



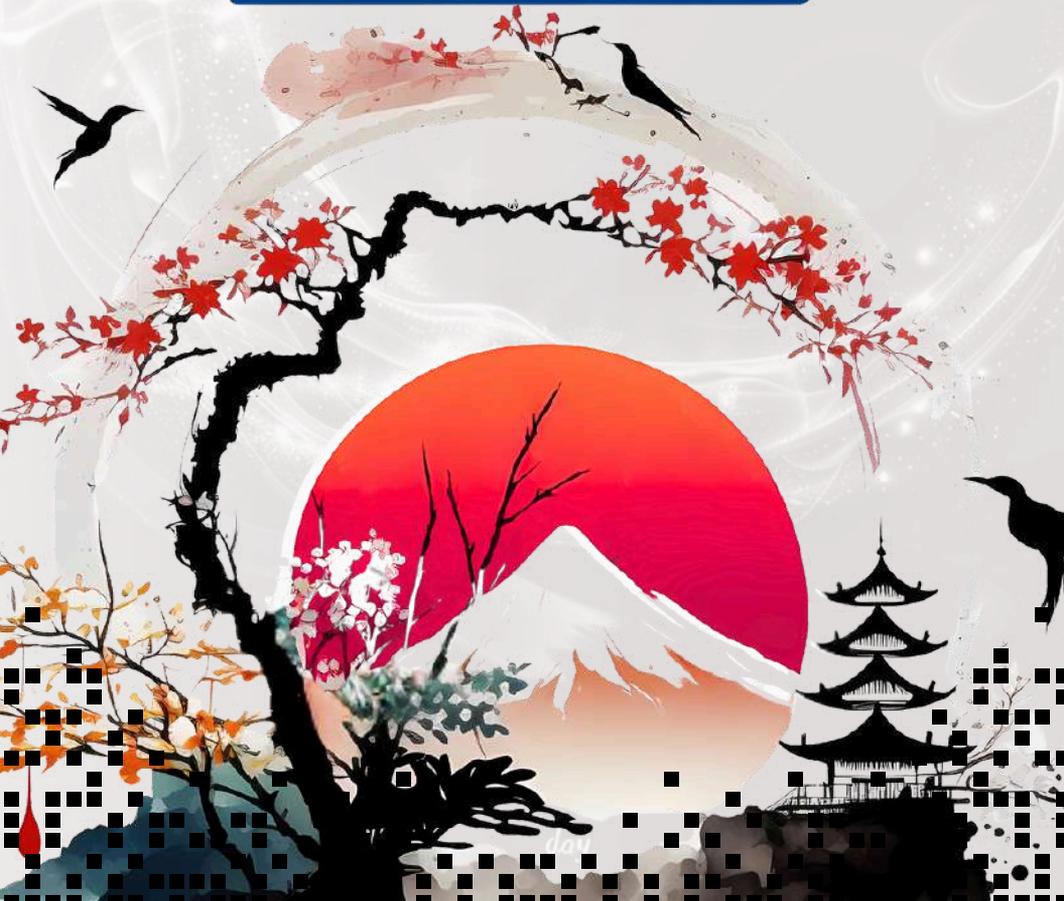
MINISTRY OF IT & TELECOM

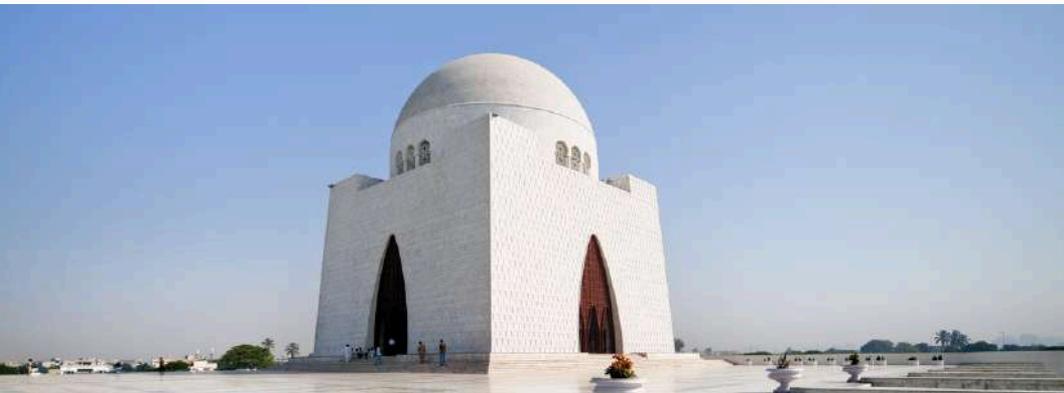
# PAKISTAN

DELEGATION TO

## *Japan IT Week*

*Spring*







**SHAZA FATIMA**  
**MINISTER OF IT AND TELECOMMUNICATION**

Our IT vision is to put in place an accelerated digitization ecosystem to enable socio-economic development, to expand knowledge-based economy and to spur the economic growth."

The rapid adoption of Information and Communication Technology (ICT) is imperative for our country's socio-economic advancement. The Ministry of IT is unwavering in its dedication to creating a conducive environment for the IT industry. We are committed to holistically advancing our IT ecosystem, from crafting relevant policies and legislation to nurturing a culture of innovation.

These efforts are yielding significant results as evidenced by the consistent growth of the IT industry in terms of company numbers, revenue, exports, and workforce. This growth reflects the confidence in our local companies' ability to deliver IT solutions and services that meet the expectations of international clients.

I am delighted to announce that with over 29,000 IT/ITeS companies currently operating, Pakistan's IT industry serves some of the world's largest entities. According to the Kearney Global Services Location Index 2023, Pakistan ranks as the most financially attractive location worldwide for offshore services.



**ABU BAKAR**  
**CEO, PAKISTAN SOFTWARE EXPORT BOARD**

In today's rapidly evolving digital landscape, building a strong foundation in Information Technology is crucial for Pakistan's continued economic growth and global competitiveness. I have had the privilege of witnessing firsthand the immense talent and innovation that Pakistan has to offer. Our people are not only skilled and adaptable, but they are also ready to compete with the best in the world.

