Pakistan
A Harbor of IT outsourcing & Investment

March 4, 2019

Mirza Asif Baig

SAFFRAN Group, CEO

Self Introduction

Mirza Asif Baig

- Place of Birth: Punjab Province , Sargodha Pakistan
- Academic background:

    M.B.A   Russia

    B.B.A   Malaysia / Australia

    O.C.P   USA

    School   Lasalle   Pakistan

- Languages : Urdu, Punjabi, Russian, Malay, English, Japanese
- Current Residence Status: Residing permanently in Japan since 2006
- Managing a business for 12 years in Japan, and established overseas corporations in Pakistan, Kenya, Mozambique, Malaysia, New Zealand, Australia
- Total Number of Employees: 70-80 (2018/11)

Strength of SAFFRAN: Strong IT foundation in Pakistan
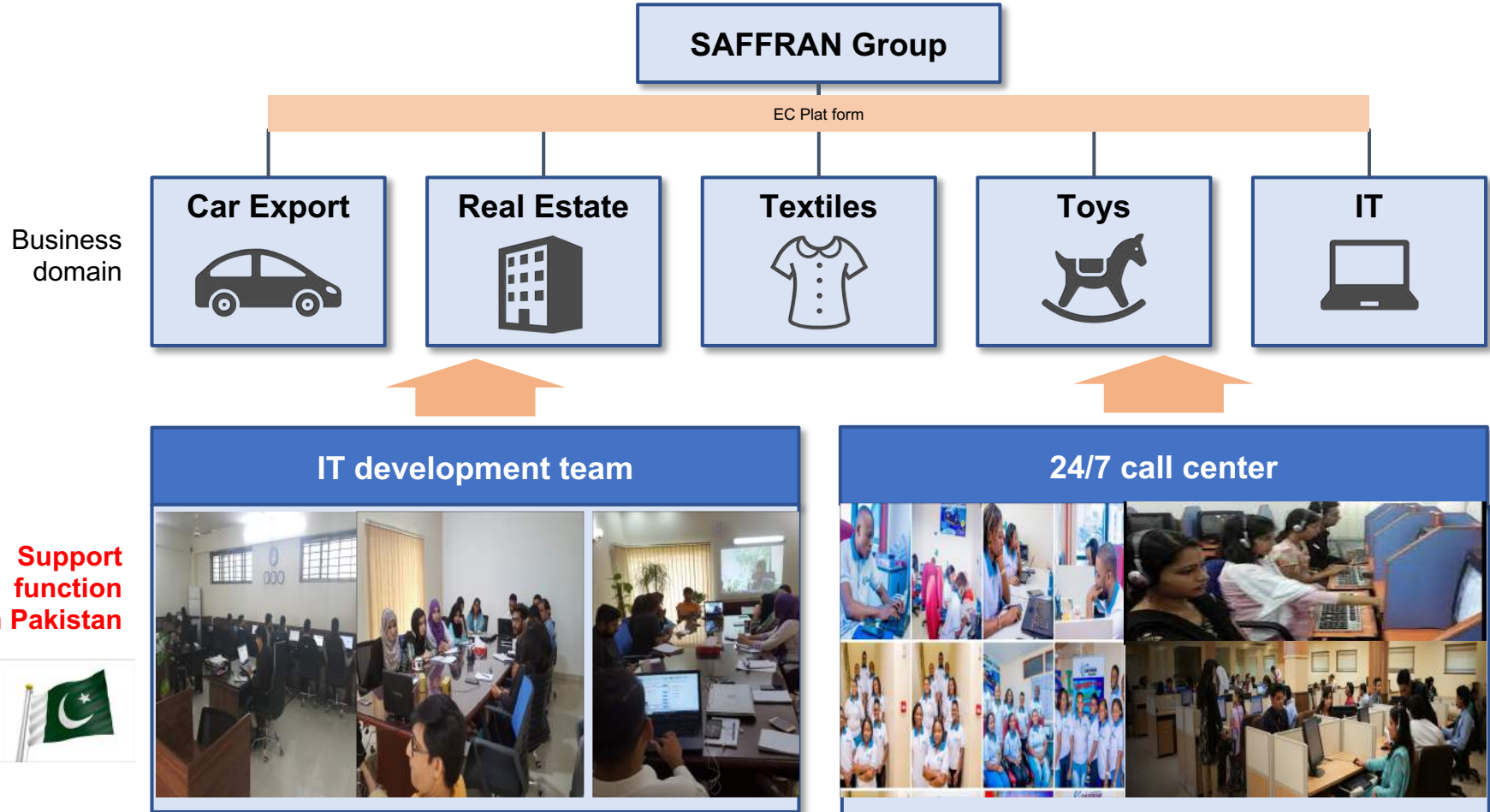
SAFFRAN Journey to IT and Call center in Pakistan

