

Key Highlights

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01. PSW's Kicks Off Trade

Talks Season 3 with Deep Dive into Pakistan's **Digital Transformation**

Trade Insights Ep. 110: **Digitalizing Quota** Issuance with EDB Integration

02.

PSW Showcases Digital Trade Innovation at Regional Transport Ministers' Conference (RTMC) 2025

03.

04. **PSW-TDAP Foster** Inclusive Growth for

05. **PSW** and Alibaba.com

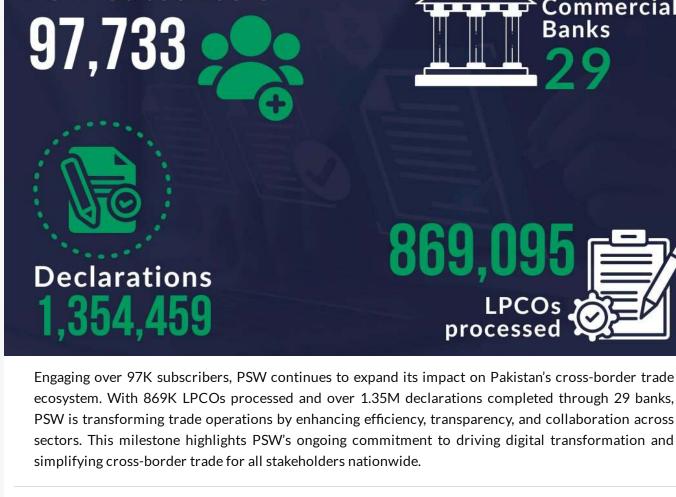
06. PSW & Sybrid Collaborate to **Enhance Trade Support with AI Chatbot Khizer**

Sialkot and Faisalabad PSW Surpasses 97K Subscribers, Driving Efficient and **Transparent Trade Across Pakistan**

Women Entrepreneurs in

Empower SMEs Through SMElevate Session

Current number of **PSW Subscribers Commercial Banks**



PSW EXCELLENCE

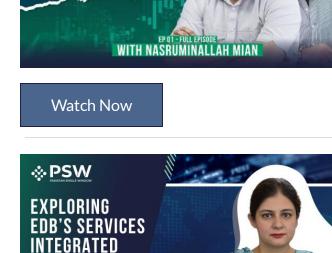
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POWERING PAKISTAN'S

Talks Season 3 with Deep Dive into Pakistan's Digital

PSW's Kicks Off Trade

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of Pakistan, PSW participated with a dedicated booth showcasing its digital trade transformation initiatives. Read More

At the 11th International Environment, Health & Safety (EHS) Conference 2025, PSW participated alongside industry leaders, professionals, and organizations to discuss sustainable development. Domain Officer Imran Razzaq highlighted how PSW is leveraging digital transformation to enhance trade facilitation and border management. Read More

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Pakhtunkhwa, organized by Innovative Advisory. The event gathered HR leaders, policymakers, and industry experts to discuss the future of work, digital Pakistan. Read More

transformation, and talent development in



PSW-TDAP Foster Inclusive

Entrepreneurs in Sialkot and

Growth for Women



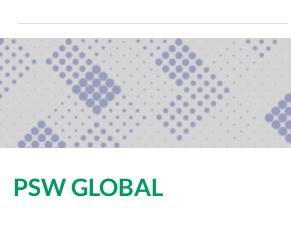
In collaboration with Alibaba.com, PSW conducted an SMElevate session in Karachi focused on the Food & Beverages sector.

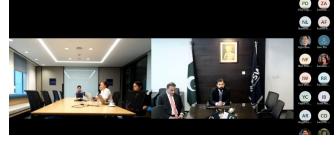




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carbon emissions, and improve efficiency.

PSW Hosts Awareness Session on Drugs Import Facilitation with ICCI and DRAP PSW, in collaboration with the Islamabad Chamber of Commerce and Industry (ICCI) and the Drug Regulatory Authority of Pakistan (DRAP), hosted an awareness session on the "Pre-Import Release Order

(PIRO) for Clearance of Drugs" on the PSW

platform.

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ASK KHIZER

Digital Trade Assistant At Your Fingertips – 24/7

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Empowering Women Entrepreneurs: PSW and TDAP Drive Digital and Sustainable Trade in Sialkot PSW, in partnership with TDAP and Sialkot

practical insights on cross-border trade, digital marketing, customs procedures, access to finance, and sustainable business opportunities. Read More Strengthening Women-**Led Trade: PSW Hosts**

Khadijah Program

Khadijah

Session in Faisalabad

Women

PSW, in collaboration with TDAP and the Faisalabad Women Chamber of Commerce and Industry, hosted an event under the

