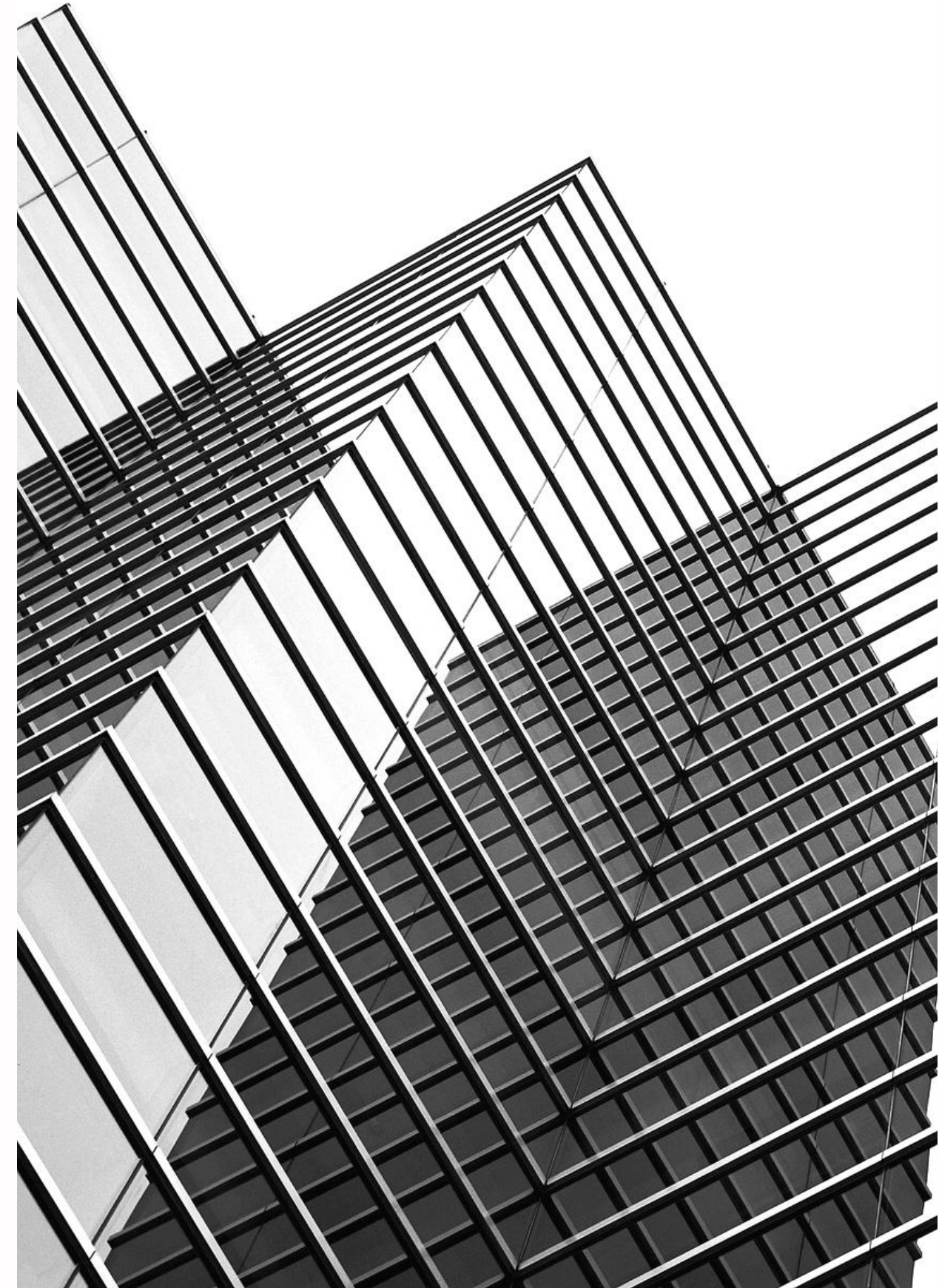


TECH
LONDON
ADVOCATES

PAKISTAN

PART OF
TECH LONDON ADVOCATES &
GLOBAL TECH ADVOCATES



BUILDING GLOBAL BRIDGES

OUR PURPOSE



We envision a UK
Pakistan TECH
CORRIDOR which
facilitates dialogue
and the cross
pollination of
ideas, talent and
investment

01

- **CHAMPIONING ROLE MODELS**

showcasing Pakistan's very own success stories to inspire the future generation.

