



Key Highlights

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- 03. PSW Introduces Services Catalogue on Website for Enhanced Accessibility and User Experience
- 04. PSW Implements Customer Satisfaction (CSAT) Scoring to Refine Email Support Services
- 05. PSW Launches Ticket Tracking Feature for Enhanced Customer Support
- 06. PSW Designated as FBR's Technology Partner for the WebOC System

PSW Surpasses 88,000 Subscribers, Strengthening Pakistan's Trade Ecosystem with Digital Efficiency

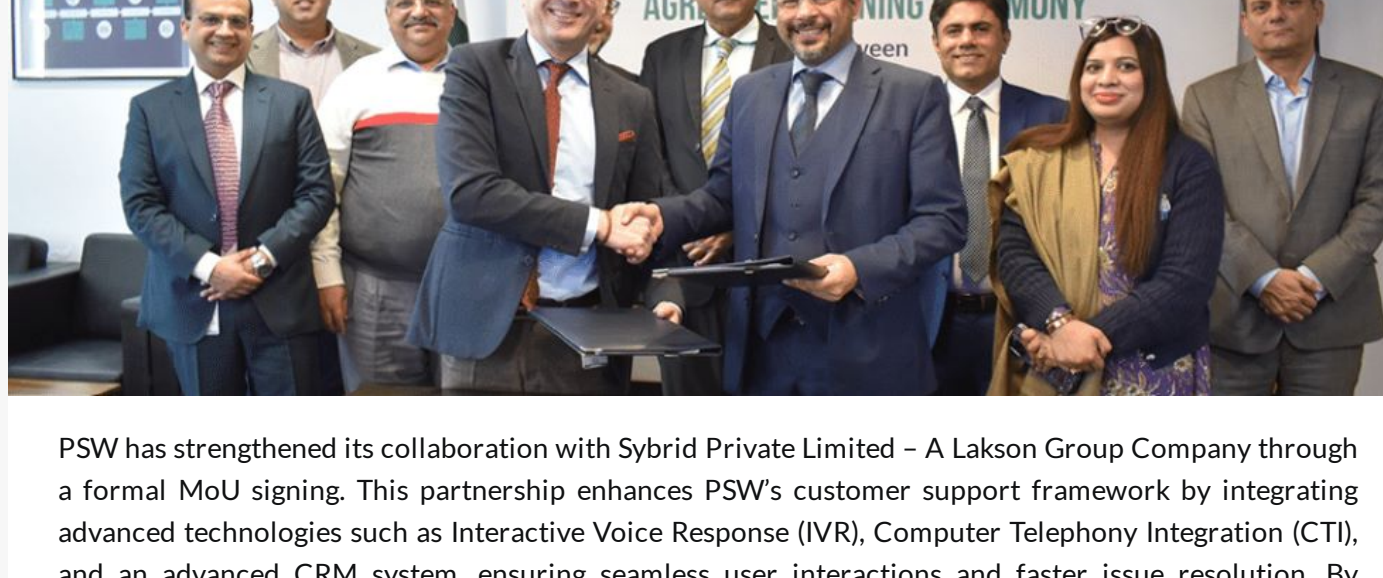


Now engaging around 88,417 subscribers, including businesses and Other Government Agencies (OGAs), PSW is marking a significant leap in its influence on Pakistan's trade ecosystem. With 634,045 LPCOs and 1,009,301 declarations processed, PSW is reshaping the future of trade by enhancing efficiency, transparency, and collaboration between public and private sectors. This achievement underscores PSW's essential role in driving the evolution of cross-border trade processes, making them more streamlined and accessible for businesses and regulatory bodies across the nation.

PSW COLLABORATION

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PSW Strengthens Partnership with Sybrid to Enhance Customer Experience



PSW has strengthened its collaboration with Sybrid Private Limited - A Lakson Group Company through a formal MoU signing. This partnership enhances PSW's customer support framework by integrating advanced technologies such as Interactive Voice Response (IVR), Computer Telephony Integration (CTI), and an advanced CRM system, ensuring seamless user interactions and faster issue resolution. By streamlining customer experience and supporting key initiatives like PortVerse and the Khadijah Women Entrepreneurship Program, this collaboration marks another step toward a more efficient and inclusive trade ecosystem.

