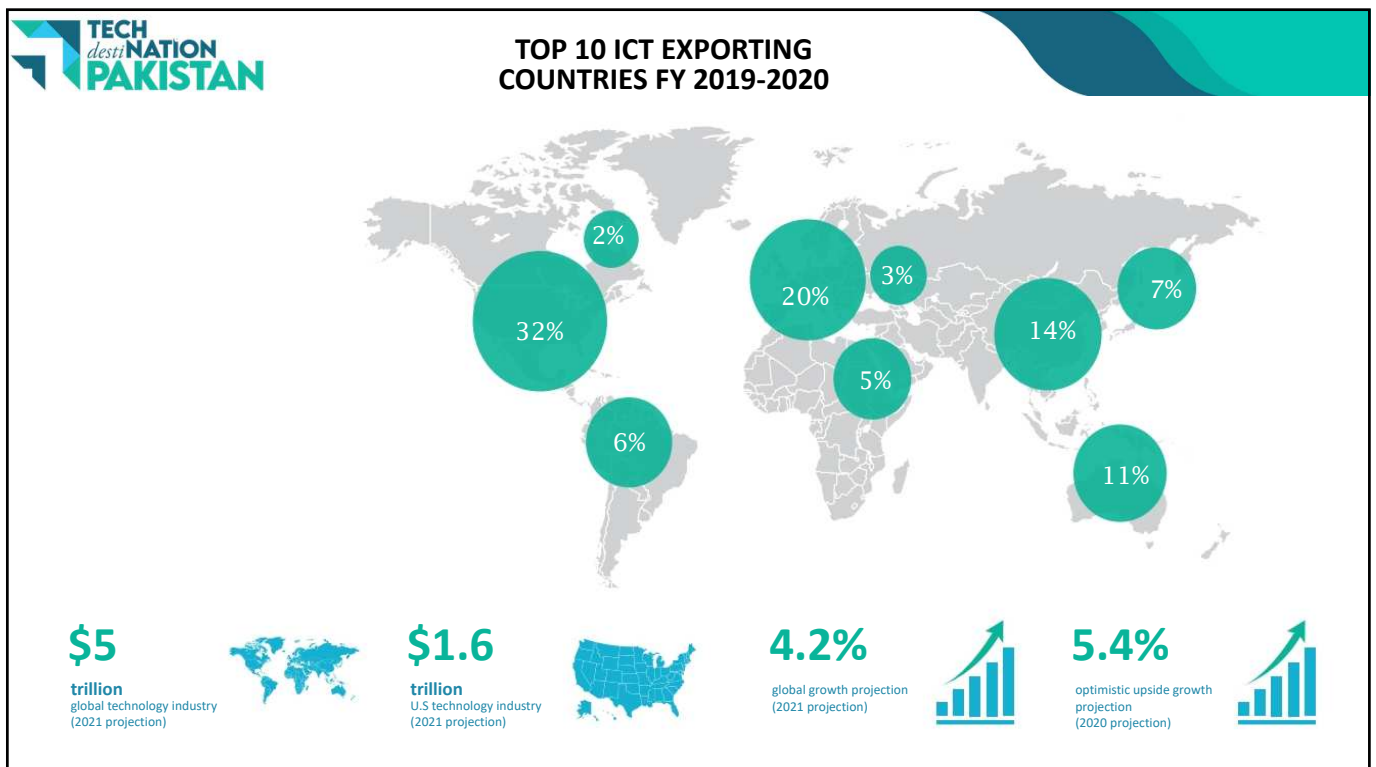
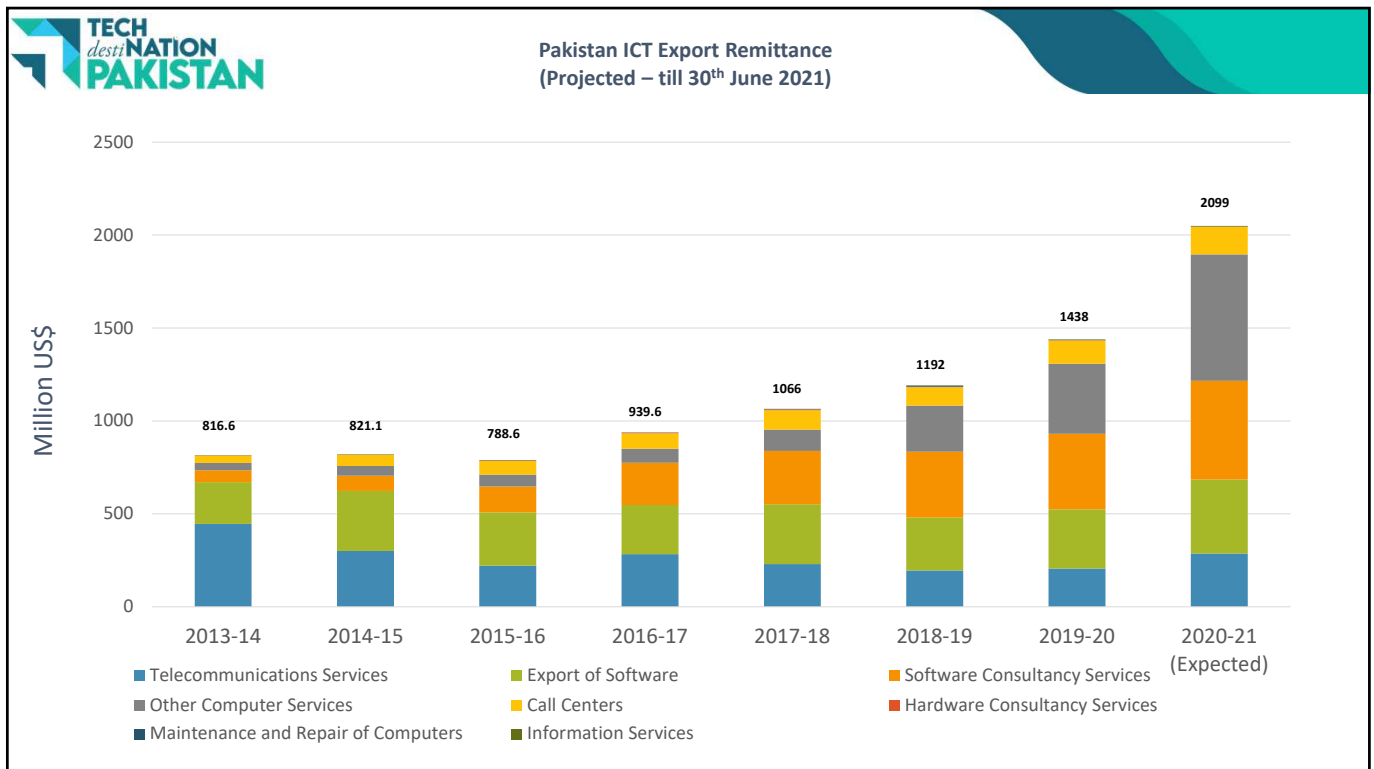




