

# P@SHA

Pakistan IT Industry Association

P@SHA

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**CEC**  
ELECTION

September 18

**2024**



<https://www.pasha.org.pk>

# Abdul Wahab Ahmad

Director, ABFA Technologies

## My Promise/Manifesto



### 1. Global Market Expansion

To position Pakistan's IT industry globally, target markets in the USA, MENA, Africa, Middle East, and Europe through strategic partnerships, enhancing export capabilities, and fostering innovation-driven growth.

### 2. Industry Engagement

Organizing industry engagement programs to foster collaboration, and business growth.

### 3. High-End Trainings

Provide specialized, high-end training to equip professionals with cutting-edge skills, aligning with global standards and industry needs.

### 4. Policy Advocacy

Implement consistent government policies for the IT sector, including tax incentives, stable internet access, & streamlined regulatory measures.

### 5. Sustainability and Social Responsibility

Promote sustainable IT practices, social responsibility, & inclusivity to foster positive societal impact



# Ahsan Iqbal

CEO, Innovative Network (Pvt.) Ltd

## My Promise/Manifesto



- 1. Rationalization of Taxation for Freelancers and IT Employees:**
  - Advocating for fair taxation policies by aligning the tax structure of IT company employees with that of freelancers, promoting a balanced and equitable system for all IT professionals
- 2. Promotion of "Made in Pakistan" Products in Government Departments:**
  - Advocating for local IT product adoption in government to reduce reliance on semi-government entities and support innovation.
- 3. Implementation of an Association Management System (AMS) and Other Member Support Systems:**
  - Prioritizing robust systems within P@sha to improve member services, streamline operations, & address employee retention and fraud issues.
- 4. Enhanced Representation for IT Companies in International Exhibitions:**
  - Lobbying for prime locations for Pakistani pavilions at international exhibitions and advocating for government funding to enhance global representation.
- 5. Bridging the Gap Between Industry and Academia:**
  - Strengthening academia-industry collaboration to align curricula with IT sector needs, ensuring universities produce employable talent for the industry.



# Ahsan Mashkoor

CEO, C Square Consulting (Pvt.) Ltd.,  
ISSM Labelling Solutions (Pvt.) Ltd.



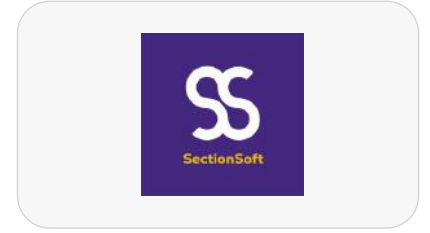
## My Promise/Manifesto

- 1. National Image Abroad:**
  - Transitioning from service oriented offering to advance engineering. Build intellectual capital via innovation premium.
- 2. Unlocking IT Export Potential:**
  - Tapping into international markets to increase exports.
- 3. Developing Proper Skill Sets:**
  - Equipping the workforce with the necessary expertise to thrive.
- 4. Collaboration vs. Silos:**
  - Fostering a culture of cooperation and knowledge sharing to overcome fragmentation.



# Amir Abbas

CEO, Section Soft (Pvt.) Ltd.



## My Promise/Manifesto

- 1. PASHA for All**
  - Include all regions and sectors, ensuring everyone's voice is heard. Strengthen ties with industry, government, and academia for a unified IT landscape.
- 2. Bringing IT Home**
  - Engage the diaspora and global networks to attract IT business to Pakistan, boosting local opportunities and economic growth.
- 3. Expanding Globally**
  - Provide support for international expansion, offering guidance, resources, and legal aid to help companies succeed globally.
- 4. Cultivating a Growth Environment**
  - Advocate for easier business operations with quick issue resolution. Focus on emerging tech and mentor industry leaders for global competitiveness.
- 5. Industry-Led Digital Pakistan**
  - Drive digital progress with policies and skills led by the local IT industry, guiding government actions toward a digital future.



