PSEB is an apex body of the Ministry of Information Technology & Telecommunication (MoITT) with the mandate to promote Pakistan's IT & IT enabled Services (ITeS) - Business Process Outsourcing (BPO) services in the local and international markets. PSEB aims to ensure sustainable development of Pakistan's IT & ITeS-BPO industry, to bolster cooperation with international entities and to facilitate foreign investors and customers interested in investing or outsourcing to Pakistan's IT & ITeS-BPO sector.

Pakistan's IT & ITeS-BPO industry comprises of more than 5,000 companies and this number is growing each year. These companies possess demonstrated expertise from high-end customized software development to diversified BPO services. Pakistan's IT & ITeS-BPO industry employs over 500,000 English-speaking professionals with many world-class experts in current and emerging IT products and technologies. According to A.T. Kearney's Global Services Location Index 2017, Pakistan is the 3rd most financially attractive country in the world for outsourcing services. Pakistan is also ranked as the 3rd most popular country for freelancing in the Online Labor Index published in 2018 by Oxford Internet Institute (OII).

Pakistan's IT & ITeS-BPO sector is one of the major sectors in Pakistan's economy that has demonstrated positive year-on-year growth and has earned significant foreign exchange for the country.

Pakistan's IT & ITeS-BPO exports at present exceed $3.8 billion, according to industry analysts. This includes US$½ billion earned by MSMEs, independent consultants and freelancers. The domestic market accounts for over U$1 billion in annual revenue and growing rapidly as ICT adoption in Pakistan is increasing across verticals.

I hope you find this brochure useful with regards to salient information pertaining to Pakistan's IT industry and various steps being taken by the Government of Pakistan to ensure sustainable growth of Pakistan's IT industry. For more information, please contact us at info@pseb.org.pk. For information on industry incentives currently offered by the Government of Pakistan, please visit http://pseb.org.pk/why-pakistan.

Syed Ali Abbas Hasani
Managing Director
Pakistan Software Export Board

Pakistan Software Export Board

PSEB was established in 1995 with the mandate of promoting Pakistan's IT Industry in local and international markets. PSEB facilitates IT industry through a series of projects and programs in infrastructure development, human capital development, company capability development, international marketing, market research, and promotion of innovation and technologies. PSEB works extensively with international trade associations, commerce bodies and media to promote Pakistan's IT industry.
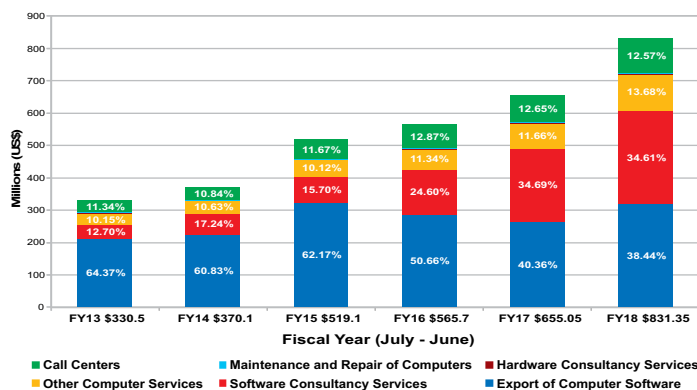
Pakistan's Information Technology Industry

Pakistan's IT industry is an evolving ecosystem of IT companies, professionals, academia and policy makers that has delivered results as is evident from sustained revenue growth of 20-30% every year over the past decade.

Pakistan's IT industry is now a well-established destination in the global IT industry for outsourcing and investment because of IT resources available at approximately 70% annual savings when compared with Europe or North America. Pakistani IT companies have expertise in different IT services including high end, enterprise grade software development, systems integration, mobile apps, gaming, animation, consulting and BPO services such as telemarketing, technical support, medical transcription and billing. Pakistan's IT exports have

IT & ITeS Export Remittances
(Source: Trade in Services data, State Bank of Pakistan)

Fiscal Year (July - June)	Export of Computer Software	Software Consultancy Services	Other Computer Services	Hardware Consultancy Services	Maintenance and Repair of Computers	Call Centers
FY13 $330.5	64.37%	12.70%	10.15%			11.34%
FY14 $370.1	60.83%	17.24%	10.63%			10.84%
FY15 $519.1	62.17%	15.70%	10.12%			11.67%
FY16 $565.7	50.66%	24.60%	11.34%			12.87%
FY17 $655.05	40.36%	34.69%	11.66%			12.65%
FY18 $831.35	38.44%	34.61%	13.68%			12.57%

PSEB Industry Programs

PSEB works with different stakeholders in the IT industry to discuss any issues that the industry might be facing and then to resolve those issues to grow both the industry and its exports. PSEB's industry support programs, developed in consultation with the IT Industry, have been instrumental in strengthening the IT sector of Pakistan and its contributions to Pakistan's economy over the last decade. These programs include:

INTERNATIONAL MARKETING: PSEB facilitates new business development for Pakistani IT companies by providing financial assistance for exhibiting at international and local IT events. Outbound IT delegations to outsourcing countries are organized on a regular basis with the objective to enhance cooperation and trade between Pakistani and foreign companies.

SOFTWARE TECHNOLOGY PARKS: PSEB has established affordable space for IT companies in 14-software technology parks (STPs) in the four metros at present. PSEB has a data node at STP to provide bandwidth to IT companies. PSEB is also working on building new state-of-the-art IT parks in Islamabad, Karachi, and Lahore.

