



## PSW STRENGTHENS SME EXPORT READINESS THROUGH SMELEVATE

**KARACHI** – Pakistan Single Window (PSW), under its SMElevate initiative, organized a full-day capacity building workshop in Karachi to empower textile small and medium enterprises (SMEs) for global trade. The workshop enabled SMEs to leverage digitization and PSW's digital cross-border trade facilitation services to strengthen export readiness and compete internationally. Building on the success of earlier SMElevate sessions in Lahore and Sialkot, this Karachi workshop brought together stakeholders from across the trade ecosystem.

The workshop featured speakers from the State Bank of Pakistan (SBP), Pakistan Customs, Trade Development Authority of Pakistan (TDAP), Getz Pharma and others. Sessions addressed the role of digitalization and digital tools in critical areas of SME export readiness, including regulatory compliances, the use of data analytics and AI to explore new markets and buyers, benefits of Free Trade Agreements (FTAs) and digital COOs, availing export facilitation schemes, cost reduction and profit maximization in exports through use of digital tools, developing a global brand image, and improving access to finance. By bringing together financial institutions, trade bodies, and government agencies, the workshop provided SMEs with practical knowledge and tools to overcome trade challenges, strengthen compliance, and enhance their ability to compete in international markets.

At the event, PSW announced a major milestone with the launch of *Trade Lab*, Pakistan's first-ever digital e-learning platform for trade. Developed by ilmX, Trade Lab offers specialized courses on key areas of international trade, customs processes, international marketing & branding, export procedures, and e-commerce. This pioneering e-learning platform marks a significant step in equipping SMEs, including women led businesses, with the knowledge and tools they need not only to expand globally but also to achieve sustainable success in international markets.

"SMEs have immense potential to drive Pakistan's export growth, and with the right handholding and use of state-of-the-art digital tools, we can unlock that potential for the prosperity of the trader community and the country's economy," said Naveed Abbas Memon, Chief Domain Officer at PSW. "At PSW, our vision is to use technology and innovative solutions to simplify compliance with national regulations, particularly for cross-border trade and related services. Through SMElevate, we are turning this vision into action by enhancing export readiness and ultimately contributing to Pakistan's economic growth and global competitiveness."

Yaqoob Ahmed, Chairman of Artistic Milliners (Pvt) Ltd., graced the workshop as Chief Guest and appreciated PSW's efforts in strengthening SME export readiness through SMElevate. He said, "Lasting success is never an overnight story. It is built on values that never fade. Every business needs three essentials: skill, hard work, and integrity. Without integrity, success cannot last. It is integrity that fuels growth and turns SMEs into global leaders."



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