# Azhar Iqbal

Founder & CEO, RankSol

## My Promise/Manifesto



- 1. Supporting Industry Growth**  
Advocating for your needs at both governmental and international levels.
- 2. Encouraging Innovation and Technology**  
Promoting the adoption of new technologies to keep our companies competitive on the global stage.
- 3. Supporting SMEs and Startups**  
Providing guidance, financial assistance, and technical support to help new businesses grow.
- 4. Fostering Industry-Academia Collaboration**  
Aligning educational programs with the evolving needs of our industry.
- 5. Enhancing Payment Gateways**  
Collaborating with multiple banks to develop reliable and cost-effective Internet Payment Gateways, similar to our ongoing efforts with HBL, to reduce dependency on international services and save on extraneous charges.



# Dr. Sonia Saleem

CEO-Founder, Socio Engineering Technologies



## My Promise/Manifesto

### 1. Quality Education (SDG 4):

I will champion enhanced educational programs and training initiatives within the tech industry, ensuring our workforce is equipped with the latest skills and knowledge. This aligns with P@SHA's goal of fostering a skilled and knowledgeable community.

### 2. Decent Work and Economic Growth (SDG 8):

My focus will be on creating job opportunities and promoting fair labor practices within the IT sector. By supporting startups and SMEs, we can drive economic growth and innovation, in line with P@SHA's mission to support the tech ecosystem.

### 3. Industry, Innovation, and Infrastructure (SDG 9):

I aim to strengthen our industry's infrastructure by promoting research and development, encouraging innovation, and supporting the adoption of cutting-edge technologies. This will help P@SHA maintain its leadership in the tech industry.

### 4. Reduced Inequalities (SDG 10):

I am committed to promoting diversity and inclusion within the tech sector. I commit to fostering a diverse leadership team within P@SHA, ensuring that women's voices are heard and valued. My goal is to increase female representation in decision-making roles by 30% within the next two years, creating a more inclusive environment that reflects our commitment to gender equality.

### 5. Partnerships for the Goals (SDG 17):

I will work towards building strong partnerships with local and international organizations to drive collaborative projects and initiatives. This will enhance P@SHA's ability to achieve its goals through collective efforts.





# Faisal Jamil

VP LMKR

## My Promise/Manifesto



### 1. Automating Routine Tasks with Scalable, Efficient Systems

In today's fast-paced environment, digital transformation is essential for any association aiming to maximize operational efficiency. I will lead efforts to implement and maintain advanced tools such as Association Management Systems, service desks, and data repositories. This initiative will involve organizational

### 2. Ensuring Transparent Decision-Making and Accessible Information

Transparency is the foundation of trust within any organization. I am committed to establishing clear and open data management practices, ensuring that every member has easy access to all decisions made by the association and its leaders. This approach will foster a culture of openness and accountability.

### 3. Championing 'Made in Pakistan' Initiatives

With extensive experience in developing globally competitive products, I will drive PASHA's support for local companies creating their own innovative solutions. This includes advocating for government policies that prioritize the procurement of locally-made products and opening up opportunities for startups to participate in the public sector procurement process.





# Gull Zeba Jawad

Founder & CEO, RedMarker Systems



## My Promise/Manifesto

### 1. Strengthen Policy Advocacy and Government Relations

To advocate and influence IT policies that foster growth. Regular consultations with policymakers will be a priority to address industry challenges and align with PASHA objectives. Have good understanding in this regard being CEC RCCI.

### 2. Enhance Industry Growth and Development

I aim to address critical issues like taxation and data protection, support startup scalability, and foster international collaborations. I will promote workforce training in emerging technologies to ensure our industry's growth is sustainable and inclusive.

### 3. Promote International Presence and Networking

By showcasing Pakistan's IT capabilities at global events, I will work to attract foreign investment and foster trade delegations. My experience in international networking will help form global partnerships and create opportunities for Pakistani IT companies to thrive in the international market.

### 4. Drive Industry Engagement and Membership Growth

I propose to increase membership by 15% through targeted outreach and enhanced member services. I will help organize key conferences, workshops, and training sessions focused on the latest industry trends, encouraging member feedback and engagement.

### 5. Promote Women's Participation & Leadership

As a champion of women's empowerment, I will expand mentorship programs and advocate for gender-inclusive policies in tech. I will develop platforms for networking and professional support, aiming to increase women's representation in the IT sector.