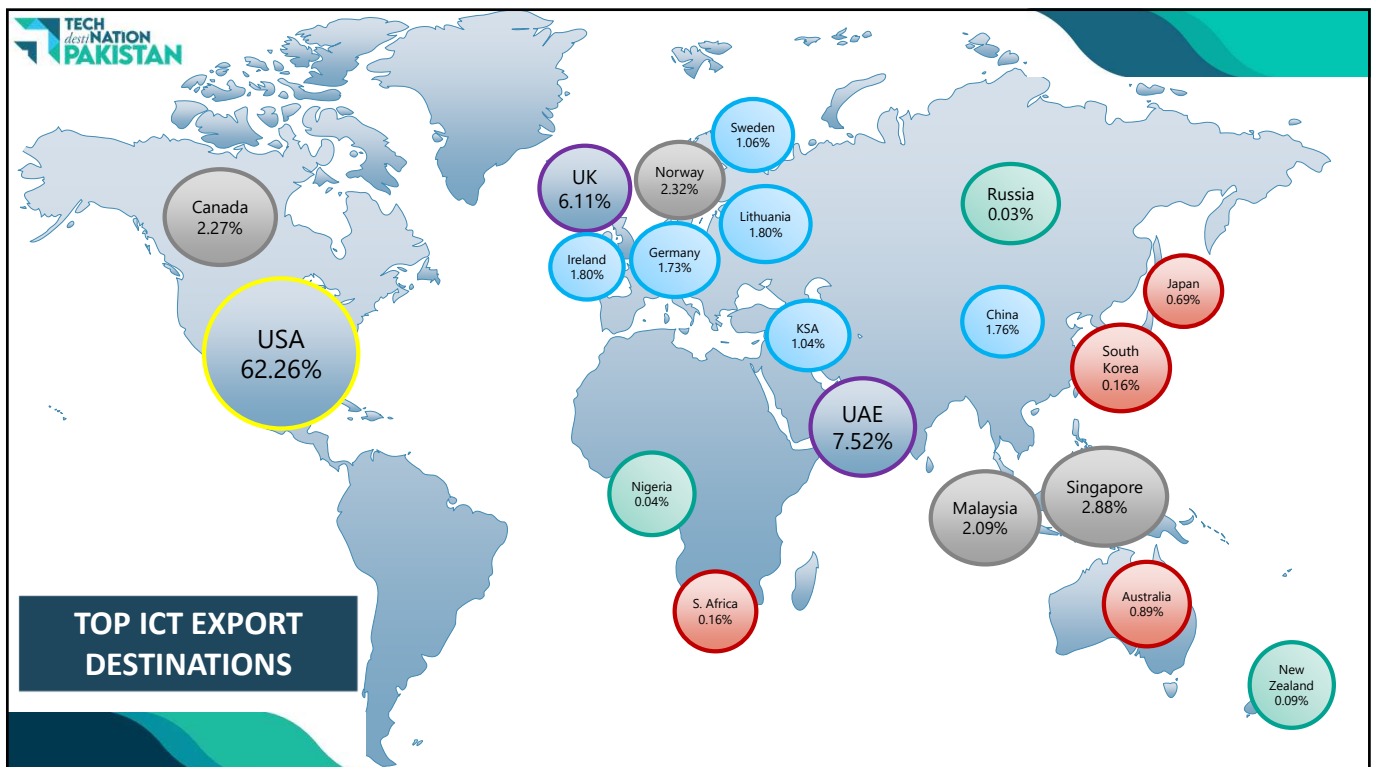
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4