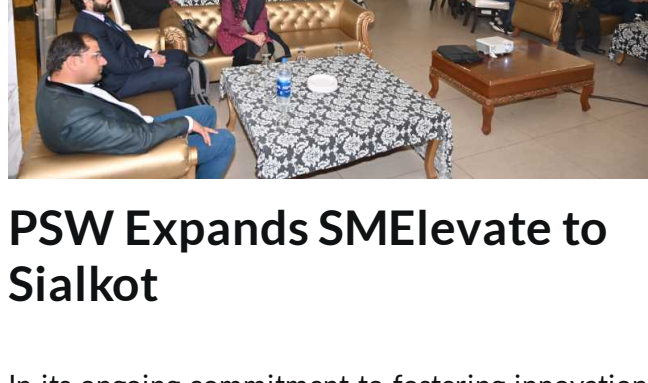
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PSW Champions Leadership & Innovation as Bronze Sponsor at The Leaders Talk (TLT)

As a Bronze Sponsor of The Leaders Talk (TLT), PSW reaffirmed its commitment to fostering innovation and leadership in the digital era. The event, organized by HR Professionals Network (HRPN) and The Leaders Network (TLN), brought together industry leaders to discuss the evolving landscape of work and leadership. PSW's C-suite executives contributed to these discussions, sharing insights on digital disruption, workforce transformation, and the future of leadership.

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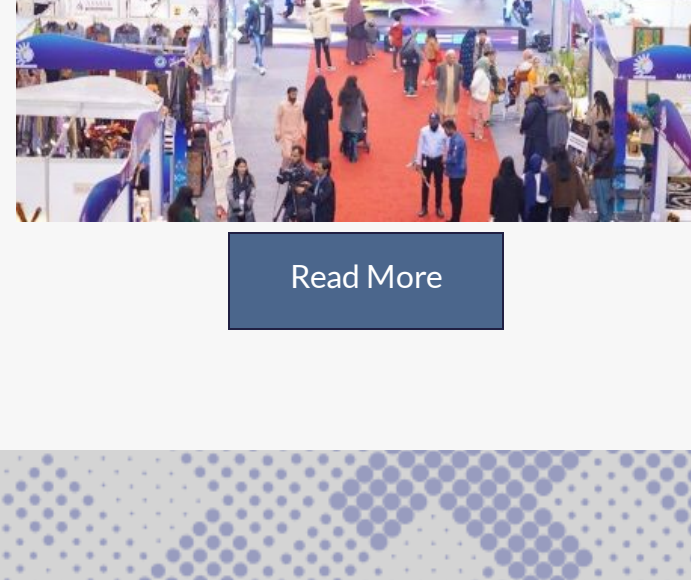
PSW Expands SMElevate to Sialkot

In its ongoing commitment to fostering innovation and driving economic growth, PSW, in collaboration with Alibaba.com, successfully brought SMElevate to Sialkot, following its success in Karachi. This session specifically targeted the apparel industry, equipping SMEs with the knowledge and tools needed to expand their exports and access global markets. Participants benefited from expert training on market expansion, operational resilience, and international trade complexities.

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PSW Empowers Women Entrepreneurs at WeXNet 2025, Strengthening Global Market Access

PSW continues to champion the cause of women's empowerment in trade, driving impactful initiatives to enhance global market access. At the 12th edition of WeXNet 2025, organized by the Trade Development Authority of Pakistan (TDAP), PSW reaffirmed its commitment to this cause.