CAPACITY BUILDING OF IT COMPANIES: PSEB builds capacity of IT companies by subsidizing costs of international certifications for standards such as Carnegie Melon's CMMI (levels 2 to 5), ISO 27001 (information security), and ISO 20000 (services management) for improving quality of processes thus improving quality and security of software and services. So far, more than hundred companies have been certified in ISO and more than thirty companies in CMMI and another fifty companies will be certified over the next three years.

CERTIFICATION OF IT PROFESSIONALS:

Government has launched a project to add to the existing highly skilled resource pool within Pakistan's IT industry by training 10,000 fresh IT graduates and IT industry Professionals in order to meet the ever increasing requirements of Pakistan's IT Industry. The specialized training programs would include Mobile Applications Development, Dot Net Programming, Game Development, Big Data Analytics, Agile Scrum, Software Quality Assurance (SQA), PMI-PMP, PMI Risk Management Professional Six Sigma (50) Green Belt, Black Belt and Leadership Development.

Investment opportunities in IT Sector of Pakistan

- Company acquisitions and mergers
- High growth IT startups
- Information Technology Parks
- Software Development Centers
- Software Testing Centers
- Technology Incubators
- Venture Capital Funds
- E-Commerce Ventures
- IT Training Centers
- IT Consulting Centers
- Gaming and Animation studios
- Call Centers
- Data Centers

To explore any of these opportunities, please email: info@pseb.org.pk

Pakistan's IT Exports to different Countries

Why Invest in Pakistan's IT Industry?

- Zero income tax on IT exports till June 2025.
- Three-year tax holiday for IT startups with no minimum tax and withholding tax.
- Tax holiday for venture capital funds till 2024.
- 100% equity ownership allowed to foreign investors.
- 100% repatriation of capital and dividends allowed.
- Over 5000 IT companies including software houses and call centers.
- More than 150 IT companies are certified in IT quality standards such as ISO 9001, ISO 27001 and Carnegie Mellon's CMMI.
- Up-to 70% savings on annual operational expenses (OPEX) as compared to North America and Europe.
- 14 IT parks with IT-enabled infrastructure and state of the art redundant facilities with more being planned in future.
- Many international IT firms have established offices in Pakistan including IBM®, HP®, Dell®, Intel®, Microsoft®, Oracle®, Siemens®, Teradata® and many others.
- 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 Telecom®, DHL®, KPMG®, ABN Amro®, NYSE®, British Petrolem®, Petronas®, Caltex®, Sears®, Telenor®,

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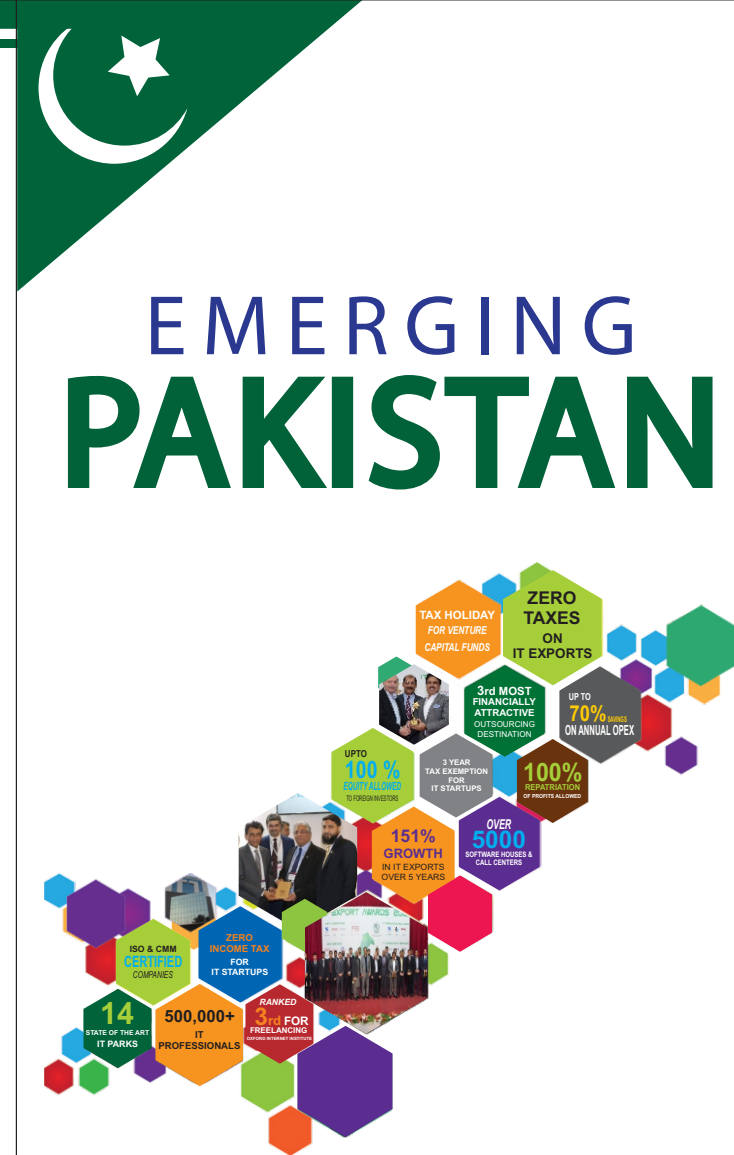UAN: +92 111 333 666 | Email : info@pseb.org.pk
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