- **SUPPORTING SOCIAL ENTERPRISE**

TLA Pakistan wants to gear up the social enterprises of Pakistan for the next big thing.

- **HAVING CROSS BORDER KNOWLEDGE EXCHANGE**

a global bridge promoting learning, tech, trade and talent exchange.

- **WOMEN TO LEAD OTHER WOMEN**

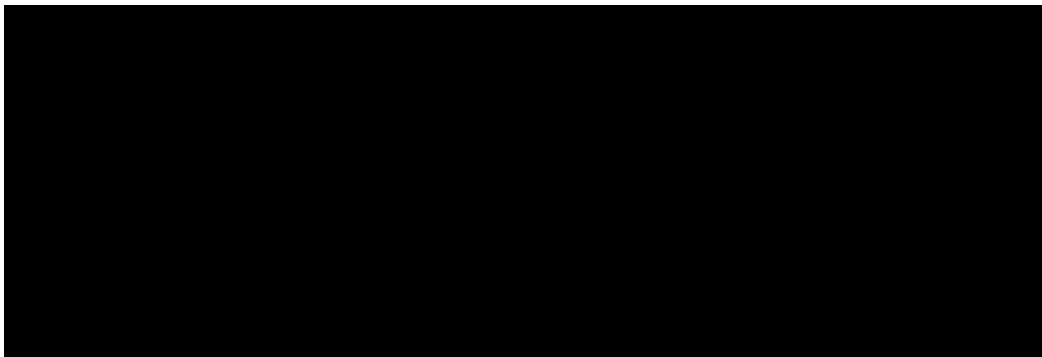
is an important part of how TLAP Women will be supporting gender parity in Pakistan

02

TLA PAKISTAN OBJECTIVES

03

WHY PAKISTAN



130 MILLION PAKISTANIS ARE UNDER 30, WILL GENERATE DEMOGRAPHIC DIVIDEND THROUGH 2040

114 Million under 25, 66 Million under 15, 5th largest population, more urban than India. Three young people will enter the workforce for every person retiring over the next 20 years, boosting productivity and creating - a huge demographic dividend.

PAKISTANI MIDDLE CLASS TO GROW TO 122M BY 2025, THE LARGEST INCREASE AFTER CHINA, INDIA

THIS IS DRIVING GROWTH IN CONSUMER SPENDING, CREATING LARGE MARKETS ACROSS MANY VERTICALS

Pakistan Household Integrated Economic Survey, company analysis assuming 8% growth rate through 2025 which grew at 9% CAGR in last 20 years \$257 B Consumer Spending 2018.

PAKISTAN HAS THE TECH TALENT FOR CREATING SUCCESSFUL VENTURE BACKED STARTUPS

Pakistan 360K Software Developers in Pakistan 300+ Startups started last year 35+ Incubators & accelerators across Universities, Private and Public sectors 3 Unicorns with R&D in Pakistan.

75M BROADBAND INTERNET USERS, A CRITICAL MASS STARTUPS CAN NOW ACQUIRE 10S OF MILLIONS OF USERS, MOST OF WHOM ARE YOUNG, URBAN AND EARLY ADOPTERS OF TECHNOLOGY.

Pakistan Telecommunication Authority 15+ year olds Cellular Subscribers Broadband Subscribers 25x Growth in Broadband Subscribers from 2013-2019

Tech London Advocates Pakistan (TLA Pakistan) is the country chapter of Tech London Advocates (TLA) and Global Tech London Advocates - Underpinned by a spirit of creating open, inclusive and collaborative global tech ecosystems. Headquartered in London, TLAP believes that London is one of the world's leading tech hubs. TLA Pakistan is building a network of Pakistan's tech leaders, entrepreneurs, experts and socially driven organizations to join forces with a worldwide community of thousands of tech decision makers across the globe. Our mission is to promote a global bridge for Pakistan connecting the country with opportunities in tech, trade and growth. We want to strengthen the UK-Pakistan corridor as an investment and innovation ecosystem and promote inclusive growth.