### 6. Supporting Local Software Development Companies

Ensuring cohesive dialogue and coordinated actions to address the needs of all stakeholders, promoting innovation and sustainable growth in our industry and uniform policies across the sector. Ensuring cohesive dialogue and coordinated actions to address the needs of all stakeholders, promoting innovation and sustainable growth in our industry and uniform policies across the sector.



# Hassan Bin Rizwan

Founder CEO, SABAQ & Moonshot Animations



## My Promise/Manifesto

- 1.** Secure IP and product fund from the government to support new IPs/products across all IT sectors with a special focus on animation and game
- 2.** Publish sector-specific reports, similar to P@SHA Animation & Games report and use the data to inform better public policy
- 3.** Develop AI strategy for the services sector and help prepare the small companies transition into the AI economy
- 4.** Advocate for an apprenticeship/Co-Op model of upskilling of grads and juniors with govt support
- 5.** Organize/promote smaller meetups to foster partnerships and collaborations with P@SHA members



# Jawad Ahmed Qureshi

CEO, Basecamp IT Solutions



## My Promise/Manifesto

### 1. P@SHA: Amplifying Our Voice

**Objective:** Strengthening P@SHA as the resounding voice of Pakistan's IT industry. Elevate P@SHA to its rightful position as the unwavering advocate for Pakistan's entire IT ecosystem through strategic policy reforms and procedural enhancements.

### 2. Diversified P@SHA: Uniting All Verticals

**Objective:** Ensuring that P@SHA represents every facet of our dynamic tech landscape. Champion the interests of diverse technical verticals—whether it's groundbreaking products, innovative services, captivating games, efficient BPOs, or disruptive fintech—from every corner of our nation.

### 3. Collaborative P@SHA: Breaking Down Barriers

**Objective:** Building bridges with all stakeholders for a stronger tech community. Forge unbreakable bonds with key stakeholders—government bodies, academia, civil society, media, and the vibrant business community—ensuring that P@SHA becomes the epicenter of collaborative progress.

### 4. Global P@SHA: Connecting Beyond Borders

**Objective:** Positioning P@SHA as a global player through strategic alliances. Establish robust linkages with regional ICT associations, including AICTA, and extend our influence beyond borders, fostering international collaboration and knowledge exchange.

### 5. National P@SHA: Empowering Local Innovations

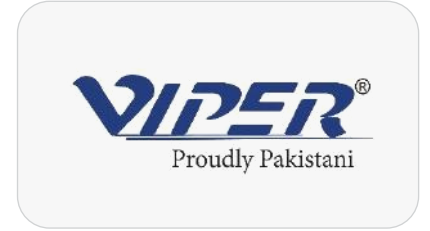
**Objective:** Propelling homegrown IT products and services to the forefront of national & Int'l procurement. Revamp policies to thrust locally developed IT products and services into the spotlight during national procurement processes, celebrating our homegrown talent.



# Khushnood Aftab

Group Chairman, Viper

## My Promise/Manifesto



### 1. 'Made in Pakistan'

Foster the development and adoption of locally produced technologies to enhance national pride and reduce reliance on foreign tech solutions. Actively promote tech 'Made in Pakistan' globally, showcasing our innovations and expanding the international footprint of our tech industry.

### 2. Attracting Local Investors to the Tech Sector

Implement incentives and supportive policies to attract and retain local investment. Facilitate matchmaking between tech companies and established businessmen to create synergistic partnerships, enhancing financial backing and business acumen. Encourage business groups to integrate tech companies into their portfolios, fostering a robust ecosystem of technological advancement and commercial success.

### 3. Unifying the Tech Industry

Promote collaboration across various tech industry segments to create a cohesive community that collectively tackles challenges and leverages opportunities.

### 4. Optimizing Government-Private Sector Collaboration

Encourage the government to focus on governance and oversight, advocating for departments to outsource software and technology development to the private sector. This approach will streamline efficiency, leverage private sector expertise, and stimulate economic growth by supporting local tech businesses.