PAKISTAN STATISTICS



12,000+
Companies



\$ 2.09 Billion
Export Revenue



500,000
IT Professionals



300+ International
Companies



25,000 Annual
IT Graduates



3rd In Freelancing
Industry

5

PAKISTAN'S IT & ITes SECTOR

300+ International Companies

Bentley®, Ciklum®, IBM®, Mentor Graphics®, S&P Global®, Symantec®, Teradata®, VMware® etc. have established BPO support, development & global consulting centers

21 Software Technology Parks

Exporting to 120+ Countries

5th Most Financially Attractive Country

in the world for outsourcing services
(A.T. Kearney's Global Services Location Index 2019)

3rd Most Popular Country For Freelancing

(Oxford Internet Institute (OII), 'Online Labor Index' 2018)

Well Developed Telecom Infrastructure

6 international cables & 4 mobile operators

6

PAKISTAN's IT & ITes SECTOR

International Clients

Pakistani IT companies have many Fortune 500 companies amongst their clients including Halliburton®, Motorola®, GE®, BMW®, Toyota®, Daimler Chrysler®, AT&T®, Vodafone®, e-Bay®, Pepsi®, Deutsche Tele- com®, DHL®, KPMG®, ABN Amro®, NYSE®, British Petroleum®, Petronas®, Caltex®, Sears®, Telenor®, and many more.

Emerging Technologies

Excellence Centers

Many international IT firms have established offices in Pakistan including IBM®, HP®, Dell®, Intel®, Microsoft®, Oracle®, Siemens®, NCR®, Teradata®, Mentor Graphics®, and many more

Certified IT Companies

More than 150 IT companies are certified in IT quality standards such as ISO 9001, ISO 27001 and Carnegie Mellon's CMMI.

INCENTIVES FOR ICT INDUSTRY



Income tax Credit

- On IT&ITes exporters till June 2025
- For PSEB registered IT start-up's (for 3 years)



Tax holiday

- For venture capital funds till 2024



Subsidized certifications

- Company certifications such as CMMI and ISO
- Professional trainings for the management and technical staff of IT companies



100 % Foreign ownership

of IT&ITes companies

100% Repatriation of Equity & Dividend

to foreign IT&ITes investors.



Up to 70% saving

- On annual operational expenses as compare to North America & Europe.



