



## PSEB Profile for EXPO PAKISTAN 2012

PSEB is an apex body of the Government of Pakistan with the mandate of promoting the Pakistan IT Industry in local and international markets. PSEB facilitates the IT industry through a series of projects and programs in infrastructure development, human/intellectual capital development, company capability development, international marketing and promotion of innovation and technologies.

The organization makes every possible effort to facilitate the Information Technology companies operating in Pakistan and solicits international IT companies to consider the incentives being offered by the Government for setting up their respective overseas offices in Pakistan. PSEB advocates industry perspectives with a number of Government agencies in the area of taxation, tariffs, data protection, intellectual property protection and other areas. Facilitation activities offered to IT companies include assistance in visa processing, call center certification, and software import and access to a number of PSEB-commissioned as well as international studies and reports. PSEB works extensively with local and international trade associations, group experts and media to promote Pakistan's IT industry. There are more than 1500 IT companies registered with PSEB which possess expertise in custom software development, ERP, Financial solutions, Mobile Content, Document Management, Enterprise computing and BPO.

Government incentives to the international outsourcing community include 100% equity ownership, 100% repatriation of capital and dividends, income tax exemption till 2016 and subsidized high quality Software Technology Parks. Pakistan has a large talent pool speaking cost competitive and skilled IT workforce, large number of internationally certified companies and a reliable, deregulated telecom infrastructure. PSEB works extensively with local and international trade associations, group experts and media, to bolster local IT industry and boost cooperation with Global IT Industry. More than 1700 IT companies are registered with PSEB. These companies possess demonstrated expertise base from high end customized software development to diversified BPO services.

### **ARE OF INTEREST:** **INFORMATION TECHNOLOGY**

### **CONTACT DETAILS:**

|                        |   |
|------------------------|---|
| <b>CONTACT PERSON:</b> | <b>Jahanzaib shafi</b>  |
| <b>DESIGNATION:</b>    | <b>Manager Intl. Mkt</b>  |
| <b>CELL:</b>           | <b>03335240609</b>  |
| <b>EMAIL:</b>          | <b><a href="mailto:ishafi@pseb.org.pk">ishafi@pseb.org.pk</a></b>                   |
| <b>ADDRESS:</b>        | <b>2nd Floor, Evacuee Trust Complex, Agha Khan Road,<br/>Sector F-5/1 Islamabad</b> |