### 5. Empowering Through Tech Skill Development

Enhance workforce technological proficiency through targeted training programs and partnerships with educational institutions, preparing a future-ready tech talent pool.



# Mir Nasir

CEO & Founder – xLoop



## My Promise/Manifesto

- 1. Capacity Building**  
Capacity Building of our Tech talent in line with global standards and requirements
- 2. Local Investments**  
Mobilizing sizeable investments into technology sector by Pakistani Industrial Giants
- 3. Brand Pakistan**  
Working with all stakeholders, domestic and international to build a strong and reputable brand of Pakistan for all investors
- 4. 10 year Strategic Plan**  
Building a 10 year strategic plan for growth and stability in the Tech sector for the country that may be executed by all subsequent governments in order to achieve our end objectives as a nation
- 5. Filling the Gaps**  
Working with all stakeholders, government and non-government alike, to identify, understand and fill the gaps that may be preventing us from reaching our true potential in this sector.





# Mubashar Ahmad Khalid

Chairman, AIJ International



## My Promise/Manifesto

### 1. Empowering and Expanding IT Sector by bridging global business opportunities:

With 35 years of business experience in the UK and Pakistan, I have honed key skills and networks. I believe at least one committee member should have international reach and experience and I can fill that gap with my expertise and tools. My goal is to bridge the gap between these markets, bringing business to Pakistan and enabling local businesses to thrive, ultimately benefiting P@sha & the government in the long term.

### 2. Advancing Technological Innovation and Competitiveness:

Advocate for investment in emerging technologies such as AI, blockchain and cloud computing to keep Pakistan's IT sector proactive and ahead of global trends.

### 3. Strengthening Industry-Government Collaboration:

Forge a stronger partnership between P@SHA & government bodies to shape policies that drive digital transformation, attract foreign investment and enhance export opportunities.

### 4. Fostering Startups and SMEs:

Prioritise initiatives that provide startups and SMEs with easier access to funding, mentorship and global markets, fostering a supportive ecosystem for innovation and entrepreneurship.

### 5. Global Recognition and Market Access:

Push for P@sha-led efforts to showcase our capabilities at international forums and establish partnerships that open global market access for Pakistan's IT industry, ensuring its recognition on the world stage.



# Haris Naseer

COO & Director of Business Ops, InfoTech



## My Promise/Manifesto

### 1. ENHANCING GOVERNANCE FRAMEWORK

I am committed to enhancing governance within PASHA by focusing on:

- **Consensus Building:** Establishing clear guidelines for how the Central Executive Committee (CEC) conducts itself and reaches consensus on strategic priorities with accountability.
- **Secretariat Structure:** Optimizing the structure of the Secretariat to ensure clear outcomes, measurable KPIs, and efficient processes. This includes empowering the Secretariat's overall capacity to better serve our members.
- **Financial Oversight:** Implementing robust financial governance practices to ensure transparency, accountability, and strategic allocation of resources within PASHA.

### 2. STRENGTHENING STAKEHOLDER ENGAGEMENT

Building on PASHA's strong foundation, I aim to further enhance industry engagement by:

- **Member Services Quality:** Improving the quality of services provided to members to ensure they receive maximum value.
- **Digital Assets Enhancement:** Upgrading PASHA's digital platforms to enhance user experience and foster greater inclusivity among members.
- **Strategic Relationships:** Strengthening engagement with key stakeholders such as SBP, FBR, SECP, and other government bodies to foster collaborative growth and policy alignment.

### 3. BUILDING OUTREACH & ALLIANCES

I propose a dual approach to expand PASHA's influence both locally and globally:

- **Internal Capacity Building:** Developing internal capabilities for sustained global outreach, independent of external dependencies.
- **Strategic Partnerships:** Strengthening strategic partnerships with organizations such as PSEB, MOIT, MOFA, and TDAP to align initiatives and create data-driven strategies that support mutual objectives.