Provision of low rent

- In Software Technology Parks (STP's) with fiber-optic connectivity

AREAS OF EXPERTISE

- | | |
|---|---|
| 1 CRM Software (Sales & support automation) | 9 Exploration & Production Software |
| 2 Data Warehousing & Business Analytics | 10 Open-Source Customization |
| 3 Embedded Systems Software | 11 Product Design, Development & Testing |
| 4 Exploration & Production Software Banking (Core | 12 ERP (General, Specialized – Verticals) |
| 5 Banking, Banking Apps) | 13 Information Security, IT Governance & Strategy |
| 6 IT Consulting & Systems Integration | 14 Virtualization & Cloud Computing |
| 7 e-Learning & Education Software | 15 Mobile Apps Design & Development |
| 8 Telco & Billing Software | 16 Health related Software |

TECHNICAL EXPERTISE





WHY PAKISTAN FINANCIAL RAILROADS

International e-Payments / Merchant Accounts

1

- Merchant accounts are enabled
- 06 banks and 02 ecommerce merchant aggregators are providing internet payment gateway services
- Rules of Digital On-Boarding of small merchants with simplified due diligence in place

Facilitation of Freelancers

2

- Inward remittance limit for freelancers enhanced to \$25,000/individual/month
- 35% of export earnings received through home remittance channel can be used to make payments abroad Opening of bank accounts after fulfilling KYC/CDD requirements
- Export remittances of IT & ITeS Freelancers are being reported and merged with industry's export remittances

Banking & Financing

3

- Secured Transactions Registry (SME access to credit using movable assets as collateral: stocks, receivables, patents, trademarks, copyrights)
- Foreign currency loans from abroad: working capital, project financing, bridge financing, import/export loans Working capital financing for SMEs (Small: Rs. 25 million, Medium: 50 million.)
- Export Finance Scheme
- Transaction based facility: Firm Export Order / Export Letter of Credit, for a max. period of 180 days
- Revolving finance limit equivalent to 50% of export performance during last year)