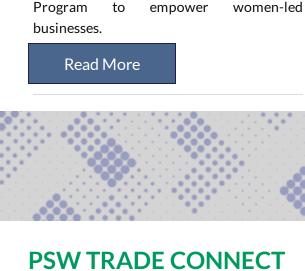
Entrepreneurship

Women Chamber of Commerce & Industry (SWCCI), hosted the Khadijah Women

Entrepreneurship Program in Sialkot. The

event equipped women entrepreneurs with

to Enhance Trade Facilitation through AI Chatbot 'Khizer' PSW has integrated Khizer, an Al-powered chatbot, on both the PSW and Trade Information Portal of Pakistan (TIPP) websites. Developed with support from Sybrid Private Limited - A Lakson Group Company, Khizer provides 24/7 guidance on trade procedures, compliance, and documentation. By leveraging artificial intelligence, Khizer streamlines access to information, reduces reliance on manual support, and enhances the efficiency of Pakistan's trade ecosystem.



Shaping Future Trade

Leaders: ILMA University

Students from ILMA University visited the PSW Karachi office for an engaging session, gaining hands-on insights into how technology is transforming cross-border

Students Explore PSW's

Digital Platforms

trade in Pakistan.

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PSW Showcases Women-Led Trade Empowerment Initiatives at FPCCI Sessions

At two key sessions organized by the

Federation of Pakistan Chambers of

Commerce & Industry (FPCCI), PSW

highlighted its role as a key enabler for

women entrepreneurs in cross-border

trade.

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Promoting Digital Inclusion and Trade Access at

PSW participated in FEMENCIA'25, a networking event jointly organized by the State Bank of

FEMENCIA'25

PSW Partners with the Marine Fisheries Department (MFD) to **Strengthen Digital Trade**

fisheries trade, PSW collaborated with the

Marine Fisheries Department (MFD) to

explore the integration of the Integrated

Risk Management System (IRMS).

PSW and Soneri Bank

Collaborate to Promote

Financial Inclusion and

Women's Empowerment

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Oversight To enhance transparency and efficiency in

PSW and Balochistan **Revenue Authority (BRA) Collaborate to Advance Digital Trade Facilitation** To strengthen collaboration and enhance digital integration, PSW held a meeting with the Balochistan Revenue Authority (BRA) to review

ongoing initiatives and system improvements. The

functionalities, BRA module performance, and

progress on new feature development and

on PSW

focused

As part of the State Bank of Pakistan's Women Financing Week 2025, PSW and Soneri Bank Limited joined hands to conduct a session aimed at empowering women entrepreneurs and promoting financial inclusion in trade.

in Trade

COMPANY UPDATES

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Visualization.

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DIGITAL AND TRADE REVOLUTION **Transformation** The first episode of Trade Talks - The PSW Podcast (Season 3) featured an insightful discussion with Nasruminallah Mian, Head of Program & Digital/ICT Sector at the Asian Development Bank (ADB), on Pakistan's evolving digital transformation journey. **Trade Insights Ep. 110:** Digitalizing Quota Issuance with EDB Integration INTEGRATED Episode 110 of Trade Insights highlighted integration Engineering EPISODE 110 Development Board (EDB) services with ZAINAB NAYYAR Staff Business Analyst - PSW PSW platform through digitalization of quota issuance. Watch Now **PSW Showcases Digital Trade Innovation at Regional Transport** 2025 Ministers' Conference (RTMC) 2025 At the Regional Transport Ministers' Conference (RTMC) 2025, hosted by the Ministry of Communications, Government

PSW as Gold Sponsor at HRCON'25 - KP Edition: Redefining the Future of

Work PSW participated as the Gold Sponsor of HRCON'25 - KP Edition, the first HRfocused conference of its kind in Khyber

PSW COLLABORATION

PSW, in collaboration with the Trade Development Authority of Pakistan's (TDAP) Women Entrepreneurship (WE) Division and local Women Chambers, conducted Khadijah Program sessions in Sialkot and Faisalabad, bringing together leading experts and international practitioners to empower women entrepreneurs. The sessions provided practical insights into cross-border trade, ecommerce, digital marketing, customs procedures, access to finance, and sustainable business practices. Read More

Faisalabad

PSW & Sybrid Collaborate to Enhance Trade Support with



Empowering Green Trade: PSW Shares Insights on Paperless Transformation at ADB Webinar PSW participated in the Asian Development Bank (ADB) ERDI Webinar Series with a session on "Empirical Analysis of Paperless Trade in Pakistan: Measuring the Greening Impact of Pakistan Single Window." Domain Officers Umair Mahmood and Muhammad Asim Awan highlighted how PSW is driving digital trade reforms that reduce paper use, lower



PSW and Sybrid Collaborate Read More

Efficiency through Nationwide

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PSW

As part of its commitment to continuous learning and digital innovation, PSW employees from various departments participated in specialized training sessions at the Oracle Malaysia Office, focusing on Business Intelligence (BI) and Data **Employees' Oracle Trainings in Malaysia**

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