

PRESS RELEASE

The IT sector should be a priority on the government agenda

As the new pro-business government begins its tenure, P@SHA, the trade association representing the IT & BPO sector, is hopeful that some key initiatives will be taken to ensure that the tech industry has the facilitation it needs to achieve phenomenal growth.

Speaking at a Board meeting in Lahore, Naseer A. Akhtar, Chairman of P@SHA stressed that the government needs to build capacity of the institutions that are responsible for facilitating IT exports. Competent people need to be appointed in organizations like PSEB, National ICT R&D Fund, USF, PTA, TDAP and the Ministry of IT & T. The Boards of PSEB, National ICT R&D Fund and USF must have 50% - 70% representation from industry so that they are efficiently run and effective decisions are made and implemented.

Mr. Akhtar also emphasized that dedicated Commercial Counselors who understand the IT potential of Pakistan need to be appointed in the top dozen global IT export destinations like New York, San Francisco, Washington, Toronto, Tokyo, Shanghai, Seoul, London, Berlin, Paris, Istanbul, and growth markets in the Middle East and the Far East.

Successive neglect by government over the past 10 years has forced the IT industry to rely only on organic growth. The Federal Government can add impetus by launching large and small scale automation projects on a national scale, said the P@SHA Chairman. These projects must be outsourced to local non-government companies or to joint ventures of local and foreign companies with a stipulation that the JV must also include small companies so that capacity building and transfer of technology takes place. Budget of Rs. 20 billion need to be allocated for these projects in 2014 increasing by 50% annually during the next four years.

The Export & Market Development budget for the IT sector needs to be increased to Rupees 3 billion in 2014 with a significant annual increase each year for the next four years.

The IT sector can play a vital role in creating high paid jobs for Pakistan's young population. It can also contribute strongly to effective and transparent government and a strong growth in GDP. However, steps need to be taken by government to ensure that IT is a "priority item" on their agenda.



For further information, please contact:
The P@SHA Secretariat
+92-21-3541-8121

About P@SHA:

The Pakistan Software Houses Association for IT & ITES (P@SHA) is the only registered professional trade body representing the Information Technology and Business Process Outsourcing sector in Pakistan. It has 400+ registered member companies from across the country and has been in operation for the past 20 years. It's Board is elected each year by members of the Association. It's primary mandate is the growth and enablement of the tech sector locally and internationally.