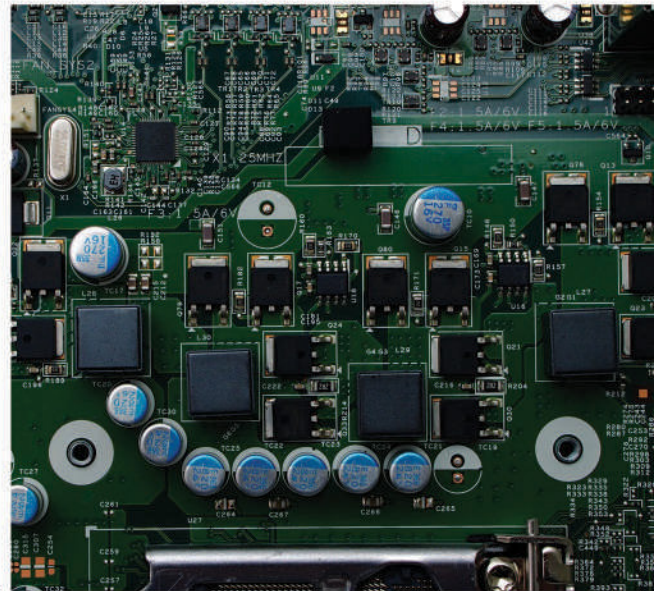


PAKISTAN INFORMATION TECHNOLOGY



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN





TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

PAKISTAN'S INFORMATION TECHNOLOGY INDUSTRY

A.T Kearney has ranked Pakistan amongst the top 10 Global economies of the Global Services Location Index (GSLI) to relocate IT and BPO Services since 2009 and declared the most cost effective location of the world in 2021. Over 6,000 IT companies of Pakistan are providing services to over 100 countries around the world.

More than 7000 companies are generating a revenue of 3 Billion USD and are going to cross 5 Billion USD soon. It has attracted hundreds of foreign deals in the last few years which reflects the level of confidence of international tech giants in Pakistan's IT potential.



WHAT MAKES PAKISTAN AN IDEAL DESTINATION FOR OUTSOURCING?

- Cost competitive as the average wage of a programmer is around 10,000 USD
- More than 300,000 IT professionals are ready to contribute to your business
- 4th Largest freelancer population in the world
- Pakistan has 218 universities both public and private sector as of 2022 are producing 23,000 graduates every year (HEC)
- More than 7,000 tech companies
- 2nd most financially attractive country in 2021(Kearney global services location index)
- Located in a different time zone to provide with a round the clock services



WHY ONE SHOULD INVEST IN PAKISTAN'S IT INDUSTRY?

- -Tax Holidays on IT exports till 2025
- -5% cash reward on IT exports (being considered)
- -Establishment of Special technology zones
- -100% equity retention allowed to foreign investors
- -Tax Holiday for venture capitalist for till 2024
- -100% Repatriation of profits to foreign investors



AREA OF EXCELLENCE

- Mobile Apps Design and Development
- Product Design, Development and Testing
- ERP (General, Specialized –verticals)
- Information Security, IT Governance and Strategy
- Data Warehousing and Business Analytics
- Virtualization and Computing
- Office Productivity and Document Management
- Telco and Billing Software
- Game Development and Animation
- Embedded System Software
- IT Consulting and System Integration
- CRM software
- Web Business and E- commerce
- Open Source Customization
- Exploration and Production Software

INTERNATIONAL TECH GIANTS IN PAKISTAN

SAMSUNG



TERADATA

KEEP TRUCKIN



PHILIPS



SKYELECTRIC



S&P Global

ORACLE



TOSHIBA



ERICSSON

motorola

SONY



Haier

afiniti

DAIMLER



UNITED ARAB EMIRATES
MINISTRY OF PRESIDENTIAL AFFAIRS



IBEX GLOBAL



Mercedes-Benz

American Airlines



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.