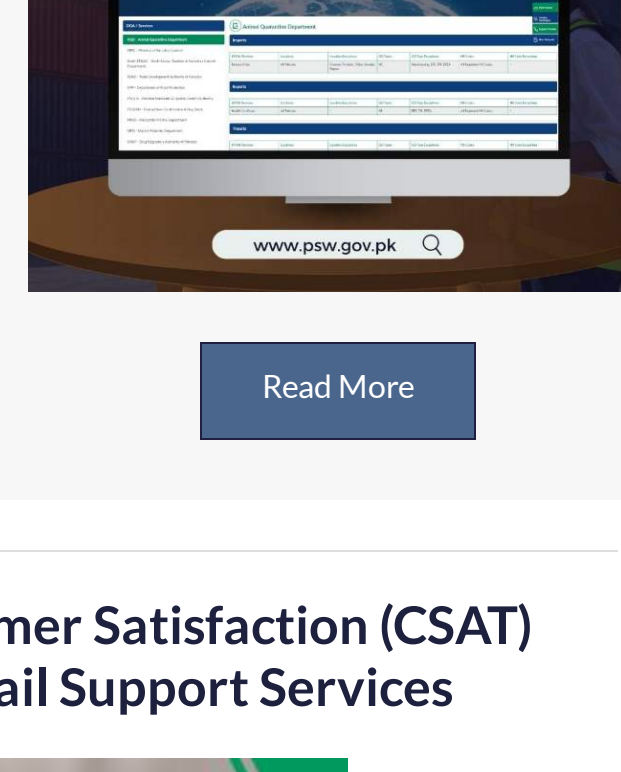
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PSW EXCELLENCE

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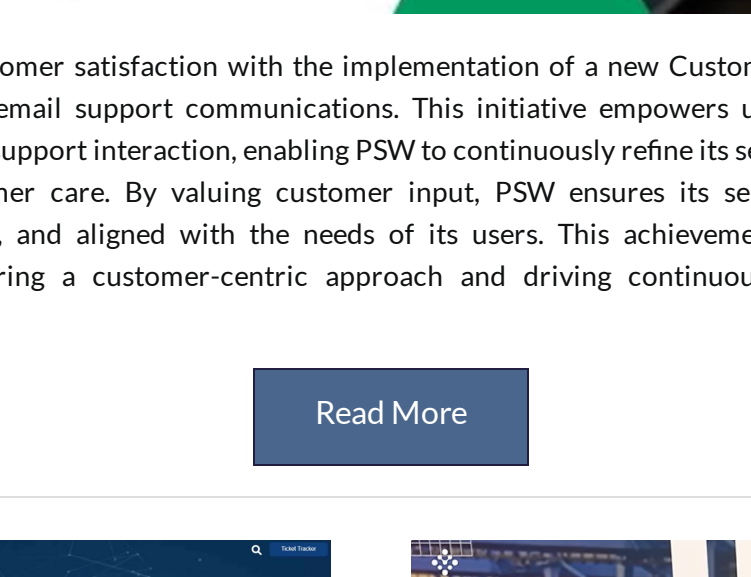
PSW Introduces Services Catalogue on Website for Enhanced Accessibility and User Experience

In a move to further streamline access to essential services, PSW has added a new, user-friendly Services Catalogue section on its website. This centralized hub provides detailed information about services offered by various OGAs, including their locations, GD types, HS codes, and exceptions. To enhance usability, a quick navigation icon has been added to the homepage, ensuring easy access for all users. This update highlights PSW's commitment to innovation, offering a more efficient and accessible platform to meet the dynamic needs of our stakeholders.



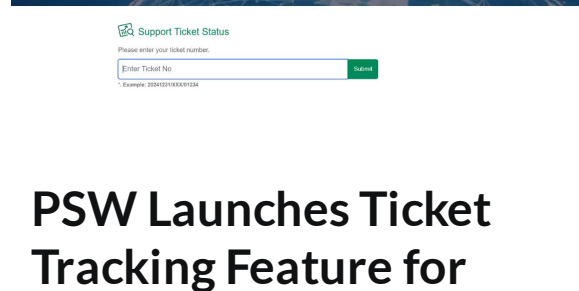
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PSW Implements Customer Satisfaction (CSAT) Scoring to Refine Email Support Services



PSW prioritizes customer satisfaction with the implementation of a new Customer Satisfaction (CSAT) scoring system for email support communications. This initiative empowers users to provide direct feedback after each support interaction, enabling PSW to continuously refine its services and uphold high standards of customer care. By valuing customer input, PSW ensures its service delivery remains responsive, efficient, and aligned with the needs of its users. This achievement underscores PSW's dedication to fostering a customer-centric approach and driving continuous improvement in its operations.