At PSEB, our mission is clear and simple: to increase Pakistan's IT exports and position the country as a leading player in the global digital economy. To achieve this, we focus on four key pillars: HR skills and capacity building, infrastructure development, improving ease of doing business, and global outreach. These pillars serve as the foundation of our strategy to empower the IT industry and unlock its full potential.

Pakistan's tech talent is truly world-class, with a skilled workforce of over 600,000 IT and IT-enabled services professionals. This positions Pakistan exceptionally well to meet the demands of the global digital economy. Moreover, the country boasts the third-largest English-speaking population worldwide and a dynamic, tech-savvy youth demographic. With a competitive advantage of up to 70% lower operational costs compared to North America, Pakistan stands out as a premier destination for outsourcing and investment. With these strengths, Pakistan is well-positioned to become a leader in the tech landscape.

Pakistan's IT industry has the potential to drive meaningful social change and economic growth for the country. Through innovation and a commitment to excellence, PSEB stands ready to lead the way toward a thriving digital future for Pakistan.

# PAKISTAN'S POTENTIAL



**241M**

**Total Population**

63% youth population



**75k+**

**ICT Graduates  
per year**



**3rd LARGEST  
English Speaking  
Population**



**193.4M**

**Cell Phone Users**

138.7M Mobile  
Broadband Subscribers



**260+**

**HEC Universities**



**178%**

**IT Export Growth  
in Last Five Years**



**142.3M**

**Broadband  
Subscribers**

58.4% penetration rate



**250+**

**IT Parks, STPs  
and Incubators**

# PAKISTAN AND JAPAN

Strong relations between Japan and Pakistan.  
A traditionally pro-Japanese country.

