

Press Release

March 15, 2022

Trade Development Authority of Pakistan (TDAP), Ministry of Commerce, a premier export promotion organization of Pakistan and Pakistan Software Export Board (PSEB), Ministry of Information Technology and Telecommunication (MoITT), country's premier organization mandated to develop and promote the ICT industry of Pakistan, have signed a Memorandum of Understanding (MoU) to put in collaborative efforts for promotion of ICT industry of Pakistan for enhancing IT/ITeS services' exports worldwide.

The MoU is signed at Ministry of Commerce, Islamabad and witnessed by Muhammad Sualeh Ahmad Faruqui, Secretary Commerce and Dr Muhammad Sohail Rajput, Secretary IT and Telecommunication while Mr Ahsan Ali Mangi, Secretary TDAP and Mr Osman Nasir, Managing Director, PSEB signed it.

Both sides expressed their resolve to work for common goals of establishing links between Pakistan's ICT industry and global ICT value chains. MoU mandates to have a single Annual Business Plan or calendar of activities for every financial year that will be devised in collaboration with relevant public and private stakeholders. The Plan shall consist of international and local exhibitions, seminars, webinars and workshops besides outbound and inbound business delegations.

This MoU shall also help establish a single Pakistan Pavilion in international exhibitions and promote coordination and collaboration between public sector organizations of the country working for common ends.

Services Division of TDAP has specialized sections for important exportable IT/ITeS, Tourism, Banking and Finance, Construction, Transport and Logistic Services. IT/ITeS section of the Division has organized participation of 72 IT companies in three international exhibitions enabling in the last 12 months enabling them to secure a business of around Rs. 1,000 million for Pakistan.

While talking on the occasion, Secretary Commerce and Secretary IT and Telecommunication strongly hoped that the MoU shall help devise a coherent and unified strategy for the promotion and development of ICT industry of Pakistan both in domestic and international spheres.