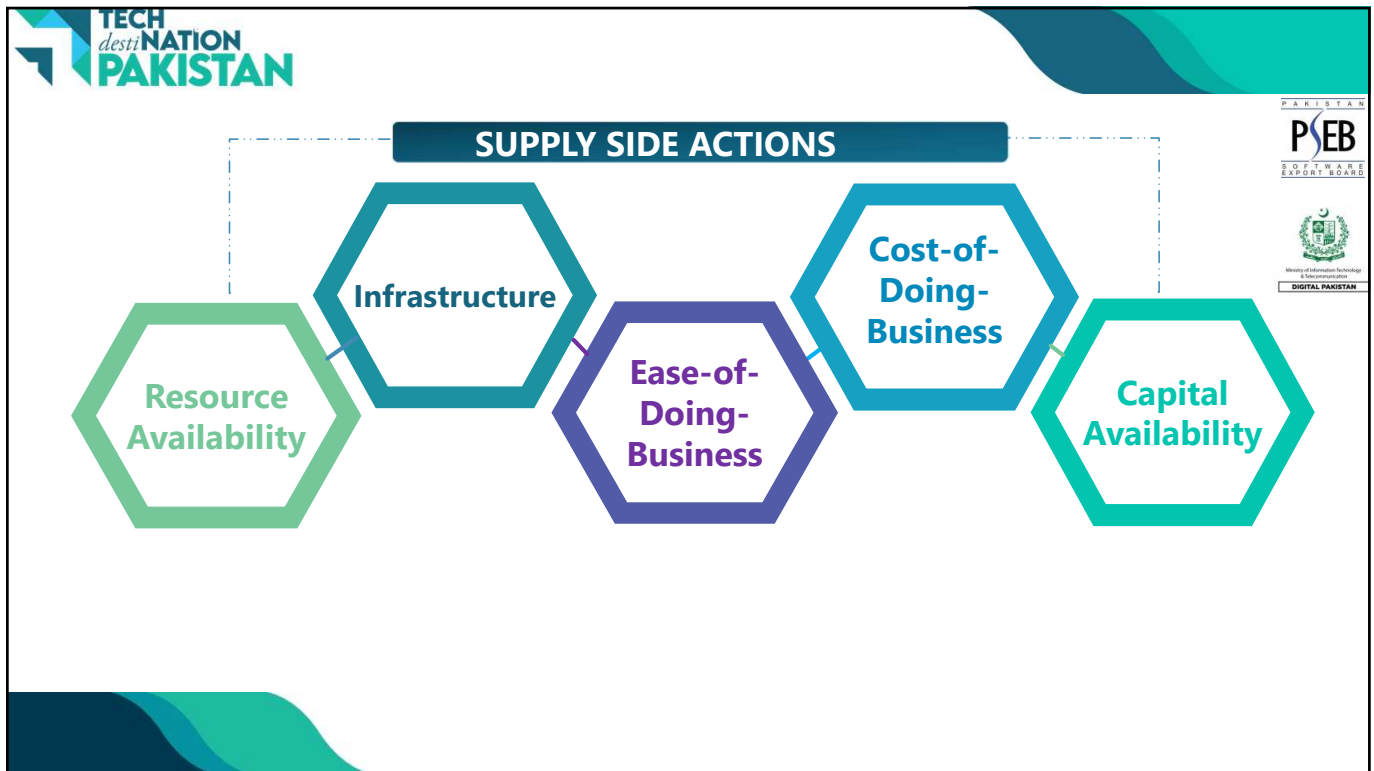
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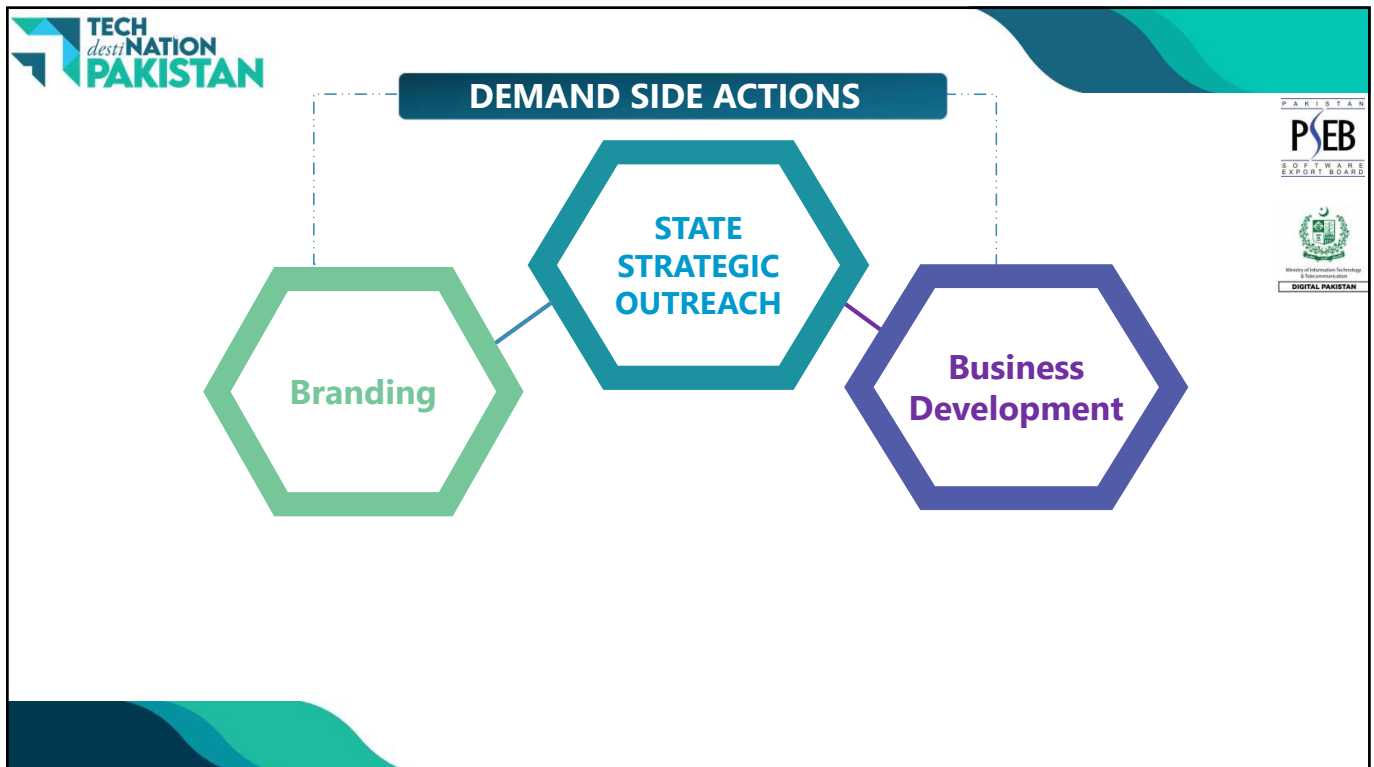
THRIVING STARTUP ECO-SYSTEM OF PAKISTAN



