

Pakistan is participating in CeBit Hannover 2008 to market its IT potential

By MediaMark

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Hannover: As part of its mission to market the Pakistani IT companies' potential in international market, Pakistan is participating in the CeBit Hannover 2008 fair being held in Germany.

Pakistan Software Export Board (PSEB) has established a customized country pavilion for the participating member companies that have been jointly selected by Pakistan Software House Association (PASHA) and PSEB, spokesman of PSEB said in a statement.

The PSEB spokesman said that attendance in international trade fairs and exhibitions by Pakistani companies is integral part of the Government of Pakistan's policy. It provides a chance to interact with the world renowned IT companies and executives in order to showcase their IT services potential.

He expressed hope that the delegation would generate valuable business leads with a high probability of transforming into successful business ventures with the participating companies. He informed that amongst the participating companies, Progressive Systems has expertise in web portal, web applications, enterprise mobile applications development and business intelligence & data warehousing. GoodCore Software is providing services for the development of business applications, Xorlogics Inc. specializes in database applications and mobile applications while Server4Sale is a known icon in the area of website hosting services with integration of related applications.

Pakistan has immense potential in IT sector outsourcing services and its participation in the upcoming CeBit fair will help increase interaction between the Pakistani companies and international IT firms. With an IT Industry worth more than US\$ 2.8 billion, including annual IT exports exceeding US\$ 1.4 billion, Pakistan is eyeing to increase the size of IT sector to over US\$ 11 billion by 2011. "Software export activities by Pakistani companies are not only enhancing the country's image abroad but are also having a positive impact on the IT export related earnings of the country, the PSEB spokesman added.

One of the main factors behind Pakistan IT sector's rapid growth is Pakistan Government's policy to allow foreign investors 100% ownership of equity and 100% repatriation of profits, as well as tax exemption for IT companies until 2016.

About Pakistan Software Export Board (PSEB)

PSEB is a Government agency mandated to promote Pakistan's IT Industry including software, services, hardware and call centers locally and globally. It regularly sponsors attendance by its member companies in International Trade Shows and Exhibitions that help companies showcase their capabilities and develop business contacts. PSEB has been facilitating the IT industry through its programs in Human Capital, Office Space, Marketing, Company Capability Development, Telecom Bandwidth, Industry Finance, Public Policy, Strategy & Research, and Facilitation.

To learn more about PSEB, visit www.pseb.org.pk

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Email	Click to contact author
Website	http://www.pseb.org.pk
Phone	+92-51-2270976
Fax	+92-51-2270982

Address 14, St. 84, Embassy Road, G-6/4
Islamabad
Zip 44000
Country Pakistan
Link <http://prlog.org/10055005>



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