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PSW Launches Ticket Tracking Feature for Enhanced Customer Support

PSW has introduced a Ticket Tracking feature on its website, enhancing transparency, efficiency, and customer experience. This self-service feature allows users to track the status of their support inquiries in real-time, reducing reliance on the helpline and ensuring a more responsive service model. By streamlining support processes, it enables faster resolutions and allows the customer support team to focus on more complex queries. This initiative aligns with PSW's commitment to digital transformation and strengthens compliance with the World Trade Organization's Trade Facilitation Agreement (WTO-TFA) by promoting greater transparency in trade-related customer interactions.

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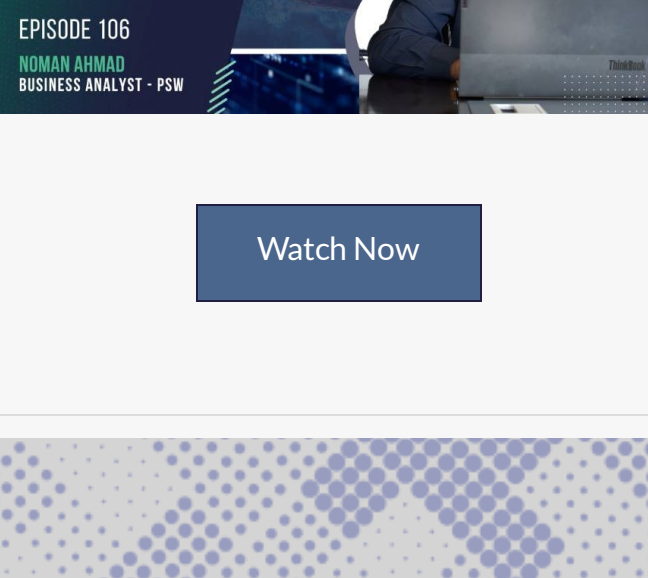
Trade Talks Season 2 Finale: Sayyed Ahmad Masud's Vision for Pakistan's Economic Growth

The final episode of Trade Talks featured Sayyed Ahmad Masud, Director of NIC Islamabad and Founder & CEO of Change Mechanics Pvt Ltd, who brought over 30 years of expertise in advertising, branding, and entrepreneurship. In this episode, Mr. Masud discussed the growth of Pakistan's start-up ecosystem, the need for trade-focused incubators, and the potential of freelancing and handmade industries in driving economic progress. He also commended PSW for simplifying trade processes and enhancing transparency, positioning Pakistan for success in global markets. With two successful seasons now complete, Trade Talks provided valuable perspectives on entrepreneurship, cross-border trade facilitation, and the future of Pakistan's economy.

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Unlocking Efficiency in Trade: Episode 106 of Trade Insights Walks You Through the PSW Portal Subscription

Episode 106 of Trade Insights offers a detailed guide to the PSW subscription process. By subscribing to the PSW portal, businesses can streamline their trade operations by filing permits, licenses, and other trade-related documents online, eliminating the need for physical visits to Other Government Agencies (OGAs).



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PSW IN THE NEWS

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PSW Designated as FBR's Technology Partner for the WebOC System

PSW has been designated as the official technology partner for the Federal Board of Revenue (FBR) in transforming the Web-Based One Customs (WebOC) system. This strategic partnership marks a key achievement for PSW in its mission to digitalize Pakistan's customs clearance process.