One of the  
major exporters  
of cotton

**19th  
Century**

**1948**

First post-war cotton  
import, contributing to  
the revival of Japan's  
textile industry

Foreign Minister Zafarllah  
Khan calls on the international  
community to treat Japan  
equally at the San Francisco  
Peace Conference

**1951**

**1955**

Bandung Conference:  
Pakistan's invitation to  
Japan will lead to restoration  
of relations with Asian  
countries

Diplomatic  
Anniversary 70

**2002**

**2024**

ODA Anniversary 70

Komatsu Pakistan Soft  
celebrated 25-year journey in  
Pakistan

# CURRENT STATUS OF PAKISTANI ICT INDUSTRIES



Proven track record with exports to the USA, UAE and UK, etc.



Strong growth with the demand from USA, UAE and UK.



There is a shortage of resources in some ICT companies.



Most of the ICT companies do not realize the Japanese Market potential.



After recognizing the opportunities in the Japanese market, ICT companies are eager to explore potential business prospects but also face concerns due to limited experience.

## JAPANESE COMPANY'S BENEFIT WITH PAKISTAN ICT COMPANIES



Cost is 30% lower than Vietnam.



Japanese companies can penetrate into UAE, Saudi, Nigeria partnering with Pakistani ICT companies.



The experience in US is 3-5 years ahead of Japanese current status. It can be beneficial to Japanese for experience sharing.



There are a lot of engineers who are English capable & are ready to explore with most advanced technologies. These Resources can be well matched to Japanese DX projects.



Compared to China & India, there are a lot of small to medium sized companies which are good at responding to the demands of Japanese SMEs.



POWERED BY  
THE POTENTIAL OF

**140 MILLION**  
YOUTH

IN THE DIGITAL ECONOMY

MORE THAN  
**5000**  
IT EXPORTING  
COMPANIES



# IT COMPANIES

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# ALTA TECH MARK LTD.



**Founded in 2016**

## Company Profile

Alta Tech Mark is a leading technology company specializing in AI, IoT, Embedded Systems, and Software Development. Established in 2014, we provide innovative solutions that drive digital transformation across various industries. As an official partner of Google, AWS, Salesforce, and Oracle, we leverage cutting-edge technologies to develop AI-driven analytics, smart IoT solutions, enterprise software, and cloud-based applications. Our expertise extends to hardware design, industrial automation, and intelligent systems, ensuring seamless integration of software and hardware for businesses worldwide.

With a strong global presence, Alta Tech Mark has successfully delivered enterprise-grade solutions to major international clients, including LG Electronics, Porsche, Renault, USA Education, Qatar Ministry of Transportation, UAE Ministry of Foreign Affairs, Citizen, and Jean Paul Gaultier. Our focus on research and development, scalability, and security allows us to build customized, high-performance solutions tailored to industry needs. We are excited to collaborate with Japanese enterprises to introduce cutting-edge technology solutions that enhance operational efficiency and innovation.

### PRODUCT AND SERVICES

- IoT Device Integration
- IoT Data Analytics
- IoT Platform Development
- IoT Security Solutions
- AI Powered Analytics
- Machine Learning Models
- Computer Vision Solutions
- Natural Language Processing
- Mobile-Web & Desktop Applications Development.

### CONTACT PERSON

Shamoil Raza  
 CEO & Founder  
[shamoilkazmi@altatechmark.com](mailto:shamoilkazmi@altatechmark.com)  
 +44 7723 621464, +971 5083 21179,  
 +92 3333 444272

### Company Website

[www.altatechmark.com](http://www.altatechmark.com)

# AMICUS TECH (PVT.) LIMITED



Founded in 2024

## Company Profile

We are a leading software development company specializing in creating innovative, customized business solutions. Our expertise spans web development, mobile apps, and enterprise software to drive growth and efficiency.