Japan

High Cost
The cost of IT services in Japan was way expensive than our expectations. We contacted various size of IT companies in Japan but even the least was not affordable.

Invoice
High invoices IT Co in Japan

Maintenance
High maintenance and fixes cost

High Maintenance Cost
Not just that the development of system was very expensive but maintenance of the system and fixes was another cost challenge .

Pakistan

IT Team in Pakistan
The fear of high estimates in japan encouraged us to build our own team. Now capable in development in various languages.

Team
Simple PowerPoint Presentation

Call Centre
24/7 contacting more than 30 countries

Call Centre
Resilient team of Saffran now contacts customer world wide and now we are offering our sourcing to other companies

Seminar on IT 2016

Joint efforts of The Embassy of Pakistan, JETRO, JICA,TCCI,Saffran Group to bridge between the Talent and deficit of Human resource to make Japan.

Seminar on IT 2017

Joint efforts of The Embassy of Pakistan, JETRO, JICA,TCCI,Saffran Group to bridge between the Talent and deficit of Human resource to make Japan.

Joint efforts of The Embassy of Pakistan, The Japan Embassy in Islamabad &
Saffran Group to introduce Japanese business delegation with the IT industry of Pakistan.

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Introducing Japanese Language as a Subject

An effort to filling the gap of communication
Saffran Group MOU with FAST University 2017

Pakistan IT Industry at a glance

$2.5 Billion market

2,000[+] **IT companies**

300,000[+] **English speaking IT professionals**

200,000[+] **IT graduates engineers**

14 software parks and **3** mega IT parks

70% of OPEX saving

Some Foreign Clients of IT Industry

Arfa Software Technology Park, Lahore - PITB


- A forefront in implementing e-governance initiatives

- Deployed "smart monitoring"

- Developed a cellular phone-based technological framework that helps public departments monitor their own work

- Enhanced performance of latest IT equipment and installation of licensed software and IT training

- Incubator Centers and Tech Hub-Co-Working Space at Arfa Software Technology Park

