KNOW



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'S MANDATE

CORE FOCUS – DRIVING IT EXPORTS

01

IT Industry Facilitation & Business Development

Representing Pakistani companies at global events and resolving domestic industry issues to drive export growth

02

Marketing Brand Pakistan

Positioning Pakistan as a premier IT & ITeS destination globally to attract clients and international investment

03

Skills Development

Enhancing workforce capabilities and industry capacity to build a talent pipeline that meets global demand

SUPPORTIVE ENABLERS

Policy Interventions

Formulating recommendations to optimize programs, incentives, and the regulatory environment

Infrastructure Initiatives

Spearheading National Technology Parks and other projects to support sector growth

REGISTER WITH PSEB!
Whether You're
a Company,



a Call
Center...

...or Even as a
Freelancer

Open the Door to Global
Opportunity!



MINISTER'S MESSAGE

Shaza Fatima Khawaja

Federal Minister for Information Technology and
Telecommunication, Government of Pakistan

It is my pleasure to present the January to April 2026 edition of the PSEB Magazine, a period that has marked some of the most significant milestones in Pakistan's digital transformation journey to date.

During this period, Pakistan took a decisive step in its commitment to Artificial Intelligence through the launch of Indus AI Week 2026, the country's flagship national AI initiative. Bringing together government, industry, academia, and startups under one platform, Indus AI Week was a declaration of intent. With our National AI Policy already in place under the proactive leadership of Prime Minister Shehbaz Sharif, Pakistan has committed to investing \$1 billion in AI by 2030, supported by 1,000 fully-funded PhD scholarships and a programme to equip one million citizens with AI skills.

We also achieved a landmark milestone in connectivity with Pakistan's largest-ever 5G spectrum auction, conducted in March 2026, releasing 480 MHz across four bands and generating over \$500 million. Pilot 5G launches in major cities are now underway, bringing us closer to a truly connected Pakistan.

On the export front, Pakistan's ICT sector continues to demonstrate exceptional resilience

and growth. Cumulative IT export remittances for the current fiscal year from July through March (9MFY26) have reached \$3.39 billion, reflecting a nearly 20 percent year-on-year growth. We remain firmly on course to achieve our IT export target for this fiscal year, with our long-term ambition of scaling our IT exports continuing to drive every programme and partnership we pursue.

I extend my sincere appreciation to Pakistan's IT industry, the PSEB team, and our international partners for their continued trust and collaboration. The best chapters of Pakistan's digital story are still ahead, and I look forward to writing them together.



CEO's MESSAGE

Faisal Jeddy

Chief Executive Officer,
Pakistan Software Export Board (PSEB)



A New Chapter for Pakistan's Digital Economy

It is a privilege to address you in my first quarterly bulletin as CEO of the Pakistan Software Export Board (PSEB). Since stepping into this role in January 2026, I have been deeply impressed by this organization's legacy and the extraordinary mandate we carry. I want to extend my sincere gratitude to the Honourable Federal Minister for IT and Telecommunication, Shaza Fatima Khawaja, for her trust and visionary leadership. Her commitment to Pakistan's digital transformation provides us with a clear and ambitious roadmap.

From Silicon Valley to Pakistan: A Pivotal Moment

My career has spanned over two decades in Silicon Valley, navigating the complexities of global technology markets, IPOs, and M&As. Returning to Pakistan with this perspective, I can say with conviction: the opportunity before us is unprecedented. As the global technology landscape shifts, Pakistan possesses the talent and the assets to secure its place at the center of the digital world.

One Singular Mission: IT Exports

At PSEB, our primary mandate is clear. Our core KPI is singular: The growth of Pakistan's IT Exports. To succeed, we must remain laser-focused. Every initiative - from industry facilitation and global branding to infrastructure and skills development - must be a direct catalyst for this goal.

Excellence as the Standard

Our role is critical to the national economy, and we are highly valued by our country's leadership. At this pivotal juncture, IT exports are the backbone of our economic future. I expect every member of this team to arrive each day with the

energy and resolve to deliver for our nation.

We are a capable team, but we must strive to raise the bar daily. Excellence in execution is our only standard. We will represent PSEB as a premier organisation - defined by professionalism, integrity, and a culture that balances high performance with supporting and lifting each other.

Q1 Momentum: Setting the Stage

This quarter has set a powerful tone for the year ahead. The Indus AI Week 2026 was a defining moment, a signal to the world that Pakistan is a serious contender in Artificial Intelligence. PSEB was central to this vision, and that momentum will carry us forward.

Building the Foundation for Growth

I am equally committed to the sustainable foundations of our industry. Through ongoing engagements with key stakeholders, we are ensuring that our member companies receive the coordinated support they need to scale internationally. I firmly believe that when government and industry move in lockstep, the results are transformative.

We are at a turning point. Through collaboration with the private sector and institutions like the SIFC, we are creating an enabling environment that was previously unimaginable. PSEB is the bridge between Pakistan's immense talent and the global stage.

I look forward to working with all of you as we accelerate Pakistan's journey toward becoming a world-class technology hub. Together, we are building a future of limitless growth.

IN CONVERSATION WITH THE IT MINISTER

THE WOMAN MAKING PAKISTAN'S TECH FUTURE IMPOSSIBLE TO IGNORE

Federal Minister Shaza Fatima Khawaja is not Pakistan's first woman in politics. But she may be the one who does the most to ensure she is not the last woman leading its technology future.

There are few people in Pakistan whose public life sits at the intersection of technology, policy, and ambition. And to find a woman at such an intersection is not just rare; it is fascinating.

Presenting Federal Minister Shaza Fatima Khawaja: a graduate of LUMS and an alumna of University of Warwick, United Kingdom. Her earliest achievements include becoming the youngest Member in the history of the National Assembly at the age of 25, serving as the Parliamentary Secretary for the Ministry of Trade, Commerce, and Textile and then going on to become the Special Assistant to the Prime Minister on Youth Affairs. In 2024, she assumed office as the Federal Minister for IT & Telecom and by 2025, she had secured approval for a landmark piece of legislation: the Digital Nation Act 2025. In the same year, she also secured formalization of Pakistan's National AI Policy and guided the IT sector toward record-breaking export figures, with December 2025 recording an all-time high of \$437 million, marking a 25% year-on-year increase.

By the first quarter of 2026, her Ministry delivered a global AI summit which was celebrated across 28 cities in Pakistan, brought together international tech minds coupled with

a multidisciplinary AI expo and an eSports tournament.

In March 2026, she delivered a historic achievement: Pakistan's first 5G spectrum auction which was televised live for the nation. This was Pakistan's largest-ever mobile spectrum auction in the world with a total of 480 MHz sold; generating approximately \$510 million in proceeds.

In parallel, she has set in motion a national AI training programme targeting one million citizens, steered the establishment of a facility to produce half a million Google Chromebooks in Pakistan, pioneered the launch of Pakistan's first-ever centre for Gaming and Animation (CEGA) and under her leadership, for the first time, Pakistan has assumed presidency of the prestigious global Digital Cooperation Organization (DCO).

Her stellar achievements are only amplified by her hard work and quiet discipline. To understand a little bit of how she balances her public and family life, we sat down and had a candid conversation with the Minister earlier in March, during International Women's Day



Q You lead one of Pakistan's most consequential ministries - and you do it as a woman, in a sector that has rarely made space for women at the top. What has that experience actually been like?

A Honestly, I stopped thinking about it as an experience a long time ago. When you walk into a room and you are the only woman, which still happens more than it should, you have two choices. You can spend your energy being aware of it, or you can spend your energy on the work. I chose the work. That is not to say the barriers are not real. They are. But dwelling on them has never moved a policy forward or opened a door that was closed. What moves things is showing up, being prepared, and delivering results that are impossible to argue with. That is what I try to do every day. And that is what I want every woman in this sector to see as the model - not that it is easy, but that it is possible, and that the work speaks for itself.

Q Supporting and empowering women in Pakistan's tech sector has been one of your priorities since becoming the IT Minister. Why do you see women's success in this field as so critical?

A Because it is an economic argument, not a moral one - and I think that distinction matters. I am not asking Pakistan's tech sector to include women because it is the right thing to do, although it is. I am asking it to because it cannot afford not to. Every talented woman who is locked out of this sector is a loss - to her, yes, but also to the industry, to our export numbers, to our competitiveness on the global stage. The countries that are leading in technology right now are not leading because they have found better talent. They are leading because they found more of it. That is what I am trying to do here. Open the pipeline. Widen the pool. And then get out of the way.



HER SPACE HER POWER

Q Initiatives like AI for HER at Indus AI Week have been remarkable - a dedicated space for women at Pakistan's biggest AI moment this year. How do you see something like this evolving?

A What I loved about AI for HER was how focused it was. One pavilion - but the right conversations are happening inside it. Women founders showcasing their startups, keynote speakers who had something real to say, panels that did not shy away from the harder questions about what it actually takes to build a career in tech in Pakistan as a woman. It was not trying to be everything. It was trying to be useful. And that, I think, is exactly how it should grow - not necessarily bigger for its own sake, but deeper. More specific. More connected to what women in this ecosystem actually need. The goal was never to create a separate space for women. It was to make sure that within Pakistan's most important AI platform, women had a room where they were centred - and that what happened in that room had real weight.



BREAKING BARRIERS, BUILDING FUTURES

A NATION IN MOTION

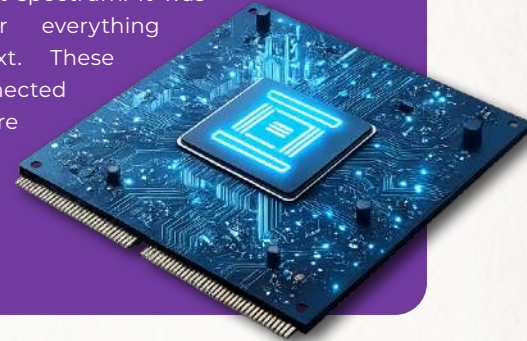
Q Beyond events and programmes, what structural changes are you making to ensure women are not just invited into Pakistan's tech future - but are genuinely shaping it?

A Invitations without infrastructure mean nothing. You can invite someone to a table and still make it impossible for them to sit down. What I am focused on is changing the conditions - the childcare gaps, the safety concerns, the access to capital, the visibility problem, the pipeline that narrows before it should. I must commend the vision of the Prime Minister here. At its core he envisions a realization of digital accessibility for the citizens of Pakistan; especially women. The one million skills programme has specific, tracked pathways for women because we know that without deliberate design, these programmes default to the people who already have the easiest access. And so, we have invested in trainings at NIC in AI Infrastructure essentially helping women overcome a barrier which has disproportionately impacted them previously. Our overall Digital Economy initiatives with cashless payments included the distribution of 7 million free sims to 10% of the lowest socio-economic class including women. The Prime Minister has directed the operationalisation of 10 million digital wallets under BISP and these free sims will allow people and women to access and use digital wallets since BISP payments will now be made through them. WISE Labs (Women Innovation and Startup Empowerment) is a specialized initiative launched by the Ministry and is designed to foster women-led entrepreneurship. There are quotas in place for women led startups at NICs and in PhD scholarships. None of this is charity. It is infrastructure. It is what you build when you are serious.