At Amicus Tech, we understand how rapidly the trends are changing and your need to stay updated with them. Generally, we have a wide array of digital marketing and management services

### PRODUCT AND SERVICES

- Web Development
- Mobile Apps
- Customized Business Solutions
- Digital Marketing
- Management Services

### CONTACT PERSON

Ureb Arif

CEO

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+92 370 3056881

### Company Website

[www.binarygrid.io](http://www.binarygrid.io)

# ATOMCAMP



**Founded in 2021**

## Company Profile

Atomcamp is a leading provider of training and solutions in AI and emerging technologies. We have expanded significantly in Saudi Arabia, delivering AI education to youth and organizations while also working on advanced AI solutions. Our expertise includes computer vision and large language models (LLMs), with successful projects in Saudi Arabia and globally. With a strong presence in KSA, we have trained professionals across various sectors, helping businesses integrate AI into their operations. Our AI solutions address real-world challenges, improving efficiency and decision-making. By collaborating with experts and industry leaders, we ensure our programs and solutions remain relevant and impactful. From training future AI professionals to implementing cutting-edge AI models, atomcamp is committed to advancing AI through education and practical application. Our growth in KSA reflects our dedication to AI-driven transformation on a global scale.

### PRODUCT AND SERVICES

- Trainings in AI
- Data Science
- Data analytics
- Business intelligence
- Solutions in CV and LLMs

### CONTACT PERSON

Fizza Amjad  
CEO & Co-Founder  
fizza@atomcamp.com  
+92 334 5082283

### Company Website

[www.atomcamp.com](http://www.atomcamp.com)

# BRAINX TECHNOLOGIES

Founded in 2017



**BRAINX**

## Company Profile

BrainX is a software development firm that works with startups, SMBs & enterprises to craft disruptive digital products & strategies that solve real business problems. BrainX is a leading software services company that has managed to rapidly build and grow a world class team of engineers ready to take on diverse and challenging technology projects. We specialize in Mobile, Web, AI/ML, Shopify development. Our clients include Fortune 500 companies, Unicorn start-ups and some of the most prestigious brands in the world.

### PRODUCT AND SERVICES

- Web Development
- Mobile App Development
- Shopify Development
- AI/ML
- DevOps
- UI/UX

### CONTACT PERSON

Umair Ashraf

COO

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+92 300 6516071

### Company Website

[www.brainxtech.com](http://www.brainxtech.com)

# BRICK DUST TECHNOLOGIES

Founded in 2022



## Company Profile

Brick Dust Technologies is a dynamic software development company specializing in creating innovative mobile applications for iOS and Android platforms. We build exceptional mobile apps both as proprietary products and bespoke solutions for our clients, ensuring seamless, feature-rich, and user-centric experiences.

Our mission is to turn ideas into powerful digital products, aligning closely with client goals to ensure long-term success. With a passionate team of skilled developers, we build apps that enhance brand loyalty, improve customer engagement, and drive revenue growth.

Committed to innovation and quality, we also prioritize data security and confidentiality, fostering trust and lasting partnerships. At Brick Dust Technologies, we don't just develop apps – we shape the future, one app at a time.

### PRODUCT AND SERVICES

- Mobile Apps Development

### CONTACT PERSON

Bilal Ahmed

Founder

[bilal@brickdusttech.com](mailto:bilal@brickdusttech.com)

+92 334 4075073

### Company Website

[www.brickdusttech.com](http://www.brickdusttech.com)

# CENTER FOR ADVANCED RESEARCH IN ENGINEERING (CARE) PVT LTD

Center for  
Advanced Research  
In Engineering®

Founded in 2003

## Company Profile

CARE Pvt. Ltd is a top ICT firm in Pakistan, executing multimillion-dollar projects and winning 13 P@SHA and 12 APICTA awards (2010–2015). CARE specializes in enterprise software, secure communication, signal processing, and network solutions.

With strong R&D, CARE develops indigenous software and hardware for local and global markets. Its ERP and MES systems support Pakistan's aircraft industry, while Office Automation and Dashboards aid public enterprises. CARE partners with Shifa International Hospital for HMIS and Supply Chain Management.

