PRESS RELEASE

PSW AND ALIBABA.COM PARTNER TO STRENGTHEN TRUST IN GLOBAL E-COMMERCE AND SUPPORT PAKISTANI EXPORTERS



Islamabad, 13 November 2026 – Pakistan Single Window (PSW) and Alibaba.com have signed an agreement to introduce a digital Trade Data Confirmation Service, combining PSW's digital trade infrastructure with Alibaba.com's global B2B marketplace to strengthen trust and facilitate Pakistani businesses' participation in international e-commerce.

Under the arrangement, the service will offer an additional layer of assurance to Alibaba.com and its global buyers. Verification will take place through API-based requests and responses, without the exchange or transfer of underlying trade data.

Alibaba.com provides Pakistani businesses with access to a global B2B marketplace, connecting them with international buyers and offering digital tools to discover new markets and expand their export reach. The Trade Data Confirmation Service is expected to further strengthen buyer confidence in Pakistani suppliers by enabling independent digital data confirmation of their export declarations and reinforcing trust in transactions conducted through the platform.



Speaking on the occasion, Syed Aftab Haider, CEO PSW, said, "Our collaboration with Alibaba.com demonstrates how Pakistan's digital trade infrastructure can enable innovative services that strengthen trust in cross-border trade. By offering trade data confirmation services through API integration, we are creating new opportunities for collaboration between private led digital platforms, and the government mandated single window systems to optimize use of the trade data for enhancing transparency and strengthening integrity and reliability of the entire supply chain for Pakistani businesses."

Summer Gao, Head of Pakistan Business at Alibaba.com, said, “We are pleased to partner with Pakistan Single Window to introduce this Trade Data Confirmation Service. This collaboration will further strengthen trust on the platform, help Pakistani exporters do business more seamlessly with global buyers, and set a new benchmark for transparency and reliability in international e-commerce. We believe this initiative will provide stronger support for Pakistani businesses as they expand into global markets.”

The collaboration reflects PSW's commitment to leveraging national digital trade infrastructure to enable innovative services, strengthen international trade partnerships and support Pakistan's integration into the global digital economy.