### 4. SCALING SKILL & CAPABILITY DEVELOPMENT

To ensure the continued growth of our industry, I will focus on:

- **Skill Enhancement Programs:** Securing additional financial resources to expand initiatives like the TechLift program, which directly enhances industry skills.
- **Thought Leadership in Education:** Collaborating with HEC and the Provincial Education Departments to drive thought leadership and influence curricula that meet industry needs.
- **Co-Op Education:** Launching a pilot co-op education program that can be scaled and managed by universities to bridge the gap between academia and industry.

### 5. DATA INITIATIVES

I strongly believe that one cannot improve what one does not measure, so getting the right data for IT industry is imperative for our growth plans. I hope to work with the industry stakeholders to devise a way of collecting this data while ensuring that all privacy concerns are addressed.





# Umair Nizam

Group Director, Ecommerce Gateway Pakistan (Pvt) Ltd

## My Promise/Manifesto



### 1. Enhancing International Market Access and Visibility

I will boost international recognition for Pakistani IT companies by organizing major trade fair participations, forming alliances with global IT associations, and setting up a visa facilitation desk at the Ministry of Foreign Affairs for smoother visa processes.

### 2. Establishing a Multi-Stage Product Development Program

I will strengthen product innovation by creating a Product Innovation Lab with resources and mentorship, offering grants for R&D, providing training on product management, and advocating for R&D tax incentives and public-private partnerships.

### 3. Bridging the Talent Gap and Enhancing Skill Development

I will address the skills shortage by modernizing IT curricula with universities, launching nationwide and online training programs, and developing a standardized framework for internships and apprenticeships.

### 4. Developing a P@SHA Member Portal

I will create a B2B portal for members to connect and market their services, supported by a global digital marketing campaign and training to optimize portal use.

### 5. Strengthening the Secretariat

I will improve operational efficiency by optimizing workflows, integrating modern software, providing ongoing staff training, and establishing regular reporting and online engagement platforms for better member communication and feedback.



# Muhammad Usman Khan

CEO, Sherdil IT Academy



## My Promise/Manifesto

### 1. Enhancing Global Business Expansion and Exhibition Support:

- I will work to streamline the processes for participating in international exhibitions and scaling businesses globally across various sectors. This includes providing resources and support to overcome challenges in expanding into new markets.

### 2. Bridging the Gap Between Industry and Academia:

- I am committed to resolving disconnects between industry and academia by fostering collaboration and aligning educational programs with industry needs. This will help produce a workforce better equipped to meet current and future demands.

### 3. Streamlining Export and Visa Processes for IT Companies:

- I will advocate for simplifying export-related procedures and visa regulations, ensuring that IT companies can operate and expand their business with minimal bureaucratic hurdles, both locally and internationally.

### 4. Securing Government Incentives for IT Companies:

- I will push for the IT sector to receive greater incentives and support from the government, including tax relief, grants, and subsidies, to boost innovation, growth, and competitiveness in the global market.

### 5. Facilitating Alternative Payment Solutions and Virtual Banking:

- I aim to address the need for alternative international merchant solutions and virtual banking options, making it easier for businesses to engage with foreign clients and conduct transactions smoothly and efficiently.



# Munaf Majeed

CEO, Server4Sale

## My Promise/Manifesto



### 1. More Work, Always Happy to Help

My dedication to P@SHA goes beyond words—I'm committed to dedicating a part of my daily time to our association, ensuring swift responses and steadfast support. I believe in rolling up my sleeves and getting things done, with a smile on my face and a genuine eagerness to help.

### 2. Empowering Committees

True leadership is about empowering others. I believe the CEC should lead strategically, but the real decision-making power should be in the hands of specialized committees. These committees, made up of passionate and knowledgeable members, will tackle local issues head-on, ensuring that decisions are made by those who understand the challenges best.

### 3. Transparency and Open Communication

Transparency isn't just a buzzword—it's the foundation of trust. I'm committed to making all communications, decisions, and follow-ups fully transparent and accessible. Together, with open communication, we can make P@SHA a shining example of what collective effort can achieve.

### 4. Advocacy for IT Industry Growth

I'm passionate about driving the IT industry forward. I will champion policies, incentives, and government support that not only boost our sector but also protect the interests of every P@SHA member. My mission is to ensure that our members thrive in a competitive market, with the full backing of supportive regulations and tangible benefits.