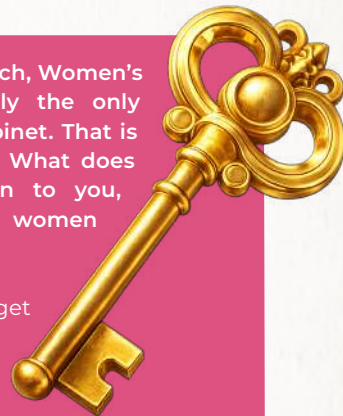
Q 2026 has been an extraordinarily active quarter for the Ministry - Indus AI Week, the 5G auction, major investment commitments. What is the thread connecting all of it?

A The thread is urgency. We are living through a moment where the decisions made in the next two to three years will determine Pakistan's position in the digital economy for the next two decades. Every initiative this quarter - whether it is AI, 5G, or talent development - is part of the same answer to the same question: how do we ensure Pakistan is not just a participant in the global tech economy, but a shaper of it? Indus AI Week was not a standalone event. It was a signal. The 5G auction was not just about spectrum. It was infrastructure for everything that comes next. These things are connected because the future we are building is connected.



Q This issue goes out in March, Women's Month. You are currently the only woman in Pakistan's federal cabinet. That is a significant and sobering fact. What does carrying that distinction mean to you, and what do you want young women watching you to take from it?

A It means I cannot afford to get this wrong. When you are the only woman in a room that makes decisions for 240 million people, every choice you make carries more weight than it should have to. That is not a complaint, it is a reality I accept and take seriously. But I will be honest: I do not want to be the only one. I do not want to be remarkable for simply being there. The goal, for me, for this Ministry, for what we are building, is a cabinet, a boardroom, a tech sector, where a woman at the table is so unremarkable that no one writes a question about it. We are not there yet. But I refuse to accept that we cannot get there. To the young women watching, I want them to see not just that it is possible, but that it is necessary. This country needs your voice in every room where its future is being decided. Do not wait to be invited. Make yourself impossible to leave out.



WHEN THE GOVERNMENT HAS YOUR BACK!



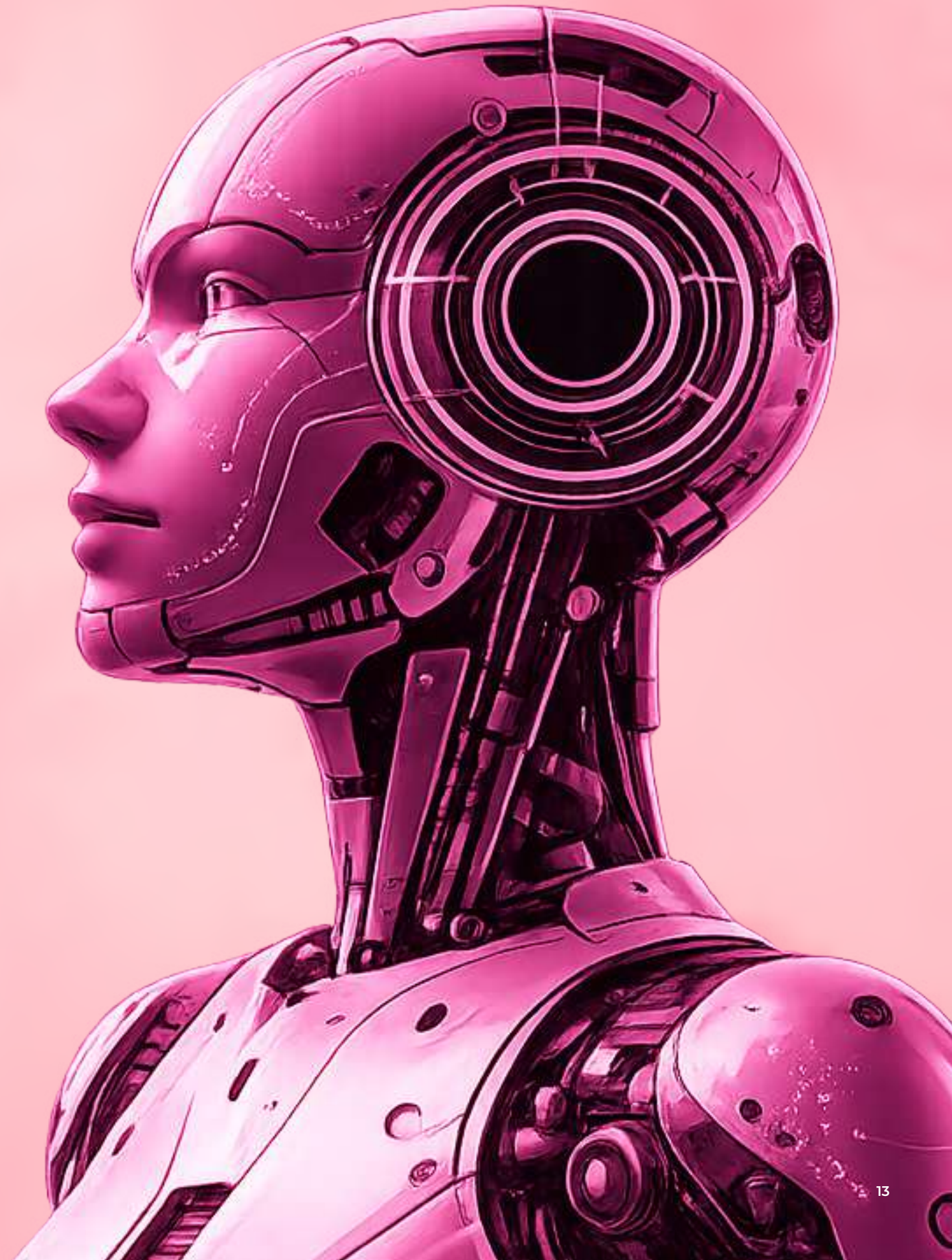
...AND THE FEDERAL MINISTER IS CALLING YOU AT MIDNIGHT TO FIX YOUR PROBLEMS IN REAL TIME

WOMEN IN TECH

10 FEMALE-LED STARTUPS

CHANGING PAKISTAN'S TECH LANDSCAPE

Pakistan's technology ecosystem is increasingly being shaped by a generation of female founders who are building solutions that matter. From healthcare and financial inclusion to accessibility and education, these ten startups represent the best of Pakistani innovation and entrepreneurship. PSEB is proud to spotlight the trailblazers putting Pakistan on the global map.



Dr. Iffat Zafar Aga and Dr. Sara Saeed Khurram co-founded "SEHAT KAHANI"

Founded in 2017, Sehat Kahani has grown into one of Pakistan's most impactful digital health platforms, connecting patients across more than 310 cities and towns with a network of over 7,000 doctors, 90 percent of whom are women. The platform operates through a one-stop telemedicine application offering real-time audio and video consultations, e-diagnostics, e-pharmacy, and health counselling, as well as 38 physical e-clinics staffed by community health workers in underserved areas. The startup has served over one million patients and counts more than 800 corporate clients across banking, insurance, telecoms, and pharmaceutical sectors. Having raised a total of over \$3.5 million in funding, including its landmark Series A, Sehat Kahani is now expanding into predictive AI for telehealth and precision medicine, making it one of Pakistan's most closely watched health technology companies.



Azima Dhanjee founded "CONNECTHEAR"

ConnectHear has grown into South Asia's largest deaf accessibility platform since its founding in 2017, and its impact is both measurable and profound. In a country where over 10 million people live with some degree of hearing loss and only 30 qualified sign language interpreters exist, ConnectHear fills a critical gap through virtual and in-person interpretation services, AI-powered accessibility tools, and Pakistani Sign Language training. The platform has impacted over half a million lives, delivered more than 100,000 minutes of interpretation, and built a network of over 150 partner organisations including banks, telecoms, consulates, and humanitarian agencies. In 2024, ConnectHear received a GSMA grant to develop AI-powered disaster alert systems in sign language, making it a globally recognised leader in assistive technology innovation.



connecthear

Maria Umar founded "WOMEN'S DIGITAL LEAGUE"

Women's Digital League is one of Pakistan's most enduring and impactful platforms for female workforce inclusion in the digital economy. Founded by Maria Umar, the platform trains Pakistani women in digital skills ranging from content writing and data entry to graphic design and virtual assistance, then connects them directly with remote work opportunities in the global online marketplace. Operating at the intersection of skills development and economic empowerment, Women's Digital League has helped thousands of women across Pakistan enter the formal digital workforce, earn independent incomes, and build careers from their homes. Maria Umar herself has been recognised internationally as a pioneer of digital female entrepreneurship in South Asia.



Aleena Nadeem founded "EDUFI"

EduFi is tackling one of the most persistent barriers to social mobility in Pakistan: the cost of higher education. Founded by Aleena Nadeem, an MIT graduate and former Goldman Sachs analyst, the platform offers a Study Now Pay Later financial model that disburses loans directly against fee bills, allowing underserved students to access quality education without the burden of large upfront payments. EduFi raised a landmark \$6.1 million pre-seed round led by Zayn VC, breaking the record for the largest pre-seed round by a female-founded startup in Pakistan at the time. The startup has also previously won the LEAP Rocket Fuel Pitch Competition, outcompeting more than 2,500 global startups, firmly establishing EduFi as one of Pakistan's most promising edtech companies.

EDUFI

Maha Shahzad founded "BusCaro"

BusCaro is addressing one of the most underappreciated barriers to female workforce participation in Pakistan: safe, reliable, and affordable commuting. Founded by Maha Shahzad, the platform provides tech-enabled transportation for corporate employees and school riders, operating on a subscription-based model that prioritises safety and cost efficiency over subsidised growth. BusCaro has raised a total of \$4 million in funding, and its deliberate focus on sustainable unit economics sets it apart from previous mobility startups. Now powering more than 900,000 monthly bookings, BusCaro is helping more women access and sustain employment in Pakistan's urban workforce by removing the daily commute as an obstacle.

**Asra Amin founded "A.Z. COWORKING"**

A.Z. Coworking goes beyond the standard coworking model to create a genuinely women-first professional ecosystem. Founded by Asra Amin, the space combines premium coworking facilities with on-site daycare and wellness amenities, directly addressing the infrastructure gaps that have historically prevented women in Pakistan from running and scaling businesses. By removing the childcare barrier that forces many women to choose between family and career, A.Z. Coworking provides a practical, enabling environment for female founders, freelancers, and professionals to grow their work with the support they need around them.

**Hiba R. Khan founded "SOCH MATTERS"**

Soch Matters is building the digital infrastructure for mental healthcare access in Pakistan, a country where the mental health treatment gap remains vast and stigma continues to prevent millions from seeking help. Founded by Hiba R. Khan, the platform connects users with verified mental health professionals in a safe, confidential digital environment designed to make therapy and counselling genuinely accessible. As awareness of mental health continues to grow in Pakistan, Soch Matters is positioning itself as a trusted platform that bridges the gap between the need for support and the ability to find it, making professional mental health care a practical reality rather than a privilege.