NAHEED AFZAL
CHAIR TLA PAKISTAN
FOUNDER & CEO CONTRACTS IT LTD.



Pakistan tops Conde Nast & Forbes Travellers list as the best 2020 holiday destination! “I want to boost collaboration through specific and direct introductions, helping the UK and Pakistan find entry points into each other’s markets. Through increased dialogue, both sides can unearth the huge potential to build mutually beneficial partnerships, support inclusive growth and drive innovation across countries. Pakistan is bursting with talent, it’s a great time to showcase and realise this potential.”

MESSAGE BY RUSS SHAW - FOUNDER
TLA & GLOBAL TECH ADVOCATES



“I am pleased that TLA Pakistan successfully launched in 2019 under the leadership of Naheed. She organised an impressive gathering in the Houses of Parliament with Tech London Advocates and other tech leaders very interested in tech collaboration between UK and Pakistan. This group is playing an important role in the Tech London Advocates and Global Tech Advocates communities to help inform the network about the dynamic opportunities emerging in the Pakistan tech ecosystem. I can see that the growth opportunities across South Asia and Pakistan in particular are very significant, and as the UK prepares to exit the European Union, the London and UK tech sectors need to focus on building relationships around the world including Pakistan.”



Launching in April 2019 in the House of Commons, TLA Pakistan opened a floor for dialogue and stimulated the exchange of ideas between the UK and Pakistan tech ecosystem.

June saw TLA Pakistan Women supporting the Wonder Women Tech Foundation Conference, held annually in London. It was the largest Women's event held at London Tech Week.



07

KEY ACTIVITIES



It was really exciting to have been invited to speak about business and technology with the Foreign Minister, Makhdoom Shah Mahmood Qureshi, a closed roundtable held with selected UK Pakistani entrepreneurs at the UK Foreign office.

The TLA Pakistan EuroConnect Initiative was launched in order to connect the tech and entrepreneurial ecosystem of Europe with Pakistan. With this platform we are working to build a knowledge reservoir to understand the needs, barriers and opportunities for startups in Pakistan and the European diaspora.





In September, 2019 Asma Bashir; TLA Pakistan Women Committee Ambassador represented TLA Pakistan's mission and objectives at the IBC Conference Amsterdam, the world's largest broadcast, media, entertainment and technology conference.

In November 2019, we had an amazing week in Islamabad at the Startup Grind Pakistan Conference 2019 TLA Pakistan was thrilled to partner on the inaugural Startup Grind event in South Asia. It was great to plug into the sense of excitement of an emerging Pakistan that is young, vibrant and full of opportunity.





We closed with a year-end women committee Gup Shup (Meeting) planning initiatives & events for the New Year. We're really pleased to have our Women's group extend in Europe, to Italy, with a new chapter being mobilized for 2020 under the lead of Tabinda Mumtaz

We started our year with a #TLAP Women Connect in collaboration with Code First: Girls and Eversheds Sutherland. We invited women from diverse backgrounds and sectors to encourage knowledge exchange and dialogue between women & girls in the UK and Pakistan. The objective of which was to provide greater employment and leadership opportunities.



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KEY ACTIVITIES

STARTUP UPSCALING & MENTORING

The initiative is dedicated to upskill and upscale Pakistan's startups seeking Seed and Series A investment. The platform aims to strengthen & connect local ventures to global network of enterprises and investment. The initiative will be an on-going learning and development support programme.

UK PK TECH CORRIDOR



PROJECTS IN PIPELINE

12

TECH ENABLEMENT

Asia has mind blowing talent in entrepreneurs, technologists, experts and thought leadership. With 130 million Pakistanis under 30 it's the 5th most populous country in the world. With 360K software developers it's a supercharged talent pool for global projects on shore or off shore .