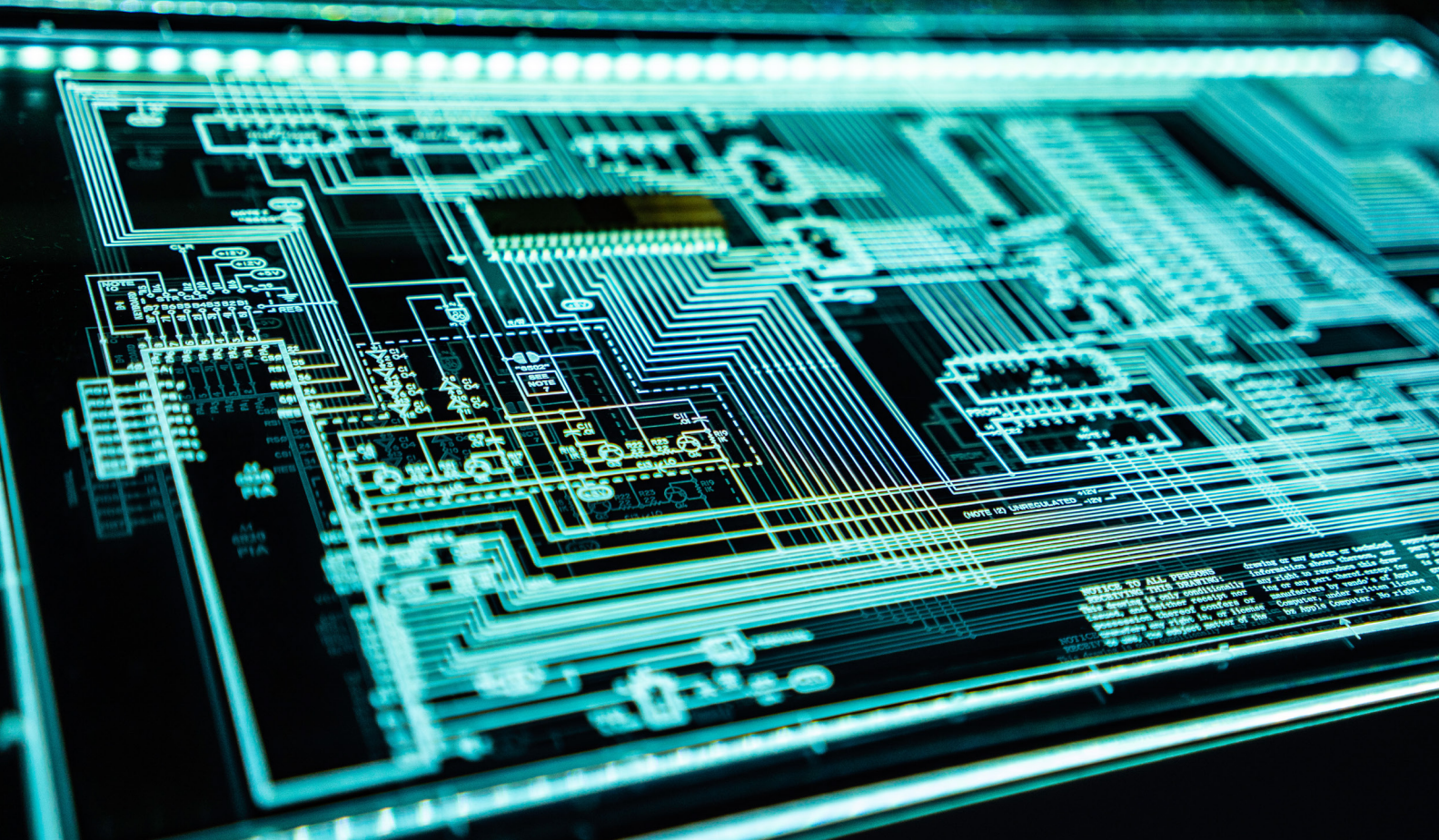
PAKISTAN'S EXPORTS

A faint world map is visible in the background of the table, showing the outlines of continents and countries in a light blue color.

Top Export destinations	% Share
U. S. A.	61.70%
U. K.	6.06%
U. A. E.	7.19%
Singapore	3.11%
Ireland	2.25%
Canada	2.40%
Switzerland	0.60%
Malaysia	2.14%
Germany	1.91%
Norway	1.82%
China	2.04%
Australia	0.88%
Sweden	1.38%

Source: SBP (FY 2021-22)

Total exports in 2021-22 = 2.615 Billion USD (Source: SBP)



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