**Roshaneh Zafar founded "KASHF FOUNDATION"**

Kashf Foundation is one of Pakistan's most consequential social enterprises, and its story begins with a \$10,000 loan from Nobel laureate Muhammad Yunus and a vision to bring financial inclusion to the women most left behind by Pakistan's economy. Founded by Roshaneh Zafar in 1996, Kashf became Pakistan's first specialised microfinance institution and has since served over 7.7 million women, disbursing more than PKR 272 billion in loans across 420 branches. Clients of Kashf's business training programme report a 62 percent increase in business income and a 46 percent rise in profits. Ranked among the Top 50 MFIs in the world by Forbes, awarded the European Microfinance Award, and recognised with Pakistan's Tamgha-e-Imtiaz, Kashf Foundation remains the gold standard for what women-led, women-serving enterprise can achieve.



Maheen Adamjee and Lina Ahmed co-founded "DOT AND LINE"

Dot and Line is reimagining after-school learning for Pakistani students while simultaneously creating flexible income opportunities for women across the country. Co-founded by Maheen Adamjee and Lina Ahmed, the technology-enabled platform connects students with trained female tutors for structured after-school sessions, improving literacy and learning outcomes while providing women with meaningful, home-based income.

The model creates a virtuous cycle: better-educated students and economically empowered women teachers, both served by the same platform, making Dot and Line one of Pakistan's most thoughtfully designed edtech solutions.



Izzah Zaman and Neelam Shoaib co-founded "SHADIYANA"

Shadiyana is bringing transparency and efficiency to one of Pakistan's most emotionally significant yet logistically chaotic industries. Co-founded by Izzah Zaman and Neelam Shoaib, the platform replaces the fragmented, word-of-mouth wedding planning process with a structured digital marketplace where families can discover, compare, and book vendors with confidence. Backed by nearly \$1 million in funding and having facilitated over 30,000 planned weddings, Shadiyana is not only solving a real consumer problem but also formalising and uplifting thousands of small wedding businesses across Pakistan by digitising an industry worth billions of rupees annually.



Shadiyana

THE INITIATIVES BUILDING TOMORROW'S LEADERS

THE PROGRAMS, SPACES, AND SUPPORT SYSTEMS MAKING IT POSSIBLE



WOMEN'S SOFTWARE TECHNOLOGY PARK - BAGH

A Dedicated Physical Space for Women in Tech



20%

Women now make up the Software Technology Park workforce



31%

Female Interns Placed Through the ICT Internship Program



17.3%

Female graduates building careers in Tech Through TechLift Bootcamp



AI FOR HER - INDUS AI WEEK

Inspiring the Next Generation of Women in Artificial Intelligence

THESE WOMEN ARE NOT JUST PARTICIPATING. THEY ARE LEADING, BUILDING, AND INSPIRING.

INDUSTRY IN FOCUS TOP STORIES



PAKISTAN MAKES HISTORY WITH ITS LANDMARK 5G SPECTRUM AUCTION

On March 10, 2026, Pakistan marked a major milestone in its digital transformation journey with the country's largest spectrum auction to date. Conducted by the Pakistan Telecommunication Authority under the aegis of the Ministry of IT and Telecom, the auction successfully generated approximately \$507 million through the sale of 480 MHz of spectrum across the 700, 2300, 2600, and 3500 MHz bands.

Leading telecom operators Jazz, Ufone, and Zong secured new spectrum allocations, significantly strengthening Pakistan's national connectivity infrastructure and positioning the country 7th globally in spectrum availability. The development reflects Pakistan's growing readiness to support next-generation digital services and advanced mobile technologies.

Federal Minister for IT and Telecom, Shaza Fatima Khawaja, announced that pilot 5G launches in major cities have already commenced, with full commercial rollout expected within the next five to six months. The rollout is expected to accelerate innovation across key sectors including digital commerce, smart infrastructure, cloud services, education, healthcare, and industrial automation.

The successful auction also reinforces investor confidence in Pakistan's telecom and digital ecosystem while supporting the government's broader vision for a connected and technology-driven economy. With enhanced spectrum capacity and the imminent launch of 5G services across the country, Pakistan has taken a decisive step toward enabling faster connectivity, improved digital inclusion, and future-ready technological growth.



FAISAL JEDDY TAKES THE HELM AS PSEB'S NEW CEO

Pakistan's technology sector opened 2026 with a powerful new voice at its helm. In January, Faisal Jeddy assumed the role of Chief Executive Officer of the Pakistan Software Export Board, bringing with him over two decades of Silicon Valley leadership across technology businesses, public offerings, and international markets. Having served as Global Chief Strategy Officer at Systems Limited and as an active member of the Organization of Pakistani Entrepreneurs (OPEN), Faisal Jeddy stepped into the role with a clear agenda: deeper public-private collaboration, stronger international market access, and a relentless push to position Pakistan as a world-class technology destination. A new chapter had begun.



PAKISTAN'S ICT EXPORTS CROSS \$3.39 BILLION IN NINE MONTHS

The numbers told a compelling story. For the first nine months of FY2025-26, covering July through March, Pakistan's ICT export remittances surged 20 percent year-on-year, reaching a landmark \$3.39 billion. In March alone, IT exports stood at \$413 million, reflecting 21 percent year-on-year growth and a 13 percent increase over February. Net IT exports for the month reached \$360 million, up 16 percent compared to the same month last year. Global demand for Pakistani technology talent and services continued to strengthen, with consistent monthly gains reinforcing the sector's upward trajectory. With the numbers for three months of this fiscal year still remaining, ICT exports remain firmly on track for another record annual performance.



ASAAN KHIDMAT CENTRE BRINGS GOVERNMENT CLOSER TO ITS CITIZENS

Pakistan took a meaningful stride forward in digital governance with the inauguration of the Asaan Khidmat Centre, a dedicated facility designed to make government services faster, simpler, and more accessible for every citizen. Rooted in the Ministry of IT and Telecommunication's vision of a people-first digital state, the centre brought streamlined, technology-driven service delivery directly to the public. As part of the broader Digital Nation Pakistan framework, it stood as a concrete demonstration that digital transformation in Pakistan is not confined to boardrooms and policy documents. It is reaching the people it was always meant to serve.



PAKISTAN ASSUMES THE PRESIDENCY OF THE DIGITAL COOPERATION ORGANIZATION

On February 5, 2026, Pakistan stepped onto the world stage of global digital governance in a defining way. At the 5th General Assembly of the Digital Cooperation Organization held in Kuwait, Federal Minister for IT and Telecommunication Shaza Fatima Khawaja formally accepted the DCO Presidency on behalf of Pakistan, taking the chair of one of the most influential multilateral bodies dedicated to inclusive and sustainable digital economies worldwide. Her acceptance of the presidency was a proud moment for Pakistan, and a resounding recognition of the country's growing credibility as a forward-looking digital nation. The appointment opened powerful new avenues for international collaboration, investment, and digital diplomacy, placing Pakistan at the very centre of the global conversation on inclusive digital growth.



PSEB HOSTS HIGH-LEVEL MICROSOFT DELEGATION IN ISLAMABAD

Pakistan's ambitions in artificial intelligence took on a new dimension when PSEB CEO Faisal Jeddy hosted a high-level delegation

from Microsoft at the PSEB office in Islamabad. The delegation brought together Irfan Awan, AI Business Solutions Lead from Microsoft Ireland, and David Frantic, Regional Business Head from Microsoft Prague, Czech Republic, for strategic discussions centred on growing Pakistan's IT sector's capabilities in the latest AI technologies.

The meeting charted a forward-looking roadmap focused on bridging the gap between Pakistan's deep local talent pool and the global resources, tools, and reach of one of the world's most influential technology companies. For PSEB, this was not simply a meeting. It was a signal that Pakistan's IT sector is increasingly being taken seriously at the highest levels of global tech, and that the partnerships being built today will shape the capabilities Pakistan brings to the world tomorrow.



PAKISTAN FINTECH SUMMIT 2026 PUTS PAKISTAN ON THE GLOBAL FINTECH MAP

In a historic first for Pakistan, the world-renowned Dubai FinTech Summit chose Pakistan as its next destination. Partnering with the Pakistan Digital Authority, the Pakistan FinTech Summit 2026 was announced for August 18-19, 2026, poised to bring together over 10,000 participants including policymakers, investors, financial institutions, and innovators on a single platform.

The announcement sent a clear signal to the global financial technology community: Pakistan was no longer on the periphery of the fintech conversation. It was becoming one of its most exciting new centres.



AI SEEKHO 2026 LAUNCHES NATIONWIDE TO BUILD PAKISTAN'S AI WORKFORCE

On April 15, 2026, Pakistan took another major step toward strengthening its artificial intelligence ecosystem with the launch of AI Seekho 2026, a nationwide upskilling initiative led by the Ministry of IT and Telecom in collaboration with Google for Developers, Telenor, and Innovista.

The program reflects the government's growing focus on preparing Pakistan's workforce for the emerging AI-driven digital economy. Designed to promote practical learning and innovation, AI Seekho 2026 provides participants with hands-on experience in AI application development using platforms such as Google AI Studio and Antigravity.

The initiative also features nationwide hackathons and a PKR 2.5 million prize pool to encourage innovation, collaboration, and real-world problem solving among aspiring developers, students, and entrepreneurs. The program forms an important pillar of Pakistan's National AI Roadmap, which aims to attract AI sector investment while building a strong pipeline of local AI talent and technology-driven startups. Federal Minister for IT and Telecom, Shaza Fatima Khawaja, emphasized the government's commitment to expanding access to advanced digital skills and ensuring that Pakistani youth can benefit from world-class AI learning opportunities. AI Seekho 2026 builds on the momentum generated through initiatives such as Indus AI Week and the AI for HER program.



GILGIT-BALTISTAN CLEARED FOR 5G TRIALS FOLLOWING PRIME MINISTER'S APPROVAL

In a major step toward expanding digital inclusion across Pakistan, Prime Minister Shehbaz Sharif, serving as Chair of the Gilgit-Baltistan Council, approved policy directives for the launch of 5G test trials in Gilgit-Baltistan. The decision marked a significant milestone in extending next-generation connectivity to Pakistan's northern regions and paved the way for telecommunication operators to begin testing advanced mobile technologies in the area.

The approval enabled all four telecom operators active in Gilgit-Baltistan to initiate 5G trials under the supervision of the Pakistan Telecommunication Authority (PTA). The move followed coordinated efforts by the Ministry of Law and the Ministry of IT and Telecommunication to establish an appropriate regulatory framework tailored for the region.

Operators were instructed to conduct testing across the 2,300 MHz, 2,600 MHz, and 3,500 MHz spectrum bands to assess network compatibility, technical readiness, and service performance ahead of a future region-specific spectrum auction. The trials are expected to provide critical insights into infrastructure requirements and deployment strategies for high-speed connectivity in geographically challenging terrain. By extending next-generation connectivity to remote and underserved areas, Pakistan continues to advance its goal of building a more connected, technology-enabled, and digitally empowered nation.