### 5. Community Engagement

Our strength lies in our community. I'm committed to deepening engagement through dynamic events, insightful conferences, and the creation of a much-needed Business Directory and B2B Networking Portal. These initiatives will foster stronger connections and empower us all to grow together.



# Naumeena Suhail

CEO, The Design Firm

## My Promise/Manifesto



### 1. Gender Inclusions

- Advocate for actionable policies that support mentorship programs for women, promoting family-friendly workplace policies.
- Bringing more Pakistani women on-front stage in technology industry in global and domestic platforms.

### 2. Industry Collaborations

- Collaborate with VCs and Investors locally and internationally to invest in Pakistan companies/products.
- Work on collaboration to grow export of Pakistan.
- Will work inclusion and bridge gaps between local industry and IT industry.

### 3. Uplifting the next generation of tech-leaders

- Advocate programs that will provide young-tech enthusiasts with the skills, mentorship, and opportunities.

### 4. Elevate PASHA

- Promote positive image of Pakistan and PASHA in International and local market.
- Organize existing members meetups and roundtables on different topics or issues



# Osman Asghar Khan

Managing Director – Pakistan at Afiniti  
Software Solutions Ltd.

afiniti

## My Promise/Manifesto

### 1. Development of Skilled Workforce

Promote nationwide technical and vocational training to ensure a steady supply of skilled manpower as the industry expands. Collaborate with leading universities and training institutes to emphasize the importance of digital transformation and the requisite skills for this shift.

### 2. Government Liaison for Business Facilitation

Engage in direct and proactive communication with government officials, including the IT minister, to secure policy incentives and reduce bureaucratic barriers. This will enable the IT sector in Pakistan to thrive even in challenging economic conditions.

### 3. Cost Optimization

Implement strategies for optimal cost allocation to fuel growth and support the success of both start-ups and established businesses within the industry.

### 4. Enhanced Tax Regime for Employees

Work closely with the government to secure tax concessions for employees in the IT sector. This will attract top talent to the industry and motivate existing employees to achieve peak performance.

### 5. Promotion of Innovation and R&D

Foster a culture of innovation by encouraging investment in research and development (R&D). Partner with academic institutions and private enterprises to drive technological advancements and gain investments, ensuring that Pakistan grows to competitive position in the global IT landscape.





# Raheel Iqbal

CEO, The Game Storm Studios

## My Promise/Manifesto



### 1. ELEVATE THE PAKISTANI GAMING INDUSTRY:

Position Pakistan as a global leader in the gaming market, aiming to surpass \$1 billion by 2025 through investments and direct deals on the pattern of Turkish & Vietnam Gaming industry.

### 2. CAPACITY BUILDING AND SKILL DEVELOPMENT:

Focus on enhancing young talent to meet local and international market demands to take our total employed youth to 0.5 million in next 3 years. Utilizing the potential of Skills and AGG Committee. Best Utilizing funds to generate IP Based Products.

### 3. ADVOCATE FOR BUSINESS-FRIENDLY POLICIES:

Establish a 10 year consistent policy framework with export income rebates to support the software industry's growth by working closely with IT Ministry, TDAP, PSEB, PITB, STZ, MoC, SBP and PTA.

### 4. BRAND PAKISTAN: PR & LOBBYING:

Improving the perception of Pakistan as a tech hub. Highlight more success stories of Pakistani companies globally. Leverage foreign offices and commercial attachés to enable direct deals between local and international companies.

### 5. EMPOWER WOMEN ENTREPRENEURS AND GAME-PRENEURS:

Launch programs and funds to create more women entrepreneurs and game-preneurs nationwide.



# Sajjad Syed

Head of Innovation, ExD Group.

## My Promise/Manifesto



### 1. Policy Lobbying

P@SHA should actively work on lobbying with key stakeholders in the govt. including the Ministry of Finance, Commerce, FBR, SIFC, Foreign Affairs, PTA, HEC, Planning, Youth, NAVTTC, PSEB, MOITT, and PTA. P@SHA's collective and unified message needs to be heard across all ministries to address industry concerns effectively, whether it be a lack of skilled resources, market access or issues caused by improper taxation or communication infrastructure. I would lobby to have P@SHA representatives responsible for managing each and every one of these departments.