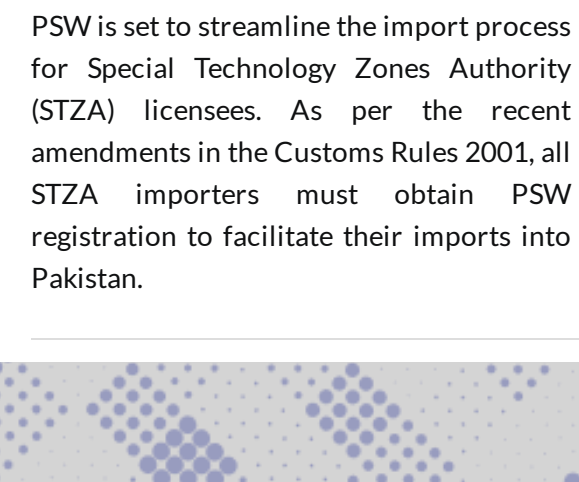
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Customs Delivering on its Commitment to Efficiency, Security and Prosperity

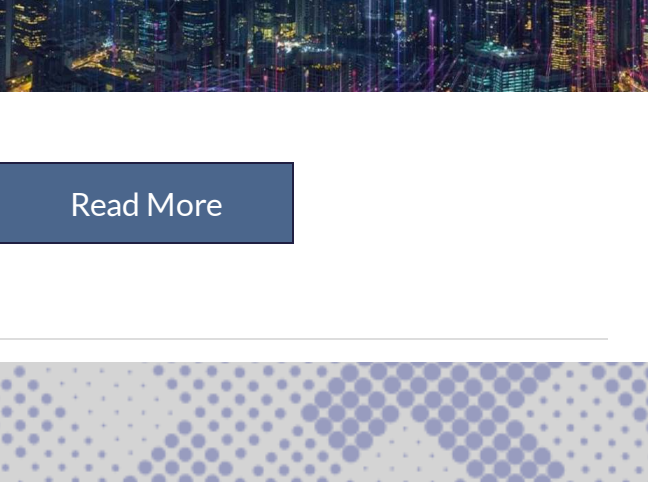
In line with the global vision of efficiency, security, and prosperity for World Customs Day 2025, PSW is transforming Pakistan's cross-border trade. By digitizing processes, PSW reduces paperwork and simplifies trade-related document submission on a single platform. Coupled with the Faceless Assessment System (FAS), it minimizes human interaction, streamlines clearance, and reduces port congestion, improving overall efficiency and aligning with global trade facilitation goals.

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FBR Considering Changes to Rules Regarding Importers of STZA

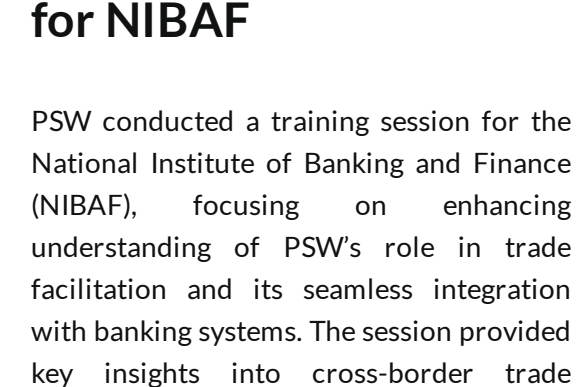
PSW is set to streamline the import process for Special Technology Zones Authority (STZA) licensees. As per the recent amendments in the Customs Rules 2001, all STZA importers must obtain PSW registration to facilitate their imports into Pakistan.



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PSW TRADE CONNECT

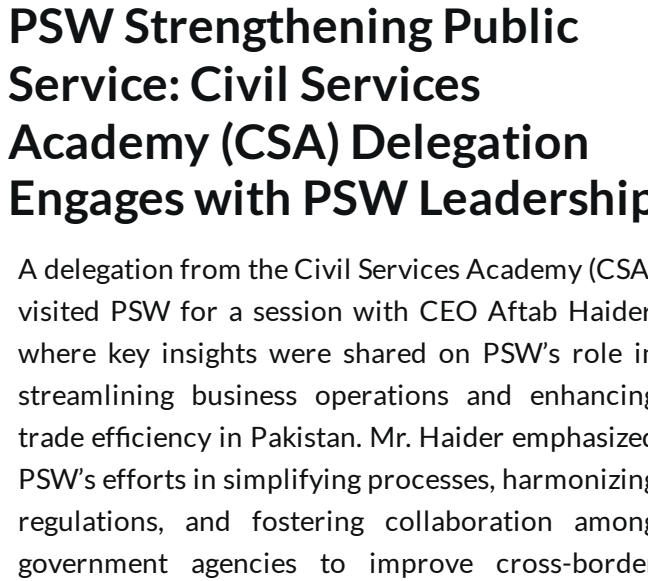
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PSW Strengthens Trade and Banking Integration through Training Session for NIBAF