CARE excels in cybersecurity, IP network monitoring, deep packet inspection, and lawful interception. Its team has worked with Fortune 500 companies and supports Pakistan's cybersecurity, airspace management, and digital communication. Since 2003, CARE has delivered mission-critical solutions with lifecycle support

### PRODUCT AND SERVICES

- Enterprise Resource Planning-ERP
- Secure Keyboard
- DotAI
- Office Automation System - OAS
- WiserMachines
- Virtual Hospital
- Job Shop Scheduler
- Business Intelligence Dashboard

### CONTACT PERSON

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+92 301 1179713

### Company Website

[www.carepvtltd.com](http://www.carepvtltd.com)

# CLOUD PRIMERO



**Founded in 2019**

## Company Profile

Cloud Primero is a technology consulting and services company that helps build digital solutions and implement digital transformation initiatives using the latest in big data, cloud services, data strategy/consulting, Web 3.0, AI, and cutting-edge custom application development services. To provide the best product, Our consultants and engineers provide the ideal mix of business, technology and process innovation expertise to bring a holistic view towards digital initiatives. For us value is what reflects on the bottom line and technology is a means to that end. We operate globally, with our offices in Pakistan, Switzerland, UAE, Saudi Arabia, USA, Brazil and Netherlands. We strive to provide top-notch services and become lifelong partners with our clients, providing long-term support and delivery and consultancy services.

### PRODUCT AND SERVICES

- Data & Analytics
- Digital Transformation
- Enterprise Application Development
- Cloud Infrastructure
- Enterprise Performance Management
- Cybersecurity
- ERP/CRM Salesforce, SAP and NetSuite Managed Services
- PowerBI
- CCAS (Contact Center as a Service)

### CONTACT PERSON

Saad Saleem

Head of Solutions Engineering

saad.saleem@cloudprimero.com

+92 334 3535035, +1 562 5699962

### Company Website

[www.cloudprimero.com](http://www.cloudprimero.com)

# CRUNCH CRAFT (PVT) LIMITED

Founded in 2017



## Company Profile

We build avant-garde, client-focused, customer-centric digital solutions that deliver tangible business results. Our highly talented and vastly experienced designers, software architects, engineers, and managers team up to create digital systems that bring value to enterprises and their customers.

### PRODUCT AND SERVICES

- Retailry (e-commerce)
- Learnigo (e-learning)

### CONTACT PERSON

Muhammad Zubair

CEO

[zubairhabib@crunchcraft.com](mailto:zubairhabib@crunchcraft.com)

+92 333 4189369

### Company Website

[www.crunchcraft.com](http://www.crunchcraft.com)

# DEVSINC



**Founded in 2008**

## Company Profile

We are a global organization with two state-of-the-art delivery centers in Southeast Asia and four strategically located offices across three continents. With 15+ years of enablement experience, we've delivered 3,000+ successful projects, supported clients in 23+ countries, and proudly serve 236+ active clients. Driven by visionary leadership with Global experience, Devsinc drives agility, innovation, and global IT excellence.

### PRODUCT AND SERVICES

- Digital Transformation
- Web development
- App Development
- Custom Software Development
- UX/UI Design
- Business Applications
- D365 ERP
- D365 CRM
- Power Apps
- Emerging Technologies
- Metaverse
- Augmented Reality
- Blockchain & Cryptography

### CONTACT PERSON

Moiz S Varind

Head of Global Marketing

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+92 330 7011114

### Company Website

[www.devsinc.com](http://www.devsinc.com)

# JIN TECHNOLOGIES PRIVATE LIMITED

Founded in 1991



## Company Profile

Jin Technologies Private Limited is an application development and software services company based in Pakistan. We have three offices in Islamabad, Multan, and Karachi, along with business offices in Japan and the US. The company was established in 1991, and we have been working with our clients as software development outsourcing partners in three continents since 1999. We are a time-tested experienced team that you can solidly depend on for your software development projects.

