



## PROFILE

The Pakistan Software Houses Association (**P@SHA**) was formed in the last quarter of 1992 by nine large software companies in Pakistan, who saw the need to have a common platform from which they could be heard. By 2003, **P@SHA** had grown to over 200 members. As of 2004, the growth has shown a marked increase, resulting in the addition of 40 new members over the past six months alone.. The main objective of the Association is to promote and develop the software and services industry in Pakistan and protect the rights of its members.

The President and Central Executive Committee of the Association is also constantly interacting with the Government to ensure that the right policy frameworks are in place for the consistent growth and development of the industry.

The software and services industry in Pakistan is growing at an enormous pace and **P@SHA**, along with its members, is playing an important role in making its presence felt, both nationally and internationally.

Through the continued and consistent efforts of **P@SHA**, the software and services sector was finally granted industry status by the Government of Pakistan in 1997.

The Association's lobbying efforts with the government has resulted in some specific incentives for the industry including the introduction of a tax holiday for software exports till 2016; retention of 35 percent of export earnings in foreign exchange by ICT ventures to meet expenses incurred in marketing, travel and consultancy costs; 100 percent repatriation of profits for firms investing in ICT organizations; 100 percent foreign equity in ICT sector companies and a seven-year tax holiday for venture capital funds.