PAKISTAN RANKS 16TH GLOBALLY IN OUTSOURCING TALENT INDEX 2026



Pakistan achieved a major milestone by securing the 16th position globally in the Global Outsourcing Talent Index 2026, compiled by Ataraxis Management. The index evaluated 193 countries across key indicators including talent availability, labor cost competitiveness, digital infrastructure, and English proficiency.

This achievement highlights Pakistan's growing strength as a competitive global hub for outsourcing and IT-enabled services. With a rapidly expanding pool of skilled professionals, cost-effective solutions, and continuous improvements in digital infrastructure, the country is increasingly attracting international businesses seeking reliable and scalable talent. The ranking not only reflects current capabilities but also signals strong future potential in the global digital economy.

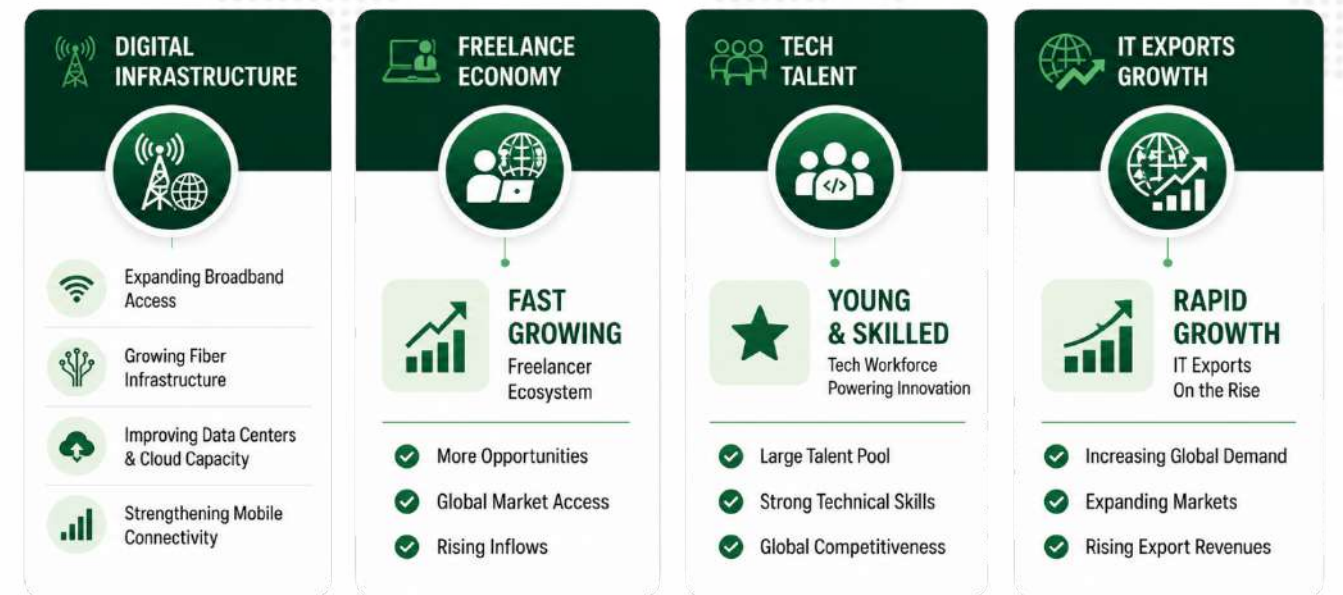


Ranked among the top 9 percent of global outsourcing destinations, Pakistan outperformed several established economies. The ranking reflects the country's growing strength as a competitive destination for digital and technology-enabled services.



With a labor force exceeding 85 million and a rapidly expanding freelance ecosystem, Pakistan continues to strengthen its position in the global digital economy. The report also recognized the country's improving digital infrastructure and identified strong potential for Pakistan to rise further into the global top 11 outsourcing destinations.

The achievement highlights Pakistan's growing capacity to deliver high-value technology services and reinforces its emergence as a strategic hub for global outsourcing and remote talent solutions.



PAKISTAN DIDN'T JUST TALK ABOUT AI THIS QUARTER IT SHOWED UP

Indus AI Week 2026 brought the Prime Minister, 150 foreign delegates, and a billion-dollar commitment to the same room. Here is what happened, and why it matters.



INDUS AI WEEK

Celebrating Innovation Across **Pakistan**

INDUS AI WEEK'S MASCOT **LaiLA**



There have been conferences about Pakistan's digital future before. There have been policy documents, declarations, and roadmaps. What made Indus AI Week 2026 different was not its ambition - it was its architecture. For the first time, the people who make policy, the people who build technology, the people who fund it, and the people who will use it were all in the same place, working toward the same thing.

\$1B

Pledged for AI Initiatives by 2030

150+

Foreign Delegates

100,000+

Participants Nationwide

30

Cities Reached

The event, held under the patronage of the Prime Minister and hosted by the Ministry of IT and Telecommunication, was structured around two interlocking tracks. The Indus AI Summit brought together heads of state, global AI leaders, investors, and policymakers for high-level dialogue on Pakistan's AI strategy. Running alongside it, the Innovation, Learning and Engagement Arena took that strategy off the stage and into the hands of developers, students, startups, and citizens.

That dual structure was deliberate - and it is what set Indus AI Week apart from every previous conversation Pakistan has had about technology. Policy without implementation is aspiration. Implementation without policy is chaos. The Ministry designed an event that refused to let the two exist separately.

The Prime Minister's address set the tone. Four commitments, made publicly and unambiguously: a \$1 billion AI investment by 2030, AI education introduced nationwide, 1,000 fully funded PhD scholarships, and a programme to train one million professionals in AI skills. These are not targets for a distant future. They are the architecture of a transformation that has already begun.

KEY COMMITMENTS ANNOUNCED

- \$1B committed to AI development by 2030
- 1,000 PhD scholarships fully funded in AI and related fields
- 1 million professionals to be trained in AI skills
- AI curriculum introduced in federal schools nationwide
- National AI Fund formally launched
- Digital Nation Pakistan Act and National AI Policy 2025 highlighted
- Islamabad AI Declaration launched - 8 strategic pillars for Pakistan's AI governance

“POLICY WITHOUT IMPLEMENTATION IS ASPIRATION. IMPLEMENTATION WITHOUT POLICY IS CHAOS. THE MINISTRY DESIGNED AN EVENT THAT REFUSED TO LET THE TWO EXIST SEPARATELY.”



The Islamabad AI Declaration

Perhaps the most consequential output of the Summit was the Islamabad AI Declaration - Pakistan's formal statement of principles for how it will develop, govern, and deploy artificial intelligence. Built on nine pillars, it is a document that positions Pakistan not as a follower of global AI norms but as a contributor to shaping them.

01

Sovereign Purpose & Public Value

02

Human Accountability

03

Use-case-driven Implementation

04

Data Sovereignty & Trust

05

Explainable & Safe AI

06

Whole-of-Government Governance

07

Inclusive Innovation

08

Private-Sector-Led Ecosystem





09

Global Leadership & Responsible AI Diplomacy

On The Ground - The Innovation Arena

While the Summit set the direction, the Innovation, Learning and Engagement Arena made it real. Eleven AI-focused pavilions, 40+ activities, and thousands of participants turned the policy commitments made upstairs into hands-on experience happening in real time. PKR 68 million in cloud credits were distributed to seven selected startups. 1,900 participants completed a 48-hour AI bootcamp covering cloud infrastructure, 5G, responsible AI, and applied tools. A PKR 7 million techathon brought solutions to Pakistan's most pressing national challenges.

URAAAN AI TECHATHON

 <p>Strydex</p>	 <p>Hisaab</p>	 <p>Smart Factory AI</p>	 <p>Safe Sight Women in Tech Award</p>
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AI WRAPPER COMPETITION



AxonEstate



Orbit-Ed



SafetyX Pro



CLOUD CREDIT SPRINT

7

Startups Selected

PKR 68M

Cloud Credits Awarded

INDUS ESPORTS CHAMPIONSHIP

Games				
Rocket League	Hashir Naveed (PKR 250,000)	Aman Asif (PKR 150,000)	Ahmed Ismail (PKR 100,000)	-
EA FC 26	Huzair Memon (PKR 500,000)	Arham Ghori (PKR 250,000)	Zain Shahzad (PKR 150,000)	Ali Hamza (PKR 100,000)
Free Fire	Total Winner (PKR 1.25 Million)	Hotshot Esports (PKR 625,000)	Demons Pride (PKR 375,000)	Back Elite (PKR 250,000)
Tekken 8	Farzeen (PKR 500,000)	Asad Ali (PKR 250,000)	Saifullah Khalid (PKR 150,000)	Faizan Butt (PKR 100,000)



Spotlight - AI for HER

The AI for HER Pavilion at Indus AI Week 2026 was not merely an inclusion initiative; it was a strategic intervention in Pakistan's AI economy. Spearheaded by Ms. Shaza Fatima Khawaja, Federal Minister for IT & Telecommunication, the program established a "results-first" framework for the Digital Nation Pakistan vision.

Under the leadership of **Dr. Henna Karamat (CSDO, PSEB)**, the Pavilion moved beyond advocacy, positioning women as the primary architects and decision-makers in the country's AI evolution.



Impact at a Glance

500+ Total Female Participants	10+ Universities & Institutions	10 Women-led Startups Showcased
3 Thematic High-Level Panel Discussions	14+ Mentorship Sessions to be Delivered	International Organizations World Bank, UN Women, ITU, GSMA, British Council Pakistan
Local Organizations 4sight, Planetive, KTrade, Arfa Karim, Mobilink, Easypaisa, ABACUS, Cybervision, Power 99 Foundation & The Communicators		Government Engagement MoITT, National Assembly, IGNITE, NITB, NRTC, PM Youth Program, NIC Islamabad

The Startup Showcase

A central pillar of the Pavilion was the curated exhibition of female-led innovation.

- ◆ EcoLight AI: Smart, adaptive street lighting reducing urban energy footprints.
- ◆ OfficeFlowAI: Streamlining corporate efficiency through AI-powered automation.
- ◆ XI-Pulse: VR/AR simulations for high-stakes training in health and defense.
- ◆ EKKO & RadioLogics: Revolutionizing health-tech through cognitive therapy and AI-driven diagnostics.
- ◆ LeObran Ltd: Hyper-local climate intelligence for disaster-vulnerable regions.
- ◆ EMRChains: Patient-centric platforms with multilingual AI healthcare support.
- ◆ Repic: AI-driven personal branding and social media automation.
- ◆ MyMentor: AI-native career intelligence for academic and job pathways.
- ◆ AutoArchi: Automating the architectural design-to-construction workflow.