### PRODUCT AND SERVICES

- AI-enabled Web
- Mobile and Desktop Application Development Services

### CONTACT PERSON

Misbah Uddin Ahmad  
Executive Director  
misbah@jintech.com  
+92 345 5010009

### Company Website

[www.jintech.com](http://www.jintech.com)

# KODERLABS



**Founded in 2013**

## Company Profile

KoderLabs – Creating success stories through technology since 2013. We are committed to delivering value to our customers, partners, employees, and vendors by continuously learning, evolving, and innovating. Our passion for technology drives us to build impactful solutions that empower businesses and individuals.

Recognized on the Inc. 5000 List of America's Fastest-Growing Companies (2022), we embrace challenges as opportunities to grow, improve, and push the boundaries of what's possible. At KoderLabs, every engagement is a step toward excellence.

### PRODUCT AND SERVICES

- Staff Augmentation
- Digital Transformation
- Product Growth
- Software Reliability & Optimization

### CONTACT PERSON

Riaz Raza  
Senior Director of Engineering  
info@koderlabs.com  
riaz.raza@koderlabs.com  
+92 335 1251511

### Company Website

[www.koderlabs.com](http://www.koderlabs.com)

# OWLSENSE PVT. LTD



Founded in 2017

## Company Profile

OwlSense Pvt. Ltd specializes in delivering advanced AI-driven solutions tailored to the needs of organizations operating globally. Our expertise lies in providing impactful and customizable tools that integrate seamlessly into workflows, addressing complex challenges with precision and efficiency.

We offer a diverse range of solutions, including, audio and video transcription, real-time translation, computer vision, Open-Source intelligence, Image intelligence, and big data analytics. These capabilities empower organizations to detect risks, act promptly, and protect what matters most, people, assets and reputations.

OwlSense solutions serve a broad spectrum of industries including both private & public sectors. Trusted globally, our tools provide 360-degree insights with real-time accuracy, actionable intelligence and scalability for organizations of all sizes.

### PRODUCT AND SERVICES

- OwlSense AI - Open Source Intelligence Solution
- VoicePro - Audio/Video Transcription & Translation
- RAPIVERSE - Mixed & Virtual Reality
- RapidEye - Intelligence Fusion Centre
- IMINT - Image Intelligence Solution
- OwlSense - Reputation Management Tool

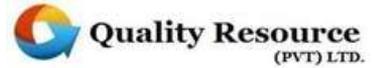
### CONTACT PERSON

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jaffar.abbas@rapidev.ae  
+92 334 5268575

### Company Website

[www.theowlsense.com](http://www.theowlsense.com)

# QUALITY RESOURCE PRIVATE LIMITED



Founded in 2010

## Company Profile

Quality Resource Private Limited a multinational Digital Marketing company started its operations in 2010. Currently we are operating in USA (Head Office), UAE, Pakistan and Australia.

So far, we have served more than 15,000 clients across the globe by providing them SEO (Core product), SEM, PPC, Social Media, Web Designing and Development (landing pages), Mobile App development, Reputation Management and Google product services which has helped small, medium and large scale enterprises to generate more business in their targeted market areas.

In 2018 QRG achieved another milestone when it was recognized by Google and became a google partner company, which is a sign that QRG is committed to provide the highest standard of quality services to its clients and is now considered as a market leader company in the business.

### PRODUCT AND SERVICES

- Seo Services
- Digital Marketing
- Mobile and WebApp Development

### CONTACT PERSON

Ghalib Ahmed Ussama

Director Sales

f.hunter@qrgworld.com

+92 322 4575379

### Company Website

[www.qualityresourcepvt.com](http://www.qualityresourcepvt.com)

# SHARP BRAINS LIMITED

Founded in 2014



## Company Profile

Sharp Brains Limited is a premier global IT and field services provider, delivering comprehensive and innovative end-to-end solutions since 2014. Headquartered in the UK, with branches across the UAE, US, Australia, Japan, Pakistan, and Germany, we offer 24/7 support through a network of over 3000 certified IT technicians. Our stringent vetting process guarantees the highest standards of service and local language support across multiple time zones.