### 2. Strengthened Governance

P@SHA secretariat needs to be further strengthened. In line with principles of corporate governance, SG should be empowered and held responsible for the KPIs set by the Central Executive Committee (CEC). The KPIs should be given once a year and monitored every month by the CEC. The member affairs section is to be set up with a proper CRM system so the service levels being given to members are being properly addressed.

### 3. Inclusivity

In all P@SHA initiatives, I will aim to find the most competent people within the community to lead particular initiatives that they are passionate about. P@SHA members represent the best brains in the country, the talent and experience pool of P@SHA committees and representation should not be limited to the elected CEC Members. P@SHA CEC should also have a quarterly call with the community to showcase performance.

### 4. Shared Services

High quality shared services should be provided to P@SHA companies to lower the costs of back-office common operations. These services should include Insurance, Tax Advice, Audit, Travel, Banking, Accounting, Legal, Internet and enablement in Sales and Operations. We can achieve significant economies of scale and lower individual costs if we can share services and negotiate as a block. I will establish a mechanism for companies to collaborate on large projects and set up an alternate dispute resolution forum.

### 5. Brand Elevation

The P@SHA brand should be further strengthened and positioned as a thought leader on economic and financial matters. I aim to set up a proper brand management framework within P@SHA to comprehensively build the brand of P@SHA – the organization and establish P@SHA and its members as experts and thought leaders, in their respective fields globally.





# Salman Dar

CEO, Itroos

## My Promise/Manifesto



### 1. Government Collaboration and Policy Advocacy

**Industry-Friendly Policies:** I will work closely with the government to develop policies that are favorable to the IT industry, ensuring that they align with the needs of businesses and foster growth.

**Effective Implementation:** Beyond policy creation, we also need to focus on the effective implementation of these policies, ensuring they translate into tangible benefits for the industry.

### 2. Made in Pakistan

**Encouraging Local Adoption:** By advocating for policies that promote the use of locally developed technology solutions in both public and private sectors, we can drive demand and support homegrown innovation.

### 3. International Collaboration and Market Expansion

**Strengthening Global Ties:** By forging stronger relationships with international IT bodies, we can open up new markets for Pakistani companies and enhance our global reputation.

**Export Promotion:** I will work to create a framework that specially supports small & medium size IT companies in exporting their products and services, tapping into new opportunities beyond our borders.

### 4. Skills Development and Talent Retention

In addition to training youth, we also need to focus on up-skilling our existing workforce to equip them with cutting-edge skills and create incentives to retain our top talent in Pakistan.



# Samad Saleem

Founder, Digitrends

## My Promise/Manifesto



- 1. Unification of IT Sector**  
We will unite IT companies under P@SHA Umbrella, amplifying their influence in government advocacy.
- 2. Salary Tax Issue**  
We will address the disparity in salary taxation and align it with the favorable taxes freelancers enjoy.
- 3. Resource Upscaling**  
By aligning academia with industry needs, we will produce workforce-ready IT specialists, reducing reliance on outsourcing.
- 4. IT Infrastructure**  
We will advocate for better internet and electricity to sustain the growth of Pakistan's largest export sector.
- 5. Friends of Pakistan and Beyond**  
We will help the IT industry expand into GCC and EU markets by liaising with governments for favorable business conditions.



# Shaikh Ayaz Ali

COO, Co-Founder, Cooperative Computing



## My Promise/Manifesto

- 1. Deliver Superior Member Experience**
  - To increase industry engagement, I will launch and lead initiatives that enhance member interactions within P@SHA, driving a 10x increase in engagement that will create a more connected P@SHA community.
- 2. Lead Digital Enablement For Global Outreach**
  - Ensure hyper growth of P@SHA to expand its global outreach, aiming for a 20% increase in memberships and renewals through automation, personalization & Data-driven decisions.
- 3. Set Key Industry Targets with Policy Alignment**
  - Establish a framework of measurable outcomes with member input and Govt policy alignment, ensuring accountability through quarterly updates and detailed bi-annual reports.
- 4. Engage Academia for Skill Development**
  - Lead initiatives with Academia to enhance talent quality to reduce the skills gap by 20%, aligning with P@SHA's focus on capacity building and preparing the future IT workforce.