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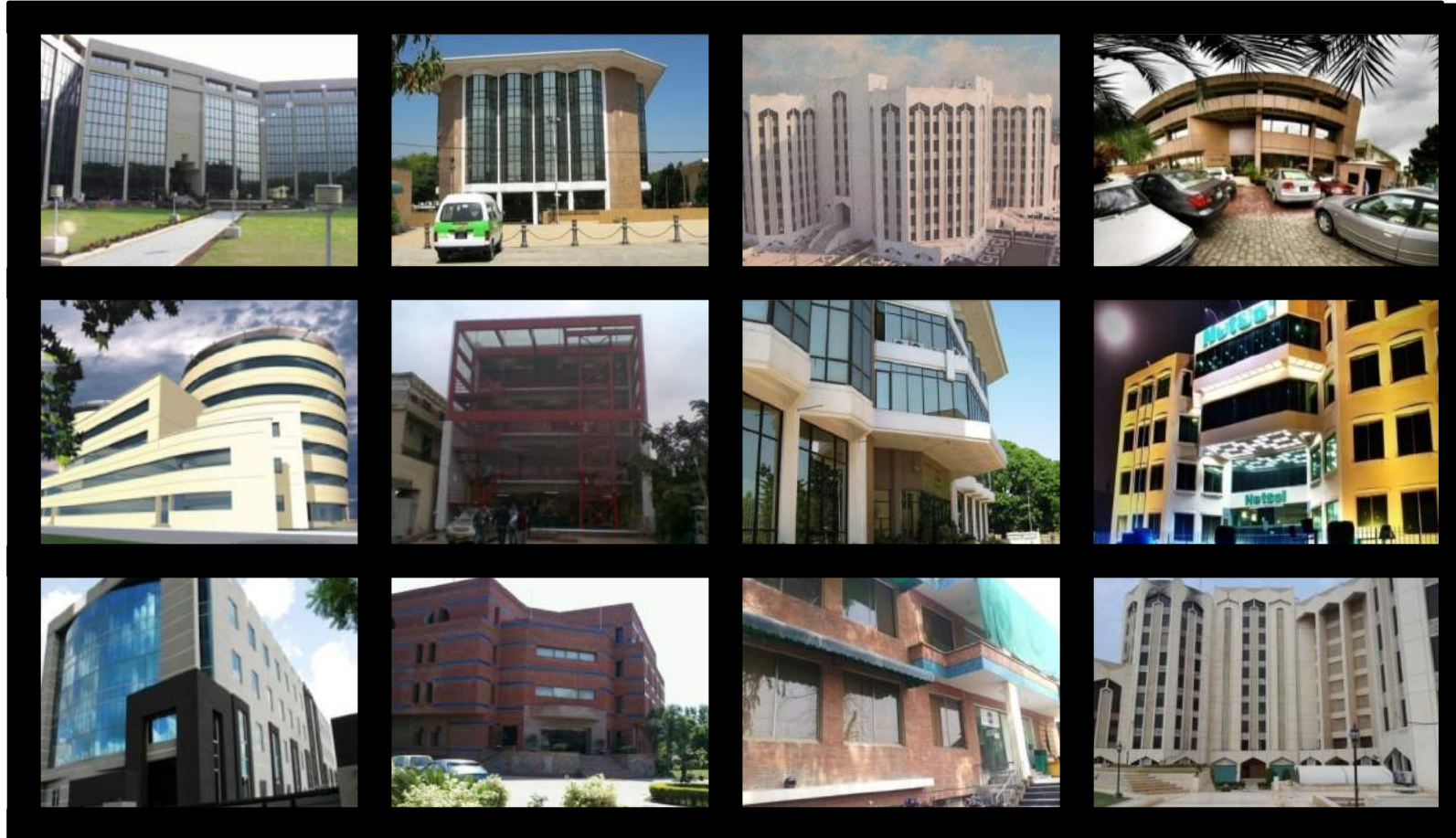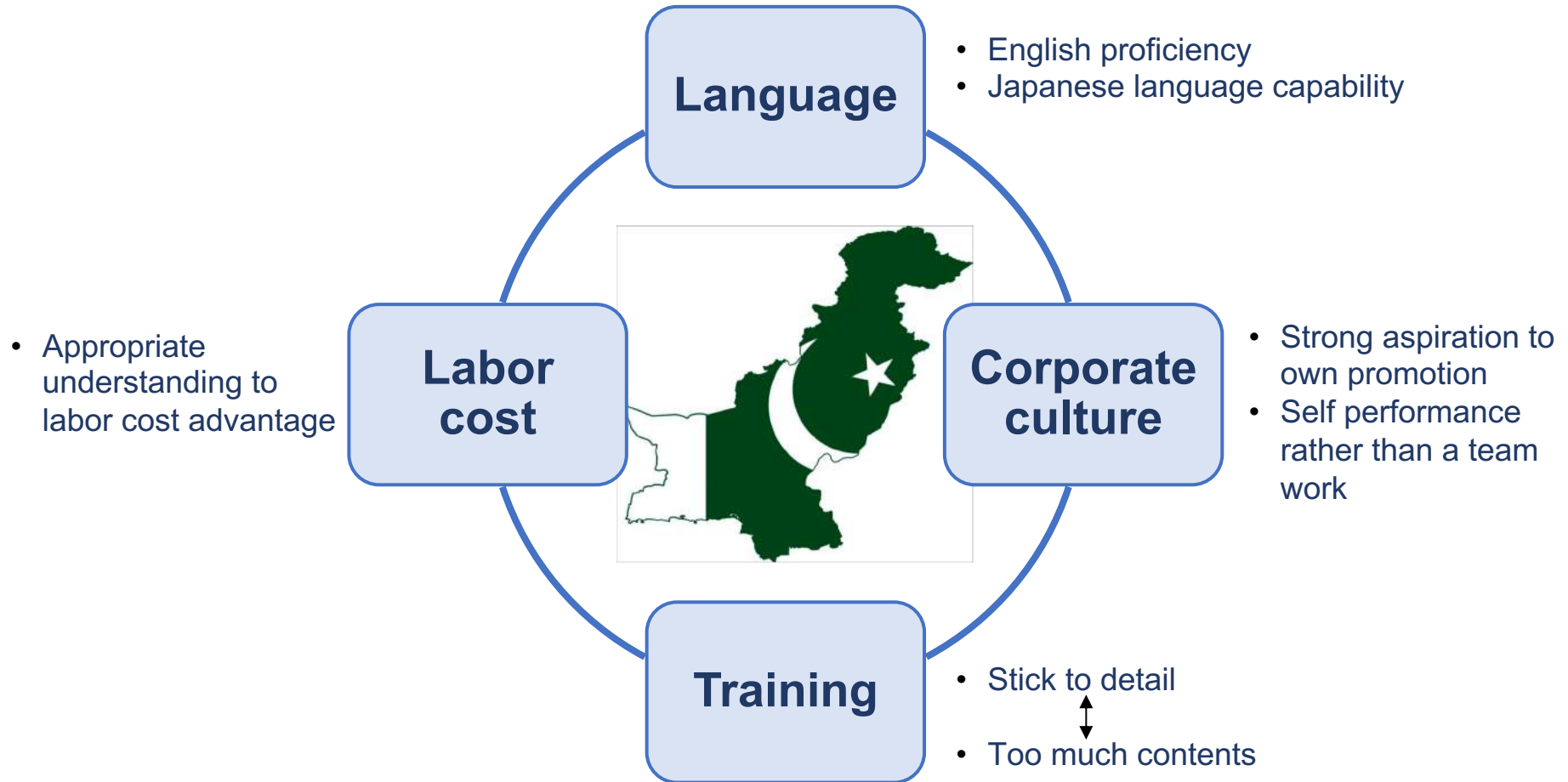
Outsourcing and Investment to Pakistan