We excel in providing Global Field Services, including robust and innovative CRM/ERP implementation and data migration. Our expertise includes implementations for Odoo and Salesforce. Additionally, we offer IT managed services, information governance, and security. Our software solutions, such as Focus ERP and Creatio CRM, are designed to enhance operational efficiency and drive business success.

### PRODUCT AND SERVICES

- Global Field Services
- IT Support and IT Services
- ERP/CRM Implementation and Migrations
- IT Security Services
- Odoo/Salesforce Managed Services
- Creatio/Focus ERP Solutions
- Shopify Development
- Staff Augmentation Services

### CONTACT PERSON

Maroof Raza

CEO

Maroof.raza@sharpbrains.co.uk

+44 777 6187885

### Company Website

[www.sharpbrains.co.uk](http://www.sharpbrains.co.uk)

# SHOPX COMMERCE



**Founded in 2022**

## Company Profile

ShopX is a premier Shopify development and consultation firm dedicated to empowering e-commerce store owners. As certified Shopify partners, we specialize in supporting high-revenue stores by delivering tailored strategies that maximize growth and customer engagement.

Our mission is to transform your Shopify store into a revenue-generating powerhouse through expert consultation and customized solutions designed for tangible results. With a proven track record of driving 7-figure+ revenue, ShopX leverages deep industry insights and innovative approaches to help you thrive in today's competitive e-commerce landscape. Partner with ShopX to elevate your digital presence, boost revenue, and enhance your customers' shopping experience.

### PRODUCT AND SERVICES

- Ecommerce Development
- Shopify Theme Development
- Shopify App Development
- Store Development
- CRO Services

### CONTACT PERSON

Junaid Ahmed Qureshi

CEO

[junaid.ahmed@brainxtech.com](mailto:junaid.ahmed@brainxtech.com)

+92 342 4125130

### Company Website

[www.shopxcommerce.com](http://www.shopxcommerce.com)

# TECH BRIDGE CONSULTANCY

Founded in 2008



## Company Profile

Tech Bridge Consultancy is a leading provider of IT and IT Enabled services and solutions with a global presence in Canada, UK, UAE n Pakistan and also, we have global client presence in North America, Europe, Asia and Africa. We believe that innovation, quality, integrity and effective client partnership are the key to success.

Since our inception in 2008, we have built a strong reputation as a technology leader, by partnering with our clients to engineer high quality solutions which out-perform expectations. Through a balanced combination of a wide range of services, cutting edge information solutions, dedicated professionals and a collaborative client-value approach; we help businesses realize success

### PRODUCT AND SERVICES

- Resource Augmentation
- Software Development
- BI & Data Warehousing
- Website & Mobile App
- VOIP App
- CRM and Ecom
- DevOps
- Digital Marketing
- BPO Services
- CherryBerryRMS
- CherryBerryUCM
- CherryBerryERP
- CherryBerryCRM

### CONTACT PERSON

Muhammad Shirjeel Jamal

CEO

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+92 321 4698340

### Company Website

[www.techbridgeconsultancy.com](http://www.techbridgeconsultancy.com)

# TRIO COMMUNICATION PVT LIMITED

Founded in 2020



## Company Profile

Trio communication (PVT) limited is a leading provider of digital solutions specializing in web development, search engine optimization( SEO),Sales,Business process outsourcing (BPO) and cybersecurity.

In sales, we provide lead generation, CRM solutions, and training, helping teams maximize their potential. Our BPO services streamline operations with efficient customer support and administrative solutions.

At Trio Communication (PVT) limit, we pride ourselves on our client-centric approach, experienced team, and commitment to delivering measurable results. Partner with us to enhance your business's growth, security, and efficiency.

### PRODUCT AND SERVICES

- Search engine optimization (SEO)
- Sales
- Business Process Outsourcing (BPO)
- Cybersecurity

### CONTACT PERSON

Muhammad Tariq

CEO

smartrajatarig@yahoo.com

+92 346 5936459

### Company Website

[www.triocommunications.org](http://www.triocommunications.org)

# VILLAEX TECHNOLOGIES

Founded in 2013



## Company Profile

Villaex Technologies is an AI-focused agency dedicated to building smart, scalable solutions for businesses. Helping businesses automate processes, enhance customer interactions, and optimize digital experiences. We specialize in AI-powered chatbots, natural language processing (NLP), recommendation systems, workflow automation, and machine learning integrations for eCommerce, SaaS, and service-based businesses.