# Sheikh Abdul Qadir

MD, IDRAK AI

## My Promise/Manifesto



- 1.** Branding of the IT Industry
- 2.** Sales & Marketing Strategies.
- 3.** Sales Training
- 4.** Increase BPO Representation.
- 5.** Bridging BPO + IT Collaboration.



# Sultan Hamdani

Founder, Maison Consulting & Solutions

## My Promise/Manifesto



- 1.** Continuity
- 2.** Affordable workplaces
- 3.** Advocate Mid size Companies Growth Policies
- 4.** Strengthening the Secretariat
- 5.** Enhancing International Partnerships and Market Access



# Syed Abu Afzal

Partner – Mazik Global



## My Promise/Manifesto

- 1. Industry growth and development**  
Empowering the IT sector through strategic initiatives, fostering innovation, and driving economic growth.
- 2. Skill development and training**  
Equipping professionals with cutting-edge skills, bridging the talent gap, and enhancing employability.
- 3. Policy advocacy and government collaboration**  
Fostering a supportive regulatory environment, promoting public-private partnerships, and shaping policies for industry growth.
- 4. International partnerships and collaborations**  
Building global connections, facilitating knowledge exchange, and showcasing Pakistan's IT capabilities worldwide.
- 5. Support for startups and SMEs**  
Nurturing entrepreneurial spirit, providing resources, and empowering small businesses to drive innovation and job creation.
- 6. Enhancement of Pakistan's reputation as a hub for IT and technology**  
Showcasing Pakistan's IT prowess, promoting a positive image, and establishing the country as a preferred destination for technology investments.





# Syed Junaid Ahmed

Co-founder & COO Softoo (Pvt.) Ltd.



## My Promise/Manifesto

### 1. Collaborative Platforms

- **Action:** Implement tools like AMS for real-time communication and collaboration among members.
- **Support:** Provide training and integrate feedback mechanisms.

### 2. International Partnerships & Global Events

- **Action:** Forge partnerships with international tech organizations and participate in global conferences and trade shows.
- **Goal:** Showcase Pakistani IT capabilities and foster cross-border networking.

### 3. Skills Training Programs

- **Action:** Assess skill gaps through surveys, develop targeted training with educational institutions, and offer certification programs.
- **Support:** Partner with industry leaders and government for funding and support.

### 4. Uniform Tax Regime

- **Action:** Advocate for a consistent tax regime for local and remote IT/ITES workers. Consult with companies, develop policy proposals, and lobby with government officials.

### 5. Ease of Doing Business

- **Action:** Form a CEC and Secretariat as ONE UNIT to address industry challenges, streamline operations, and resolve issues effectively.

### 6. Made in Pakistan & PPRA Rules

- **Action:** Reform PPRA rules to support local IT procurement. Engage stakeholders, propose new guidelines, and lobby for adoption.





# Usman Akbar

CEO, PureLogics Group

## My Promise/Manifesto



- 1. Future-Ready Workforce**
  - Equip the IT workforce with essential skills and adaptability to meet the demands of emerging technologies and a rapidly evolving industry.
- 2. Advocating for Comprehensive Policy Reforms**
  - Achieve a more conducive business environment for the IT sector through policy reforms, financial incentives, and regulatory simplification.
- 3. Enhance Industry Engagement**
  - Foster a collaborative ecosystem that drives innovation and growth through strategic partnerships and aligned objectives among IT companies, academia, and government.
- 4. Building Trust and Transparency**
  - Establish a trustworthy IT industry environment by promoting ethical standards, open communication, and accountability.
- 5. Centralized Knowledge and Communication**
  - Empower IT industry members by providing access to a centralized hub of resources and insights, facilitating collaboration and professional growth.



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