12



13



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NEW PROJECTS



Infrastructure

Establishment of 25 STPs in Pakistan



Human Capital Development

ICT Internship Program



Marketing

Export Development Fund



Policy & Consulting

GDPR Compliance System &
Freelancing Incorporation Drive



Access to Capital

Raising capital of SMEs through
PSX



Business Development

Tech destiNATION Pakistan

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CAPACITY BUILDING

▪ ENHANCING IT EXPORTS THROUGH INDUSTRY SUPPORT PROGRAM

CMMI CERTIFICATIONS

CMMI LEVEL II

10 certifications out of 15 are completed. Contract Awarded for remaining 5 companies

CMMI LEVEL III

- 04 certifications out of 10 are completed. 03 certifications are in process

CMMI LEVEL V

- 02 certifications out of 05 are completed. 01 certification is in process

ISO CERTIFICATIONS

ISO 20000

- 19 certifications out of 25 are completed. 06 certifications are in process

ISO 27001:

- 21 certifications out of 25 are completed. 04 certifications are in process

ISO 18295:

- Work order has been awarded. EoI of 16 call centers has been received

▪ STANDARDIZATION OF IT INDUSTRY

▪ RFP for International Study has been published in local and international media

▪ RFP for Local Study also has been published. Closing date of EoI is June 29, 2021

▪ CERTIFICATION OF ICT PROFESSIONALS

▪ Total Trainings completed 3,000

Total Certifications completed 557

16

INDUSTRY FACILITATION (Contd.)

TECH TRAININGS AND CERTIFICATIONS

- Launching of subsidized trainings for ICT graduates, IT Professionals, Teachers and Freelancers
- PSEB is working with **NAVTTC** and **Virtual University** for above trainings

CAPACITY BUILDING OF HIGHER EDUCATION INSTITUTES (HEIs)– ADMIN APPROVAL

PC-I has been approved by DDWP

- **Component I:** 500 IT industry trainings of HEI's ICT faculties (ToT)
- **Component II:** Revamping of 200 courses in consultation with IT industry experts

TECH PROFESSIONALS NETWORKING PORTAL

- Database of freelancers, industry professionals and TechLeads
- Job portal
- Training and certification portal
- Industry professionals' verification

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INDUSTRY FACILITATION (Contd.)

GDPR COMPLIANCE MANAGEMENT SYSTEM- PKR 135Million

Assistance to 50 IT & ITeS companies for GDPR compliance

- PSDP share 70%, Industry share 30%
- **Benefits:** To retain and increase the EU export market of **US \$102 Million**

ICT INTERNSHIP PROGRAM: PKR 488 MILLION (ADMIN APPROVAL GRANTED)

- Placement of 3,500 interns
- 500 seats reserved for Balochistan
- Benefits: Reduces cost of hiring and training

ONE WINDOW FACILITATION CENTER & STRENGTHENING OF PSEB

- Establishment of Smart Resource Center
- Strengthening of PSEB by implementing ERP, ISO 31000 and HR Trainings & certifications

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Source: thegamestormstudios.com



Source: deviantart.com

Source: papal.com



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PAKISTAN GAMING INDUSTRY

Annual Revenues of \$35 – 50 Million

Employing 1,500 – 2,500 people

Gaming companies are seeing rapid growth currently – (20% CAGR)

Top Game Studios: Quixel, Revolving Games, FRAG, GenlTeam, Game District, Gamestorm, Mindstorm, We.R.Play

Top Animation Studios: ICE, Talisman, 3rd World, Unicorn Black, Puffball, Waadi and Wakhra

PAKISTAN GAMING INDUSTRY

- Quixel acquired by Epic Games (valued at \$18B) for an undisclosed sum
- Revolving Studios raises \$12M to work on own AAA mobile game
- 3rd World Studios, wins Epic Mega Grant, creates Allahyar and the Legend of Markhor
- Remote Control Productions (\$20M revenue) acquires a stake in FRAG Games
- We.R.Play's Explottens gets in Apple Arcade's inaugural batch
- Talisman Studios creates Donkey King, highest grossing local animation
- Waadi (Oscar winner Sharmeen) creates Teen Bahadur Trilogy



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