



WEBINAR: OPPORTUNITIES IN THE TECH SECTOR IN PAKISTAN

The Pakistani market has for many years been perceived as difficult to reach for many Danish companies. Long distance, perception of security and uncertain ROI has been just a few of the challenges they expect.

With a large well-educated English-speaking young nation Pakistan could be an interesting market for many types of activities. Among other the tech industry.

Tune in on our webinar on the 2nd of March from 10.00-12.00 (CET) and learn more from Danish companies who have succeeded and hear from the companies assisting them in the entry.

The webinar will include business cases that will focus on:

- When and how they entered the Pakistani market?
- What is the company's line of business in Pakistan?
- Why did the companies choose Pakistan?
- Hands on: How do you operate and control your business/investment in Pakistan?

WHEN

2 March 2021 from 10.00 – 12.00 (CET).

WHERE

Webinar

PRICE

Free-of-cost for members only.

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Confederation of Danish Industry



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK
The Trade Council

Webinar Agenda

10.00 *Welcome remarks* by Mr. Ejvind Vøgg (Moderator), Confederation of Danish Industry.

- Welcome
- Agenda
- Format and practicalities

10.03 *Opening remarks* from a Danish view by Mrs. Lis Rosenholm, Danish Ambassador to Pakistan

- The embassy's assistance and functions
- Daily life in Islamabad
- Latest trends
- Danish companies in Pakistan

10.13 *The Pakistani tech landscape* by Mr. Osman Nasir, Managing Director, Pakistan Software Export Board

- General introduction
- Recent trends

10.20 *Who can help you enter and get started* by Mr. Arif Beg, Danish tech facilitator, CIKLUM

- General introduction to line of business
- Generic lessons learned from Danish companies/sectors

10.35 *Business Case I (MNC)* by Mr. Johnny Sletten, Salling Group A/S
- <https://www.ciklum.com/da/case-studies/salling-group/>

10.50 *Business Case II (SME)* by Mr. Steffen Vogdrup, Flexya

11.05 *Business Case III (TBC)*

11.20 *Q&A*

11.45 *Webinar end*

CONTACT

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