Key Figures & High-Level Panels

The AI For Her pavilion served as a global crossroads, featuring leadership from international bodies and local industry giants:

Global Leadership & Keynotes

The AI For Her pavilion served as a global crossroads, featuring leadership from international bodies and local industry giants:

- ◆ Ms. Atsuko Okuda: Regional Director, International Telecommunication Union (ITU).
- ◆ Ms. Elaine Chen: Alibaba DAMO Academy.
- ◆ International Speakers: Representatives from UN Women, the World Bank, and the British Council.

Strategic Panel Discussions

- ◆ AI Careers for Women: Exploring evolving job markets, moderated by Komal Kenneth Shakeel (Head of Partnerships, IGNITE).
- ◆ Women-Led AI Startups: Tracing the journey from idea to impact, moderated by Muazima Batool Agha (NIC Islamabad).
- ◆ Responsible & Inclusive AI: Addressing ethics and leadership, featuring panelists from GSMA, IBM, Abacus, and the Prime Minister's Youth Programme (PMYP).

Ecosystem Participation

The Pavilion saw a robust presence from major Pakistani and international organizations, including:

- ◆ Industry Giants: Jazz, PTCL/Ufone, IBM, Abacus, and the Arfa Karim Group.
- ◆ Public Sector: IGNITE National Technology Fund, SIFC, and the Pakistan Digital Authority.
- ◆ Academia: Strong delegations from Jinnah University for Women, FAST-NUCES, NED, COMSATS, NUML, and Fatima Jinnah Women University.

Beyond Islamabad - A Nationwide Moment

Indus AI Week reached far beyond the capital. With **90+ events** across **30 cities**, the message reached over 100,000 people. The event signaled that Pakistan's AI future belongs to everyone.

Indus AI Week 2026 will be remembered not as the moment Pakistan announced its AI ambitions. Those announcements have been made before. It will be remembered as the moment Pakistan began to mean them. The Islamabad AI Declaration is signed. The funding is committed. The talent is in the room. What comes next is the hard part - and the most important part. Execution.

Under the Ministry of IT and Telecommunication, that work has already started.

RAWALPINDI



GILGIT



KARACHI



LAHORE



SKARDU



MULTAN



PESHAWAR



SARGODHA



GHOTKI



PAKISTAN DOESN'T NEED TO WIN THE AI RACE IT NEEDS TO RUN A DIFFERENT ONE

The countries chasing the US and China in AI will lose. The ones that ask a smarter question might not.

The nations that will define AI's next chapter are not the ones spending the most on frontier model development. They are the ones asking the most useful questions about what AI can actually do - for their people, their industries, and their place in the global economy. Pakistan has a genuine opportunity to be one of those nations. But only if it stops measuring itself against races it was never designed to win, and starts running the one it can.

Consider what Pakistan actually has. A talent pool that consistently ranks among the world's largest for freelance technology work. A generation of developers, data scientists, and machine learning practitioners is already building and deploying AI for international clients - without waiting for institutional permission.

The private sector is quietly integrating AI into agriculture, healthcare, fintech, and education, solving problems that are uniquely local but carrying solutions with genuine global reach. This is not a country on the margins of the AI economy. It is a country that has been participating in it informally, at scale, for years.

Every conversation about Pakistan and artificial intelligence eventually arrives at the same uncomfortable comparison - who is ahead, who is behind, and how fast the gap is widening. That framing is understandable. It is also, we would argue, the wrong one entirely.

Case in Point

SmartSoil AI winning a government innovation grant in Beijing is not a footnote. It is a proof of concept for what Pakistani AI entrepreneurship looks like when it stops apologising for where it comes from and starts competing on what it can do.

What has been missing is not ambition or capability. It is the institutional architecture to take what is happening informally and make it systematic. That is precisely the gap the Ministry of IT and Telecommunication moved to close this quarter. Federal Minister Shaza Fatima Khawaja's decision to conceptualise and deliver Indus AI Week 2026 was not just an event. It was a declaration that Pakistan's AI moment would be led - not left to chance.

For the first time, government, private sector, academia, startups, and international partners shared a single national platform - not to debate whether Pakistan needs an AI strategy, but to begin building one together. The Prime Minister's commitment of \$1 billion toward AI by 2030, backed by 1,000 fully funded PhD scholarships and a programme to train one million citizens, gave that platform a structural foundation. These are not aspirational gestures. They are the architecture of a country that has decided to take itself seriously.

“Pakistan’s advantage lies not in competing for the same ground - but in going where others aren’t”

PSEB's role in this is specific and consequential. As the Ministry's bridge to global markets, PSEB is not just promoting Pakistan's IT industry - it is actively reframing what that industry is capable of. Every startup connected to an international partner, every company supported into a new export market, every platform that puts Pakistani AI in front of global investors is part of the same

The real question was never whether Pakistan could compete in AI. It was whether the institutions would show up to match what the people were already doing.

Pakistan's advantage, if it chooses to claim it, lies not in replicating what others have already built but in going where others aren't. Applied AI for emerging markets. Solutions designed for the infrastructure realities of the Global South. A talent export model that doesn't just produce coders but produces AI architects with deep domain knowledge in the sectors that matter most to the developing world. That is not a consolation prize. That is a category Pakistan can own.

argument: that the most interesting AI being built for the world's underserved markets may well be coming from here.

The AI frontier is real, it is moving fast, and Pakistan has every right to be on it. But the countries that will define that frontier are not the ones running hardest after what already exists. They are the ones building what comes next - for the markets, the problems, and the people that the current AI boom has barely noticed.

That is Pakistan's race to run. Under the Ministry of IT and Telecommunication, for the first time, we are running it.



Faisal Jedly
CEO, PSEB

5G IN PAKISTAN: 10 WAYS NEXT-GENERATION CONNECTIVITY WILL REDEFINE PAKISTAN'S TECH ECOSYSTEM



When Pakistan conducted its landmark 5G spectrum auction in March 2026, generating over \$500 million and placing the country 7th globally in spectrum availability, it was not just a telecommunications milestone. It was the opening of a door to an entirely new economic architecture. 5G is not simply an upgrade in speed. It is an upgrade in what is possible. Here are ten ways it will redefine Pakistan's technology ecosystem.

1. Resilient Digital Infrastructure 5G lays the foundation for wider adoption of AI, IoT, and high-density computing across Pakistan's tech sector. With ultra-low latency and massive device connectivity, the underlying infrastructure of Pakistan's digital economy becomes more robust, more reliable, and more capable of supporting the next generation of innovation at scale.

2. A More Connected Digital Economy 5G opens entirely new possibilities for e-commerce, digital payments, and cloud-native services to grow and scale across Pakistan. Businesses that previously faced connectivity barriers will be able to participate fully in the digital economy, expanding the market for Pakistani tech solutions both domestically and internationally.

3. A Stronger Freelance Edge Pakistan is home to one of the world's largest and fastest-growing freelance technology workforces. 5G equips that talent pool with the connectivity needed to

4. A Major Boost for Startups and SMEs For Pakistan's startups and small and medium enterprises, 5G is a game changer. Faster, more reliable connectivity gives local businesses the

take on more ambitious, bandwidth-intensive international projects, from high-definition video production to real-time collaborative software development, strengthening Pakistan's competitiveness in global digital labour markets.

tools to innovate, automate, and reach global markets with greater speed and efficiency than ever before, levelling the playing field between Pakistani firms and their international counterparts.

5. Digital Inclusion at Scale Perhaps the most profound impact of 5G will be felt not in boardrooms but in underserved communities. By expanding access to digital financial services, remote education, and online work as coverage continues to grow, 5G has the potential to bring millions of Pakistanis into the formal digital economy for the first time.

6. A Revolution in Healthcare Delivery 5G opens the door to remote diagnostics, telemedicine, and connected medical devices that can bring quality healthcare to communities far beyond major cities. For a country where geographic distance has long been a barrier to equitable healthcare access, this is not a technological upgrade. It is a social transformation.

7. Smart Manufacturing and Industrial Efficiency 5G-connected sensors and real-time machine communication will enable Pakistani manufacturers to dramatically reduce waste, improve quality control, and increase productivity. As global supply chains look for reliable, tech-enabled partners, Pakistan's industrial sector has a genuine opportunity to position itself as a modern, competitive manufacturing destination.

8. Precision Agriculture and Food Security Pakistan's agricultural sector, which employs nearly 40 percent of the national workforce, stands to be fundamentally transformed by 5G-powered IoT connectivity. Precision farming technologies can help farmers make data-driven decisions on irrigation, fertilisation, and harvesting, directly addressing food security challenges and boosting rural incomes.

9. A New Frontier for Pakistan's IT Export Industry As 5G infrastructure matures, Pakistani software companies, startups, and developers will have the opportunity to build the applications, platforms, and solutions that run on top of it. The global market for 5G-enabled applications is projected to reach hundreds of billions of dollars in the coming years, and Pakistan's young, talented workforce is well positioned to capture a meaningful share of that opportunity.

10. Cementing Pakistan's Place in the Global Tech Map Taken together, these nine shifts point to something larger. 5G is the infrastructure that transforms Pakistan from a technology services provider into a technology innovation economy. PSEB's mandate of export enablement, capacity building, and global market access places it at the centre of this transformation, ensuring that Pakistani companies are not just connected to the future but are actively shaping it.

Pakistan's 5G journey is still in its early chapters. Pilot launches in major cities are underway and the road to full commercial rollout will require continued investment, regulatory coordination, and sustained public-private collaboration. But the direction is clear and the commitment is firm. 5G will not just connect more Pakistanis to the internet. It will connect Pakistan's economy to the future.

PAKISTAN ON THE WORLD STAGE

Two of the world's most prestigious technology platforms. One consistent message - Pakistan is not just showing up. It is making its mark.

Every international event Pakistan attends is an opportunity to shift perceptions, open doors, or plant a flag. This quarter, PSEB did all three - from the technology corridors of Doha to the gaming halls of San Francisco. Here is what happened, and what it means.

DOHA, QATAR (FEBRUARY 1-4, 2026)

WEB SUMMIT QATAR 2026

30,000+ Attendees

Largest Edition in Summit History

1,637

Startups Represented from Across the Globe

3 Key Focus Areas

AI, Fintech, & Media



Web Summit Qatar 2026 was the largest edition in the conference's history - 30,000 attendees, 1,637 startups, and the sharpest minds in global technology converging on Doha with a focused agenda around AI, fintech, and media. For Pakistan, it was exactly the kind of room that matters. Pakistani IT companies arrived not as observers but as participants - showcasing solutions, engaging investors, and sitting across the table from the kind of international decision-makers that can open new markets. PSEB's role was to ensure those conversations happened: facilitating B2B connections, enabling business development, and ensuring that Pakistan's presence on the floor translated into more than just visibility. The message PSEB carried to Doha was the same one it carries to every international platform - that Pakistan's technology sector is serious, competitive, and ready for the world's attention. At the largest Web Summit in history, that message landed in front of the right people.