Our team develops intelligent systems that improve efficiency, from AI-driven customer support to automated content generation and data-driven decision-making tools.

At Villaex Technologies, we believe AI should be practical, results-driven, and easy to implement. We partner with businesses to simplify AI adoption, helping them stay competitive in a fast-changing digital landscape.

### PRODUCT AND SERVICES

- Nexa Voxa
- BillMatrix

### CONTACT PERSON

Hamza Israr

CEO & Co-Founder

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+92 321 4449002

### Company Website

[www.villaextechnologies.com](http://www.villaextechnologies.com)

# VISUALSOFT GLOBAL LLP

Founded in 1995



## Company Profile

Established in 1995 VisualSoft Global LLP (VS) has been a trusted technology innovator in transforming visionary concepts into high-impact realities for clients worldwide. VS empower businesses through its core service offerings: Digital Business Services including comprehensive application support and trusted offshore development facilities. Revolutionary Software Development ranging from custom applications to enterprise solutions. Future-Forward AI & Automation, empowering operations with intelligent chatbots, virtual assistants and cutting-edge machine learning. Data-Driven Decisions through comprehensive data collection and insightful business intelligence. Embedded System Development: Intelligent Transportation Solutions. VS as a trusted partner can help customers to navigate to the digital frontier by transforming challenges into opportunities and ensuring your lasting success.

### PRODUCT AND SERVICES

- Digital Business Services
- Software Development
- Embedded System Development
- AI & Automation
- Intelligent Transportation Solutions
- Smart Parking

### CONTACT PERSON

Shahid Yasin

CTO

shahid.yasin@visualsoft-inc.com

+92 335 0510263

### Company Website

[www.visualsoft-inc.com](http://www.visualsoft-inc.com)

## Special Investment Facilitation Council (SIFC)

Special Investment Facilitation Council (SIFC) is a government organization mandated to serve as a 'One-Window' platform to fast-track decision-making and promote as well as facilitate Foreign Direct Investment in the country.

**Website: [www.sifc.gov.pk/](http://www.sifc.gov.pk/)**



## Techdestination Pakistan

Techdestination Pakistan is an umbrella brand for representing the entire IT sector of Pakistan on the global stage. This holistic campaign aims to position Pakistan as a competitive IT player internationally, attracting global investment and creating business opportunities.



## Ministry of Information Technology and Telecommunication (MoITT)

MoITT is the national focal Ministry and enabling arm of the Government of Pakistan for planning, coordinating and directing efforts to initiate and launch Information Technology and Telecommunications programs and projects aimed at economic development of the country.

**Website: [www.moitt.gov.pk](http://www.moitt.gov.pk)**



## Pakistan Software Export Board (PSEB)

Pakistan Software Export Board (PSEB) is an apex Government body mandated to promote Pakistan's IT Industry in local and international markets.

**Website: [www.techdestination.com](http://www.techdestination.com)**



## Trade Development Authority of Pakistan (TDAP)

Trade Development Authority of Pakistan is a department within the Ministry of Commerce. It facilitates and promotes international trade of Pakistan.

**Website: [www.tdap.gov.pk](http://www.tdap.gov.pk)**



## P@SHA

P@SHA is Pakistan's sole authorized trade association to represent the IT and IT-enabled Services Industry. Acting as the unified voice of the industry at all levels, P@SHA also promotes Pakistan's IT industry through trade delegations, participation in exhibitions and networking opportunities. It is the only Pakistani entity globally registered with and recognized by WISTA (World Information Technology and Services Alliance), ASOCIO (Asian Oceanic Computing Industry Organization), and APICTA (Asia Pacific ICT Alliance).



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