- Pakistani IT companies have capabilities in the following areas for investment and outsourcing:

  - GIS
  - Mobile apps and games
  - Computer Aided Modeling
  - AI
  - Big Data
  - Animation & Gaming
  - Retail Banking & Finance
  - Healthcare software
  - Telecom and billing software
  - Industry-specific ERP
  - Document Management
  - Call Centers
  - **Fin Tech and Block Chain is at the seeding stage in Pakistan**

Investment opportunity
Company acquisitions, JV & mergers

- Japanese companies can start by outsourcing pilot projects to selected outsourcing partners in Pakistan. If the project is successful, then Japanese companies can establish their development centers in Pakistan to save on OPEX and for time zone advantage
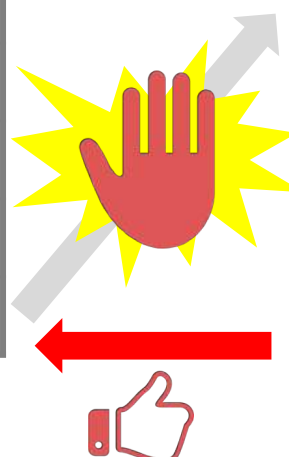
Challenges for a Japanese IT companies in Pakistan

- English proficiency
- Japanese language capability

Language

- Strong aspiration to own promotion
- Self performance rather than a team work

Corporate culture

- Appropriate understanding to labor cost advantage

Labor cost

- Stick to detail
- Too much contents

Training

Common misunderstanding about labor cost advantage

■ **Monthly salary comparison**

Rank	Japan (JPY)
1	180,000
2	250,000
3	350,000
4	400,000
5	550,000

Pakistan (PKR)	(JPY)
20,000	= 16,148
25,000	= 20,138
30,000	= 24,219
45,000	= 36,329
100,000	= 80,772

Read: the above figures are hypothetic examples actual numbers may change from area to area and forex.

Incentives for Foreign Investors

Zero Taxes. on IT Export Rev.

100% Equity. in IT foreign investors

100% Repatriation. for foreign investors

Tax Holiday 7 year for venture capital funds

Thank you!

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