PSW conducted a training session for the National Institute of Banking and Finance (NIBAF), focusing on enhancing understanding of PSW's role in trade facilitation and its seamless integration with banking systems. The session provided key insights into cross-border trade requirements, import/export procedures, and the regulatory framework. Participants, including NIBAF representatives and Askari Bank officers, gained valuable knowledge about PSW's ecosystem and its integration with banking profiles, promoting operational efficiency and supporting sustainable trade practices in Pakistan.

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PSW Strengthening Public Service: Civil Services Academy Engages with CSA Leadership

A delegation from the Civil Services Academy (CSA) visited PSW for a session with CEO Attab Haidar, where key insights were shared on PSW's role in streamlining business operations and enhancing trade efficiency in Pakistan. Mr. Haidar emphasized PSW's efforts in simplifying processes, harmonizing regulations, and fostering collaboration among government agencies to improve cross-border trade. The session with the new civil service batch is expected to inspire public servants to develop impactful projects that contribute to sustainable and effective public service delivery.

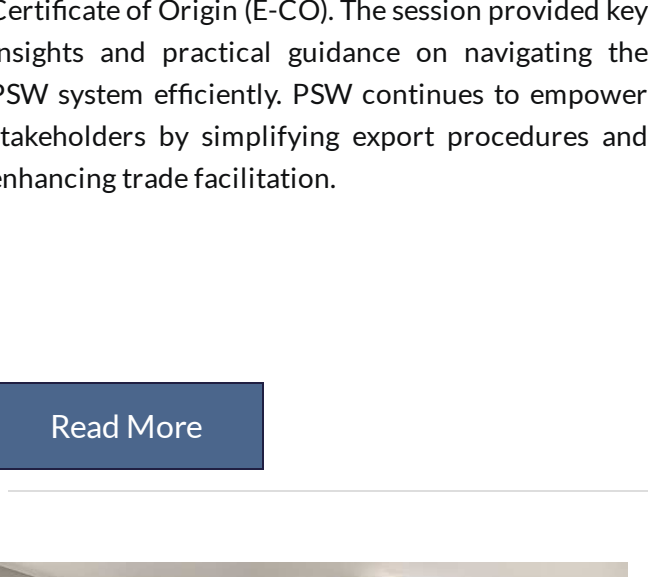
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Streamlining Trade Operations: PSW Hosts TIPP Revalidation Workshop in Karachi

As part of the ongoing Trade Information Portal of Pakistan (TIPP) Revalidation Exercise, PSW hosted a training workshop for Karachi-based focal persons. This workshop brought together representatives from government departments and valuable insights into TIPP's features, including legal documents, measures, and regulations.

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Optimizing Export Procedures with Electronic Certificate of Origin (E-CO) Training

To support exporters in streamlining trade processes, PSW, in collaboration with TDAP, conducted a session for PRGMEA traders on the Electronic Certificate of Origin (E-CO). The session provided key insights and practical guidance on navigating the PSW system efficiently. PSW continues to empower stakeholders by simplifying export procedures and enhancing trade facilitation.

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IRMS AQD Session PSW Advances Risk-Based Trade Facilitation with the Integrated Risk Management System (IRMS)

PSW conducted a session on the Integrated Risk Management System (IRMS) in collaboration with the Animal Quarantine Department (AQD). The session focused on optimizing risk assessment through the Red, Green, and Yellow Channel framework, enhancing efficiency and transparency in trade facilitation.



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