What PSEB Delivered

- Facilitated B2B networking between Pakistani companies and international investors and buyers
- Export enablement support for participating companies - connections, introductions, and market access
- Amplified Tech Destination Pakistan branding on a global stage of 30,000 attendees
- Reinforced Pakistan's reputation as a competitive player in global technology at the summit's largest-ever edition



SAN FRANCISCO, USA (MARCH 11-13, 2026)

GAME DEVELOPERS CONFERENCE 2026



If Web Summit Qatar was about Pakistan's place in the global technology conversation, GDC 2026 was about something more specific - proving that Pakistan's gaming industry has arrived, and that the world's most important gathering of game developers is exactly where Pakistani studios belong. PSEB brought a delegation of

gaming startups and studios under the TechDestination Pakistan banner, occupying Booth 1637 in the Festival Hall at the Moscone Centre. The booth became a destination - drawing interest from global publishers, investors, and industry leaders curious about the depth of talent emerging from Pakistan's creative technology ecosystem.

The conversations that started at Booth 1637 are the kind that turn into partnerships, publishing deals, and long-term market relationships. Pakistan went to San Francisco not to introduce itself, but to close the gap between its reputation and its reality - and by every measure, it did.



What PSEB Delivered

- Dedicated TechDestination Pakistan booth in the Festival Hall - a branded, permanent presence at the world's top gaming conference
- Showcased gaming startups and studios from across Pakistan to global publishers and investors
- Generated cross-border partnership opportunities and business connections for participating companies
- Positioned Pakistan as an emerging powerhouse in the global gaming industry

SPOTLIGHT MOMENT

BABAR AHMED

CEO, Mindstorm Studios - Featured speaker, GDC 2026 International Stage

Pakistan takes the International Stage

Pakistan's participation at GDC 2026 reached its defining moment when Babar Ahmed, CEO of Mindstorm Studios, took to the International Stage as a featured speaker. It was not a panel appearance or a side session - it was the main stage, in front of the global game development community, and he was there because Pakistan's gaming industry has earned that conversation. His address shone a spotlight on what Pakistani studios are building and the strides the country's game development sector has made - and it delivered a message that no booth or brochure could: that Pakistani developers are not just



attending the world's most prestigious gaming conference. They are leading it.

TOKYO, JAPAN (APRIL 8-10, 2026)

JAPAN IT WEEK SPRING 2026

12

Top-Tier Pakistani IT Companies in the Delegation

Largest Ever

Pakistan's Biggest Participation in the Event's History

Japan IT Week is the definitive gateway to the world's third largest economy, and for 2026, Pakistan didn't just enter the gate: it commanded the hallway. Organized by PSEB in collaboration with the Trade Development Authority of Pakistan (TDAP) and supported by JICA, this mission sent 12 of Pakistan's most innovative IT firms to Tokyo. The strategy was surgical: align Pakistan's burgeoning tech talent with Japan's "Society 5.0" initiative. As Japanese enterprises seek agile partners to fuel their digital transformation, the Pakistan Pavilion stood as a hub for high end

solutions in AI, cloud infrastructure, cybersecurity, and software engineering. This was not a standard trade mission. It was a high level diplomatic and economic push to integrate Pakistani expertise into the Japanese tech supply chain. The pavilion's inauguration by Ambassador Abdul Hameed signaled the weight of this initiative, reinforcing that the bridge between Islamabad and Tokyo is built on bits, bytes, and long term B2B trust.



What PSEB Delivered

- Record Breaking Delegation: Facilitated Pakistan's largest ever presence at Japan IT Week, maximizing the TechDestination Pakistan footprint.
- Strategic Tripartite Collaboration: Partnered with TDAP and JICA to provide companies with the cultural and technical intelligence needed to succeed in the Japanese market.
- B2B Matchmaking: Orchestrated direct engagement between Pakistani firms and Japanese tech leaders to foster long term outsourcing and co development contracts.
- Market Alignment: Positioned Pakistani software houses as essential contributors to Japan's specific digital transformation goals.
- Bridging the Language of Innovation The success in Tokyo was underscored by a shift in approach: moving beyond generic services to offer specialized engineering that meets Japan's rigorous quality standards. By showcasing a commitment to the Japanese business ethos, bolstered by the support of JICA, the 2026 delegation proved that Pakistan is the reliable, high value partner the Japanese tech sector is looking for.



LOCAL EVENTS - 2026



ITCN - THE WORLD CAME TO LAHORE HERE'S WHAT THEY FOUND

Three days. 75,000 people. One unmistakable message about where Pakistan's tech industry is headed.

January 17-19, 2026	Expo Centre Lahore	27th Edition
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75,000+ Attendees	25+ Countries Represented	800+ Exhibition Booths	\$750M Projected Business Value
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When the doors of Expo Centre Lahore opened on January 17, the scale was immediately apparent. Investors, developers, ministers, and buyers from more than 25 countries filled a floor that felt - for the first time - genuinely global.

What PSEB brought to the table

- ◆ 50% booth subsidy - so no promising local firm was priced off Pakistan's biggest stage
- ◆ eCatalog placement for all participating companies, putting them in front of 75,000 attendees
- ◆ CEO on the main stage - Faisal Jeddy in high-level dialogue on IT exports and digital transformation
- ◆ Tech Destination Pakistan - the brand was front and centre, reinforcing Pakistan's identity as a global outsourcing and innovation hub

Dedicated pavilions for AI, Cybersecurity, and Fintech said something about intent. This wasn't a general-purpose tech fair. It was a country signalling, with architecture and investment, exactly where it is placing its bets.

**AI
PAVILION**

**CYBER
SECURITY**

FINTECH

18,500 decision-makers and 850 government leaders were in the room. So were the conversations that matter - about contracts, partnerships, and Pakistan's place in the global technology supply chain.

"The infrastructure for Pakistan's digital transformation is no longer aspirational - it's operational. The world is ready to engage. The question is how fast we meet them."

- Faisal Jeddy, CEO, PSEB



PSEB's presence wasn't ceremonial. The 50 percent booth subsidy was a deliberate act - one that widened the room and ensured the companies on that floor reflected the true breadth of Pakistan's IT sector, not just the ones who could already afford to be there.



The exhibition floor on opening day - 800+ booths, 3,500 global brands



PSEB-supported local exhibitors on the floor



CEO Faisal Jedly at the exports panel

USD 750 million in projected opportunities. A pipeline of international connections. And a city that, for three days, felt like the centre of something. ITCN Asia 2026 didn't just showcase Pakistan - it made the case. What happens next depends on how fast the ecosystem moves to close it.



UPCOMING EVENTS



WEB SUMMIT VANCOUVER 2026
VANCOUVER CONVENTION CENTRE
MAY 11-14, 2026

PSEB is facilitating participation for member companies at Web Summit Vancouver 2026, one of the world's leading technology conferences drawing attendees from over 100 countries. To ensure a strong national presence, PSEB is setting up a dedicated 24 SQM Pakistan Pavilion accommodating up to 15 IT and ITeS companies, with a 60% subsidy on participation costs to make the opportunity accessible to more firms.

This is a direct entry point into the North American tech market. The pavilion gives Pakistani companies a professional platform to meet international clients, investors, and partners in one place, over four days, at one of the most attended tech events on the calendar.



LONDON TECH WEEK 2026
OLYMPIA LONDON, UK
JUNE 8-12, 2026

London Tech Week is Europe's largest technology festival, bringing together global innovators

across AI, Quantum Computing, Sustainability, and Digital Infrastructure. PSEB is organizing a dedicated Pakistani presence at this year's edition to connect member companies with UK-based investors, enterprise buyers, and decision-makers actively looking for technology partners.

For Pakistani firms looking to break into or scale within the European market, this is a well-timed opportunity. The UK remains one of the most accessible entry points into the broader European tech ecosystem, and a presence at London Tech Week puts Pakistani companies in the same room as the people making those partnership decisions.



GITEX EUROPE 2026
MESSE BERLIN, GERMANY
JUNE 30 - JULY 1, 2026

GITEX Europe is one of the continent's fastest-growing tech exhibitions, bringing together enterprises, startups, investors, and government leaders around AI, cloud, cybersecurity, and deep tech. PSEB is organizing a Pakistan Pavilion at this year's Berlin edition, with a focused delegation of 20 companies selected to represent the country's IT sector on this stage.

The small group size is intentional. Rather than a broad showcase, this is a targeted push to position Pakistani tech firms as serious partners for European buyers. With Europe actively expanding its digital agenda, GITEX Europe is where those conversations are starting.

WHERE IN THE WORLD SHOULD YOU BUILD YOUR COMPANY?

Written By: Amir Anzur

“*Most founders never question the geography of their ambition. Maybe they should.*”

F-11 MARKAZ	
ISLAMABAD, PAKISTAN	
Paratha (the Pakistani croissant)	PKR 60
Omelette	PKR 80
Chai (tea)	PKR 40
Water (1 bottle)	PKR 30
TOTAL	PKR 300
USD 1.06 · No tip expected.	
Same meal @ Loafology, Islamabad:	
	USD 8.81
Same meal @ Central London:	
	USD 27.00

One paratha (the Pakistani croissant). One omelette. One chai (tea). One bottle of water. Total bill: USD 1.06 (PKR 300).

No expectation of a tip. This was in F-11 Markaz, Islamabad.

Just 500 meters away, at Loafology, a similar order will cost you USD 8.81 (PKR 2,500) for the perk of eating somewhere more “hip and modern.”

In central London, the same will set you back USD 27 (GBP 20).

A personal chef or driver in Islamabad, available 7 days a week, will cost you USD 130 (PKR 37,000) plus room and food, so roughly USD 260 per month per resource.

No need for Uber or Uber Eats, and the food is healthier and cheaper.

Of course, the majority of people here don't live in that comfort. But my hypothesis is this: people with big ideas - the ones building the next AI app or global tech company - will choose places like Islamabad, where money lasts much longer, and the quality of life is surprisingly good.

And here's where it gets interesting:

A fresh Computer Science graduate from Stanford costs USD 95,000 per year.

A similar graduate from NUST (the Stanford equivalent of Pakistan) costs USD 3,600 per year.

That means you can get 26 brilliant imagineers from Pakistan for the price of one from California. I've worked with both, and Californians aren't 26 times harder working or smarter than their Islamabadian colleagues.

For all this remote work, I still believe innovation

happens quicker and better when people sit in the same place. So, entrepreneurs need to move to where their teams sit rather than the other way around.

Bring your imagination to reality. Hire your imagineers from Pakistan. Connect with great talent from universities like NUST, FAST, Comsats, Bahria, and more - and get world-class work done.

I moved back to Pakistan a year ago. Over my 48 years, I've lived in Los Angeles, Las Vegas, Dublin, London, Manchester, Nottingham, Brussels, Lausanne, Geneva, Dubai, Abu Dhabi, Karachi, Peshawar, Lahore, and now Islamabad. You could say I'm a digital nomad.

And honestly, Islamabad is one of the best places I've lived:

- ◆ Great weather.
- ◆ Not too big, not too small.
- ◆ Traffic isn't really an issue.
- ◆ Access to universities and incubators.
- ◆ Safe, affordable, and welcoming.
- ◆ Plenty of events for networking

Most foreigners who visit Pakistan end up spending time here - it's the capital, after all.

