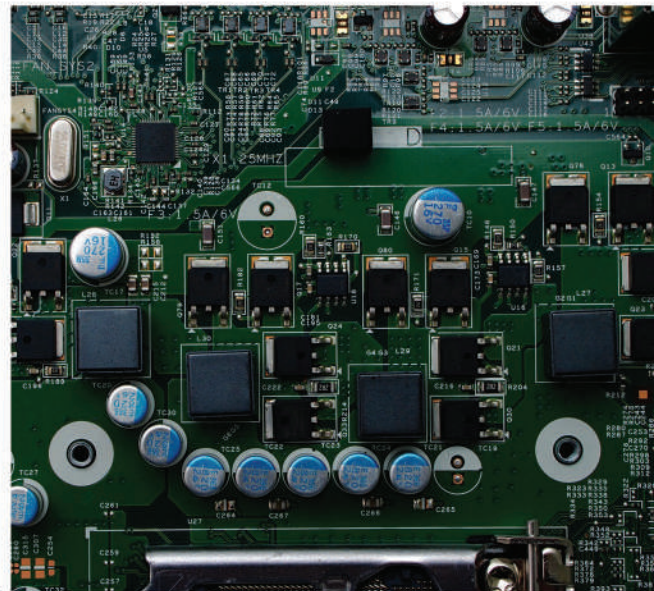


# PAKISTAN INFORMATION TECHNOLOGY



**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. It also conducts seminars and organizes contacts and information exchange events both physically as well as digitally.

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 Kearny has ranked Pakistan amongst the top fifty economies of the Global Services Location Index (GSLI) to relocate IT and BPO processes since 2009 and declared it the most cost-effective location in the world in 2017. Over 6,000 Pakistan based IT companies are providing IT products and services to entities in over 100 countries.

More than 7,000 tech companies are generating a revenue of 3 billion USD and going to cross 5 billion USD mark soon. It has attracted more than 100 foreign investment deals in the last four 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 8,000 USD/year



More than 300,000 IT professionals ready to contribute to your business



Fourth (4th) largest freelancer population in the world



173 HEC recognized universities are producing more than 23,000 IT graduates



More than 7000 tech companies



5th most financially attractive country (A.T. Kearney's Global Services Location Index 2019)



Located in a different time zone to provide you with 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 allowed for foreign investors
- Tax holidays for venture capitalist till 2024
- 100% repatriation of profits to foreign investors



## AREA OF EXCELLENCE

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

# INTERNATIONAL TECH GIANTS IN PAKISTAN

SAMSUNG



TERADATA

KEEP TRUCKIN



PHILIPS



SKYELECTRIC



S&P Global

CISCO

HUAWEI



TOSHIBA

ORACLE

ERICSSON

motorola

SONY



MITSUBISHI

Haier

afiniti

DAIMLER



UNITED ARAB EMIRATES  
MINISTRY OF PRESIDENTIAL AFFAIRS



IBEX GLOBAL



Mercedes-Benz

American Airlines



جمارك دبي  
DUBAI CUSTOMS

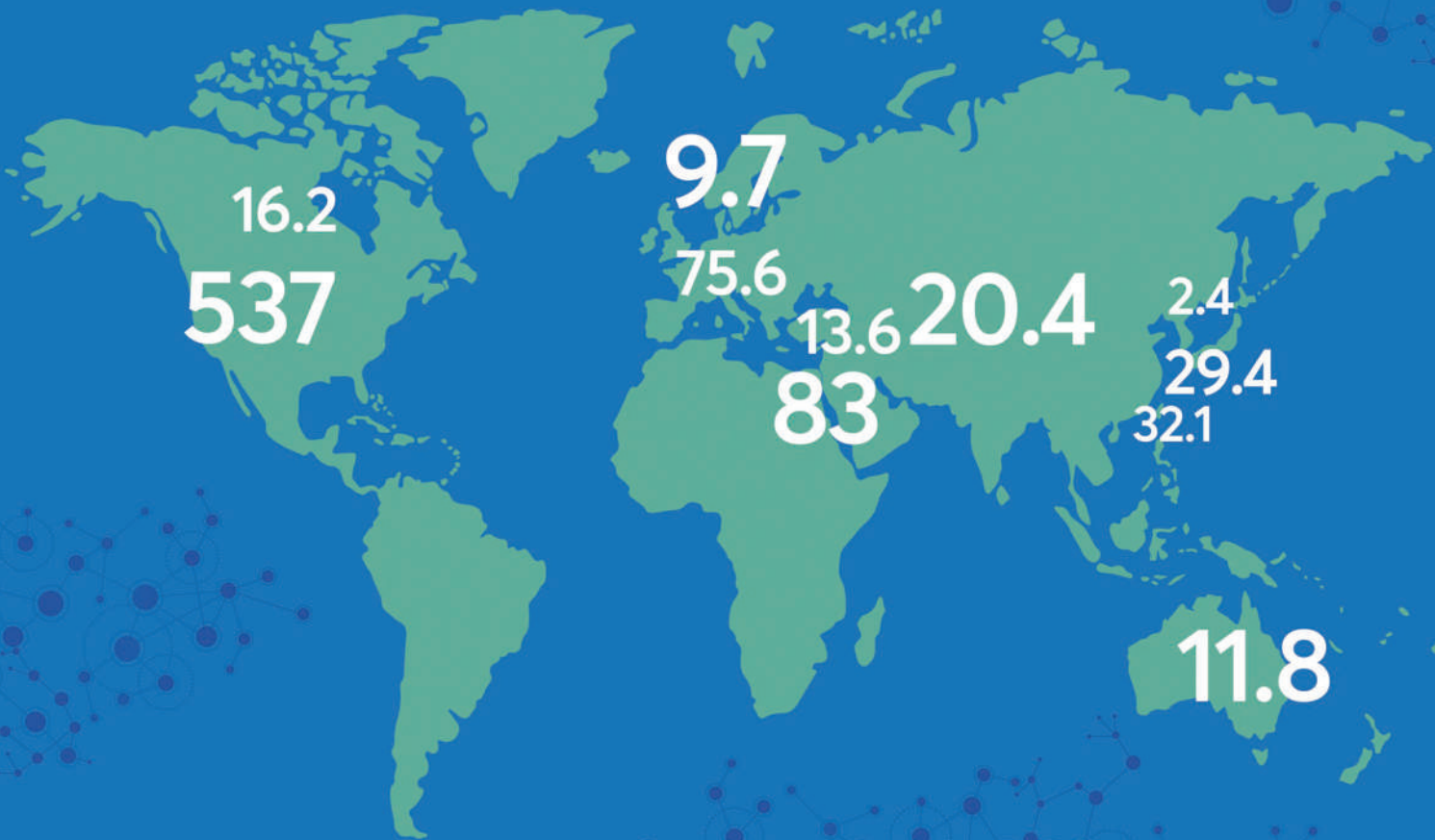


مصرف الإمارات العربية المتحدة المركزي  
CENTRAL BANK OF THE U.A.E.

بنك أبوظبي الأول  
FAB  
First Abu Dhabi Bank



# PAKISTAN'S EXPORTS



TOTAL EXPORTS  
TO WORLD  
**939.5**  
MILLION OF USD



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