



Press Release

## **UKPCCI TO INVEST UK POUND 200 MILLION IN PAKISTAN'S IT & TOURISM SECTORS**

Lahore, April 15, 2019

An 11-member delegation of UK Pakistan Chambers of Commerce and Industry commercial council and HTL (UKPCCI) led by Sr. Vice President UKPCCI Syed Asad Hussain expressed keen interest in all IT interventions of the Punjab Information Technology Board (PITB) and indicated their prime interest to tap into young workforce, and explore their talents and strengths by focusing IT and tourism being main priorities for economic growth in Pakistan through an investment of **UK Pound 200 million** to IT, Tourism and other promising sectors of Pakistan.

It was disclosed by the leader of the delegation during a meeting with the Chairman PITB Azfar Manzoor here today who informed that the PITB was determined to make Punjab the top e-governed, IT-enabled province, and a preferred destination for global IT businesses, as well as a major supplier of skilled human resource of IT in Pakistan. A MoU was also signed between PITB and HTL for collaborative ICT interventions & growth of the digital eco system in Pakistan.

The visiting delegation was briefed about the scope of PITB interventions and they were apprised that 65% of the population in Punjab is below 25 years of age, and they could be of great potential if trained in the right skillset. Presently, PITB provides consultation and physical support to 40 different departments of government of the Punjab in terms of process automation and launching new IT initiatives.

The delegation was further informed that four major areas including the formation and implementation of IT policies and framework, providing IT infrastructure and enhancing productivity, enabling good governance and finally facilitating ease of doing business and improving delivery of public services were being focused.

The delegation appreciated PITB's strategy based on supporting the industry, promoting entrepreneurship and job creation, digitization, e-governance and improving service delivery of citizen centric services. The Chairman PITB also gave an overview of PITB's entrepreneurial ventures including Plan 9, Tech Hub Connect, e-Rozgaar, Herself and Plan X.