With 120 countries now getting visa-free entry into Pakistan, the opportunity is wide open.

Amir Anzur

PSEB'S PROJECTS



U.S. SLED

Pakistan's IT export story has largely been written through freelancing platforms, software houses, and bilateral partnerships. PSEB is now opening an entirely new chapter. The U.S. State, Local, and Education (SLED) procurement market represents a USD 1.5 to 2 trillion annual opportunity spread across more than 90,000 government entities across the United States, making it the world's largest decentralised public procurement ecosystem. Until now, Pakistani IT firms have had virtually no structured pathway into this market. The SLED Procurement Training Programme is designed to change that.

What the Programme Does

The programme builds the capacity of Pakistani IT companies to compete directly for U.S. government contracts by training professionals in the specific skills this market demands:

The Latest: PSEB Signs MoU with RedMarker Systems

In a significant milestone for the programme, PSEB signed a formal Memorandum of Understanding with RedMarker Systems to carry out the training of the first pilot batch. This partnership brings together PSEB's institutional mandate for export enablement with RedMarker Systems' expertise in EdTech, creating a credible and structured delivery framework for what is expected to become a nationally scaled programme.

The MoU marks the beginning of a concerted effort to integrate Pakistani IT firms into recurring global procurement cycles, diversify Pakistan's export base beyond traditional channels, and create high-value jobs in a segment of the international market that has remained largely untapped.



SHENZHEN-INSPIRED ICT EDUCATION AND TRAINING ROADMAP



PSEB has officially embarked on a transformative journey to modernize Pakistan's digital workforce with the launch of the "Shenzhen-Inspired ICT Education and Training Roadmap." This strategic study seeks to replicate the success of Shenzhen, the world's premier technology hub, right here in Pakistan.

Major Milestones: A high-profile contract signing ceremony recently took place in the presence of the **Honourable Federal Minister for IT & Telecommunication, Ms. Shaza Khawaja**, marking a decisive step toward global competitiveness. The agreement between PSEB (represented by CEO Mr. Faisal Jeddy) and Alliance PKU Management Consultants (represented by COO Mr. Hank Shao) solidifies this international collaboration.



The Vision: In line with the vision of **Prime Minister Mr. Shehbaz Sharif**, this roadmap is designed to:

- **Modernize Learning:** Deliver actionable recommendations to align curriculum across K-12, vocational institutes, and higher education with global best practices.
- **Bridge Ecosystems:** Strengthen the linkages between academia, industry, and innovation to ensure a sustainable talent pipeline.
- **Drive Exports:** Position Pakistan as a globally recognized hub for ICT talent, ultimately supporting a sustained expansion in IT exports.

By drawing on the proven Shenzhen model, we are not just planning for the future; we are building a world-class infrastructure that ensures our digital economy remains competitive on the global stage.



INSPIRE

Semiconductors underpin almost every advanced technology today, yet Pakistan has not had a structured national pathway into this field. INSPIRE, the National Semiconductor Human Resource Development Program (NSHRDP Phase I), aims to address this gap. Launched by PSEB under the Ministry of IT and Telecom and aligned with the government's vision to strengthen Pakistan's role in the global semiconductor value chain, INSPIRE is the country's first coordinated effort to develop semiconductor engineering talent at scale.

What the Programme Does

INSPIRE targets 7,200 participants across Pakistan, including students and working engineers. It offers structured training in semiconductor design and verification. The programme is fully funded and delivered through academic and industry-linked pathways. It focuses on practical skills aligned with international semiconductor industry requirements to improve participants' readiness for technical roles in the global market.

Latest Update

PSEB has signed an agreement with a consortium led by the Ghulam Ishaq Khan Institute of Engineering Sciences and Technology (GIKI) and NED University of Engineering and Technology to implement INSPIRE. These institutions will lead academic delivery and technical execution in collaboration with PSEB and other stakeholders. Participants will gain access to industry-relevant semiconductor design tools and training resources. Training is scheduled to begin in May 2026, with eligibility and application details to be announced through partner universities and official PSEB channels.



SKILL LIFT

SkillLift 1.0 is a flagship national upskilling initiative designed to prepare Pakistan's emerging talent for the demands of today's global digital economy. The program focuses on transforming learners into job-ready professionals equipped with practical, in-demand technical and professional skills.



Why SkillLift 1.0?

SkillLift 1.0 is structured to bridge the gap between academic learning and industry expectations through a balanced, applied learning experience:

- **Advanced Technical Training:** Hands-on learning in high-demand domains including Artificial Intelligence, Cloud Computing, Blockchain, and Data Science.
- **Professional & Leadership Development:** Integrated modules focused on communication, project management, and workplace leadership to support career growth into mid and senior-level roles.
- **Industry-Relevant Learning Outcomes:** The program is aligned with evolving global tech standards, ensuring participants develop skills that are relevant to both local and international markets.
- **Proven Scale of Impact:** To date, more than 12,600 learners have benefited from our training programs, contributing to improved employability and expanded career opportunities across the tech ecosystem.

Program Vision

SkillLift 1.0 is part of a broader national effort to develop a future-ready workforce. Over the next three years, the initiative aims to support the upskilling of 18,000 professionals across Pakistan, with a focus on emerging technologies and digital career pathways.

Whether you are beginning your career or looking to transition into technology, SkillLift 1.0 is designed to support your growth with structured learning and industry-aligned skills.

Take the Next Step

Interested applicants can explore available programs and apply directly at:





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PRIME MINISTER'S IT CERTIFICATION
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- 1 Visit & Create Profile:**
Go to skills.techdestination.com and enter your details.
- 2 Select & Apply:**
Choose your desired certification from the approved list and apply.
- 3 Certify:**
Appear for and pass your exam with the global provider.
- 4 Submit Claim:**
Upload your official certificate and payment receipt on the portal.
- 5 Verification & Payment:**
Wait for the program team to verify your documents and process your reimbursement of up to PKR 70,000.

Apply on the portal **BEFORE** you take your certification exam
Apply Now: skills.techdestination.com



SKILL BRIDGE

SkillBridge operates at the point where education meets employment. It is designed to take graduates who have academic knowledge but limited workplace exposure and place them directly into professional environments where skills are applied, tested, and developed in real time.



Through a combination of structured apprenticeships, industry placements, and export-focused bootcamps, the program gives participants practical exposure to how technology teams function inside active companies. Participants work on real projects, engage with industry workflows, and build job-ready capabilities through experience rather than simulation.

Progress Highlights

2,000+ graduates onboarded

Placed in the SkillBridge Apprenticeship Programme, connecting early-career IT professionals with leading technology companies through government-supported stipends.

500+ participants in advanced bootcamps

Currently undergoing training in high-demand domains including Cloud Infrastructure, Data Analytics, Artificial Intelligence, and DevOps, with a focus on export-ready skill development.

Nationwide skills validation completed

A third-party evaluation of SkillBridge and related skills initiatives has been conducted to assess program effectiveness, transparency, and measurable outcomes across cohorts.

Impact That Matters

Independent validation highlights strong improvements in employability and income outcomes among participants:

- Unemployment among participants reduced from **38% pre-training to 14.1% post-training**
- Overall employment rate increased to **82% after program completion**
- **56%+ of participants** secured employment within six months of finishing training
- Average monthly income increased from **PKR 75,127 to PKR 144,02**

What's Next

SkillBridge continues to scale as a national pipeline connecting emerging talent with real industry pathways. With strong outcomes from previous cohorts, the program is now preparing for its next intake.

Batch 3 will open soon, bringing expanded opportunities across internships, apprenticeships, and export-focused training tracks designed to align even more closely with industry demand.

Applicants are encouraged to stay engaged and watch for official announcements. Registration and program details will be available at:



This next phase builds on a growing ecosystem aimed at strengthening Pakistan's role in the global digital economy by turning trained talent into active contributors in the technology workforce.

SOFT SKILLS

Pakistan's IT industry has consistently delivered strong technical capability, but success in global markets increasingly depends on communication, leadership, and client management skills. The Soft Skills Training



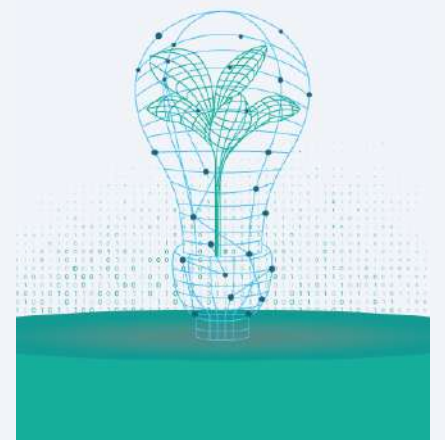
Programme is designed to address this gap by strengthening the professional competencies that determine performance in real workplace environments.

Launched under the Prime Minister's Capacity Building of IT Industry initiative, the programme focuses on preparing professionals for roles that require collaboration, negotiation, and client engagement alongside technical delivery.

Programme Design and Focus

The training is built as a structured 50-hour curriculum, delivered across five applied modules aligned with workplace requirements:

- Professional conduct, self-grooming, and workplace etiquette
- Communication skills and business writing
- Leadership, teamwork, and workplace empathy
- Client negotiation and commercial awareness
- Account management, problem-solving, and conflict resolution



Rather than theoretical instruction, the programme is designed around practical workplace scenarios that reflect real industry expectations.

The initiative will train 2,708 participants across 10 major cities, making it one of the most comprehensive soft skills development efforts for Pakistan's IT workforce to date.

Implementation Update

PSEB has partnered with **Liaison Corporation (Pvt) Ltd.** to lead programme execution, supported by a consortium including **Herqbator, Wibbow Technologies, Solochoicez, Singularity Technology, and the School of Leadership Foundation.**

As part of the rollout phase, a three-day *Training of Trainers* workshop has already been completed, marking the formal start of nationwide delivery.

Strengthening Industry Readiness

This initiative complements Pakistan's broader digital skills agenda by addressing a critical dimension of workforce development: the ability to operate effectively in client-facing and leadership roles.

By integrating structured soft skills training into the national talent pipeline, the programme aims to improve workplace readiness and enhance long-term career progression across the IT sector.

Ready for the Next Level of Growth?

The Soft Skills Training Programme is currently open for company registrations, enabling organisations across Pakistan's IT sector to nominate their teams for structured training delivery.

Interested companies can register and access programme details at:



PSEB'S ONE-WINDOW INDUSTRY FACILITATION CENTER

Pakistan's IT sector moves fast, and the administrative processes supporting it need to keep pace. MARKAZ is PSEB's answer to that challenge: a dedicated, round-the-clock one-window Industry Facilitation Center built to give companies, freelancers, and service providers unified access to the support, guidance, and government coordination they need to grow without friction.

Reach Out Us At:
0800-01010
support@pseb.org.pk

More than a help desk, **MARKAZ** functions as the central coordination hub of Pakistan's IT ecosystem, handling the processes, paperwork, and problem-solving so that companies can stay focused on what matters most: innovation and export growth.