TECH FOR GOOD

Young people and women are spurring social business growth in Pakistan, it is also the R&D lab for women empowerment and gender parity

INCLUSIVE TECH

We know Tech has a diversity problem. TLAP will support learning and development opportunities and advocate to support digital inclusion.

#TLAP WOMEN COMMITTEE

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Supporting our mission for digital inclusion, we have brought together some amazing and talented women from diverse sectors and backgrounds. Under the leadership of Naheed Afzal the TLAP Women's committee organises dynamic programming and interventions for women in tech and in leadership.



NAHEED AFZAL



AMARA AHMED



SONYA BARLOW



ASMA BASHIR



FIRDA S.



RABIA SULTAN



ROBINA QURESHI



HUMAIRA ANWAR

OUR PARTNERS

14



EVERSHEDS
SUTHERLAND



**MAYOR'S INTERNATIONAL
BUSINESS PROGRAMME**



LONDON
& PARTNERS

**BECOME A
PART OF
OUR
JOURNEY**

BECOME OUR MEMBER

WRITE FOR US

Send us your blogs to
<https://tlap.tech.blog/>

**BECOME OUR MEDIA &
EVENTS PARTNER**

**BECOME OUR PARTNER &
SPONSOR**

Connect with
naheed@contractsit.com

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CONNECT WITH US

OUR HASHTAGS

#TLAPakistan #UKPK TLAPWomen

 @TLAPakistan

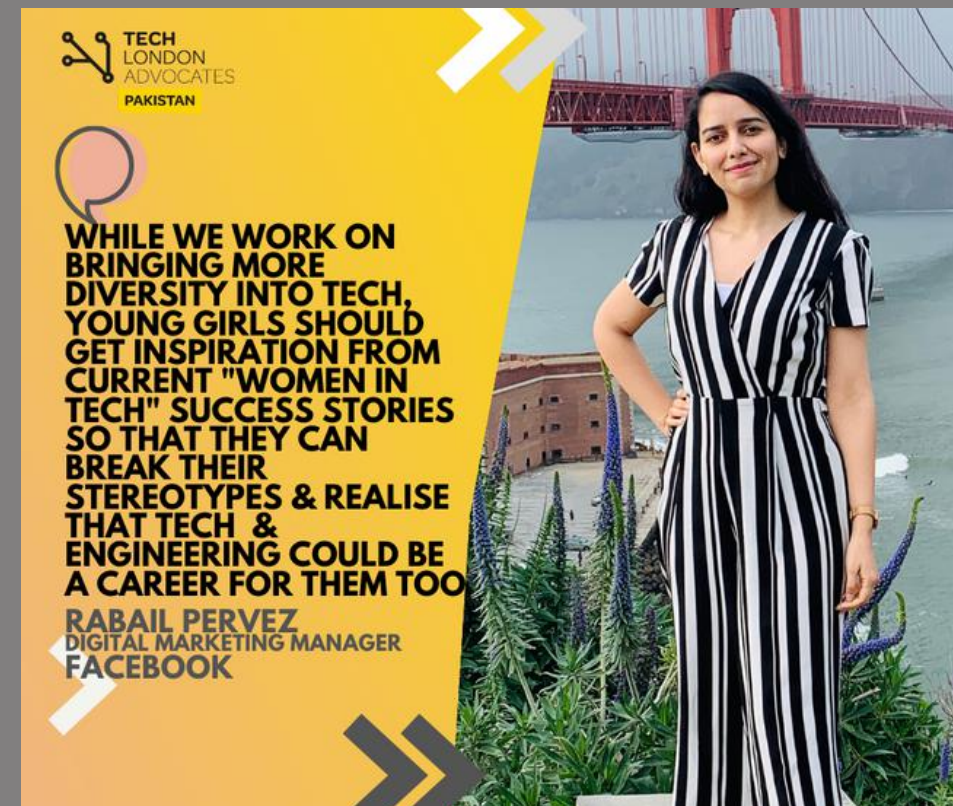
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NOMINATE AN INCREDIBLE
WOMAN YOU KNOW FOR OUR
#ASIANROLEMODEL SERIES

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