Total registered companies have surged to a landmark **50,000**, demonstrating robust confidence in the IT ecosystem. This includes **18,600 IT companies, 8,000 ITeS (BPO) companies, and 23,800 freelancers.**

What MARKAZ Offers

The training is built as a structured 50-hour curriculum, delivered across five applied modules aligned with workplace requirements:

- ◆ 24/7 one-window assistance for startups, SMEs, and established IT firms
- ◆ Expert guidance on company registration, taxation, and regulatory compliance
- ◆ Streamlined access to PSEB programmes, incentives, and member benefits
- ◆ Direct facilitation with government bodies to cut through red tape
- ◆ Support on tax reforms and government incentive schemes including:
 - ◆ 0.25% Final Tax Regime (FTR) for PSEB-registered IT and ITeS companies until June 2026
 - ◆ Ease of registration for IT and IT-enabled Services businesses
 - ◆ Expedited foreign currency retention increased from 35% to 50%
 - ◆ Issuance of Foreign Currency Debit Cards
- ◆ New membership processing time reduced from 9 days to just 9 minutes

More than a help desk, MARKAZ functions as the central coordination hub of Pakistan's IT ecosystem, handling the processes, paperwork, and problem-solving so that companies can stay focused on what matters most: innovation and export growth.

Markaz Report

Phone Queries Received and Answered (Jan –March 2026) 2,126		Total Email Queries Resolved (Jan-Mar 2026)		Industry Tickets Resolved (on website)
SLA	Actual			
95%	98%	2,534	523	

GLOBAL ADVISORY AND INNOVATION NETWORK (GAIN)



Pakistan's IT sector moves fast, and the administrative processes supporting it need to keep pace. MARKAZ is PSEB's answer to that challenge: a dedicated, round-the-clock one-window Industry Facilitation Center built to give companies, freelancers, and service providers unified access to the support, guidance, and government coordination they need to grow without friction.

The Global Advisory and Innovation Network (GAIN) launched by the Pakistan Software Export Board (PSEB), in collaboration with the Ministry of IT and Telecommunication (MoITT), to connect Pakistan's IT sector with global diaspora experts, investors, and technology leaders continued its mission during the first three months of 2026.

The programme is designed to strengthen export linkages, build global partnerships, and advance Pakistan's digital diplomacy.

GAIN is uniquely positioned to:

- ◆ Build bridges between Pakistan's IT companies and international markets
- ◆ Facilitate mentorship, investment, and knowledge transfer from diaspora leaders
- ◆ Strengthen Pakistan's role in the global digital economy through export linkages, partnerships, and innovation-driven diplomacy

GAIN BY THE NUMBERS

100+ Diaspora Leaders & International Partners in the Network	100+ Mentorship Sessions to be Delivered	3,500+ Companies to be Engaged
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QUARTER Update

Building on the inaugural session delivered by former PSEB CEO Mr. Abu Bakar, titled "Future of Global IT Services: Where Pakistan Can Lead," GAIN conducted seven landmark sessions during January to March 2026, each led by a distinguished global leader from Pakistan's international technology community.

Session 2
Zain Jeewanji

Silicon Valley InsurTech Pioneer

InsurTech and Emerging Technologies: Building a Competitive and Future-Ready Pakistan



Session 3
Salim Ghauri

Founder and CEO, NETSOL Technologies

Accessing Global Markets: Growth Opportunities for Pakistan's IT Industry



Session 4
Barry Meinster

CEO, MasterITech

Advancing AI and Secure Cloud Adoption within Untapped Global Vertical Markets



Session 5
Faisal Aftab

Founder and General Partner, Zayn VC

AI, FinTech and the Future of Global Tech Markets: Where Pakistani IT Firms Can Lead



Session 6
Dr. Naveed Sherwani

CEO, National Semiconductor Hub, Saudi Arabia

Expanding Business Footprints in Gulf Markets: Opportunities for Pakistani IT Companies

Session 7
Mohammad Anwar Khan

Founder, Pak Angels

Empowering Pakistan's Next Tech Wave: Generative AI and Entrepreneurship



Session 8
Ahsan Jamil

Founder and Managing General Partner, sAI Capital

Frontier Tech and Advanced Engineering: Pakistan's Global Play

Session 9
Tariq Khan

Clinical Professor of Leadership and Marketing at NYU

Inclusive Leadership to Global Scale: Building Export-Focused Tech Ventures from Pakistan



With momentum growing rapidly, GAIN is emerging as a cornerstone of Pakistan's digital diplomacy, positioning the country not only as a competitive outsourcing destination but as an active contributor to shaping the future of global IT services.



BUILDING THE FOUNDATIONS: PAKISTAN'S IT INFRASTRUCTURE EXPANSION



The Pakistan Software Export Board (PSEB) is aggressively expanding the nation's physical and digital footprint. By providing world-class spaces, we are ensuring that startups, SMEs, and freelancers have the environment they need to compete on a global scale.

Infrastructure at a Glance

Our nationwide network is growing faster than ever, providing the backbone for a digital revolution:

- ◆ National Reach: 43 Software Technology Parks (STPs) and 16 e-Rozgaar/NCSP Centres are now operational across the country.
- ◆ Massive Footprint: Over 1.9 million sq. ft. of dedicated IT office space is currently hosting 357 IT/ITeS companies.
- ◆ Driving Employment: This infrastructure supports more than 18,000 professionals, with a proud 20% female participation rate underlining our commitment to an inclusive workforce.
- ◆ Economic Powerhouse: These STPs are projected to contribute US\$ 100 million annually in IT exports.



THE MEGA PROJECTS: FUTURE-PROOFING ISLAMABAD & KARACHI

We are currently overseeing the development of two flagship IT Parks that will serve as regional hubs for innovation and high-tech research.

IT Park Islamabad

This 12-story marvel is designed to be a center for R&D and industry-academia synergy.

- ◆ Scale: 720,000 sq. ft. covered area.
- ◆ Tech Stack: Features a state-of-the-art Level-III Data Center, testing labs, and classrooms.
- ◆ Impact: Capacity for 120+ startups, expected to create 7,500 jobs and add US\$ 70 million to annual exports.



IT Park Karachi – The Nation's Largest Hub

Envisioned as Pakistan's premier technology destination, the Karachi IT Park will rival global innovation centers.

- ◆ Scale: A massive 1,120,000 sq. ft. facility.
- ◆ Capacity: Designed to host 220+ ICT companies.
- ◆ Economic Boost: Projected to create 13,400 jobs and increase IT exports by US\$ 90 million annually.



EMPOWERING THE GIG ECONOMY: NATIONAL CO-WORKING SPACE PROGRAM (NCSP)

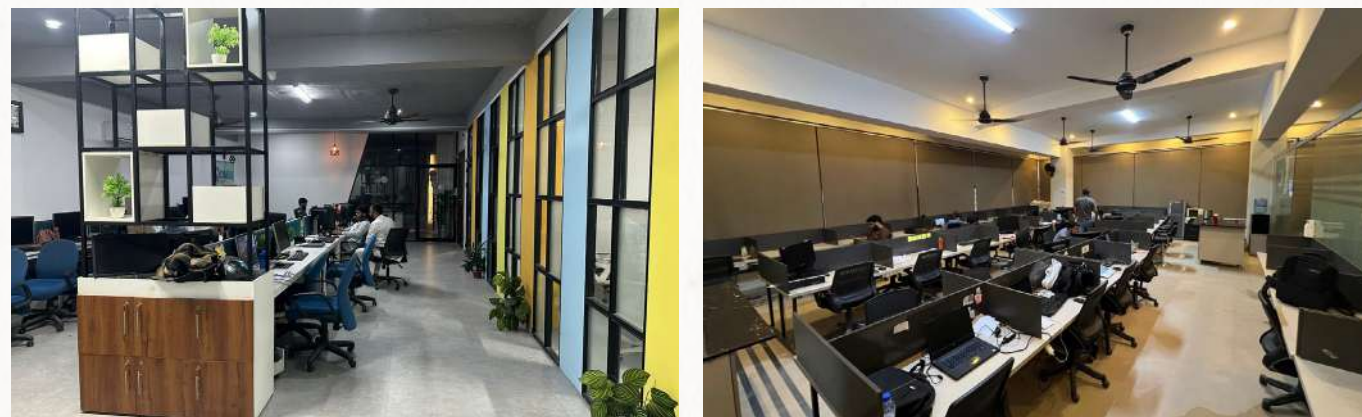
Formerly known as the e-Rozgaar Program, the National Co-working Space Program (NCSP) provides a modern, collaborative home for Pakistan's soaring freelancer community.

Highlights of the NCSP Launch:

Our nationwide network is growing faster than ever, providing the backbone for a digital revolution:

- ◆ Widespread Impact: Already expanded to 90 districts across Punjab, Sindh, KP, Balochistan, and AJK.
- ◆ Revenue Potential: Upon full completion, these centers are projected to generate US\$ 18-20 million annually in freelancer earnings.

By bridging regional disparities and providing high-speed connectivity and professional environments in both urban and rural areas, the NCSP is ensuring that every talented Pakistani has a desk in the global digital economy.



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TEAM WITH
PASSION**

CHIEF MARKETING
OFFICER (CMO)



Amir Anzur



**TURNING BIG
IDEAS INTO
BIGGER IMPACT**

AM MEDIA RESEARCH AND
PUBLICATIONS



Ayesha Ishfaq



**CHIEF OF MAKING
THINGS SOUND BETTER
THAN THEY
ARE**

CONTENT
STRATEGIST



Sabeela Zafar



**CREATIVE STRATEGIST
WITH AN EYE FOR
DETAIL**

CREATIVE
DIRECTOR

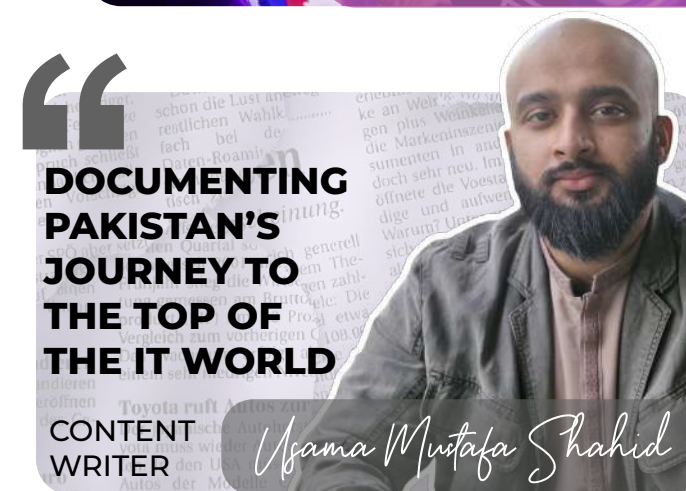


Hassan Saifullah Bangash



**DOCUMENTING
PAKISTAN'S
JOURNEY TO
THE TOP OF
THE IT WORLD**

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