# Pakistan launches bold London taxi campaign to spotlight booming tech sector



A campaign featuring London’s iconic black taxis emblazoned with the slogan “Think Tech, Think Pakistan” has been launched to promote Pakistan as an emerging global destination for technology and media innovation. Supported by Prime Minister Shehbaz Sharif and the Ministry of IT and Telecommunication, this striking initiative aims to highlight Pakistan’s burgeoning tech sector and its ambitions on the world stage.

The campaign coincides with Pakistan's active participation at London Tech Week 2025, held recently at Olympia London. Over 14 Pakistani technology companies showcased their expertise at one of the largest global innovation gatherings, under the leadership of the Pakistan Software Export Board (PSEB) in partnership with the Trade Development Authority of Pakistan (TDAP). This involvement marks a significant step in Pakistan’s strategic push to position itself as a preferred technology hub.

Abu Bakar, CEO of PSEB, emphasised the vast international interest in Pakistan’s digital transformation during the event. He spoke of engagement from investors, enterprise buyers, policy leaders, and diaspora members, all eager to explore Pakistan's evolving tech ecosystem. The campaign has gained notable traction both on London’s streets and on social media, supported by an active contest inviting participants to win a return trip to Lahore or a monetary prize. The tech export market in Pakistan currently stands at nearly $4 billion, growing robustly at 23% per annum, with plans to expand it to $15 billion within five years. This growth is attributed to Pakistan’s youthful, tech-savvy, English-speaking workforce, which is considered one of the best labour markets globally.

Prime Minister Shehbaz Sharif praised the campaign's momentum, describing Pakistan’s presence at London Tech Week 2025 as a reflection of the country’s expanding digital footprint and global tech ambitions. He acknowledged the combined efforts of the Ministry of IT, PSEB, TDAP, and tech entrepreneurs for projecting Pakistan’s vision and purpose on the international stage.

Minister for IT and Telecommunication, Ms Shaza Fatima Khawaja, also highlighted the collaborative spirit across government, industry, and the diaspora that has elevated Pakistan from an aspiring tech participant to a recognised partner in global technology conversations. She pointed out Pakistan’s competitive advantages in talent, cost-efficiency, and innovation that are increasingly difficult to overlook.

Pakistan’s technology sector is gaining international recognition for its strengths in artificial intelligence, cybersecurity, blockchain, cloud computing, and software development. The country’s digital infrastructure, coupled with its skilled workforce and competitive cost structure, positions it as an attractive destination for tech innovation and investment. The UK remains Pakistan's second-largest export market for IT and IT-enabled services, underscoring the strategic importance of this growing partnership.

Earlier showcases at London Tech Week 2024 introduced nine leading Pakistani IT and IT-enabled services companies, representing a range of sectors including IoT, robotics, and e-commerce. These efforts have continually bolstered Pakistan’s image as a future-ready industry player, intent on deepening global business ties and technology collaborations.

This multi-faceted campaign, combining eye-catching public messaging in London with authoritative participation at major tech events, aims to solidify Pakistan’s standing as a forward-looking technology destination capable of matching global innovation trends and economic aspirations.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination), [[2]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination)
* Paragraph 2 – [[1]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination), [[2]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination), [[4]](https://londontechweek.com/partner-press-releases/pakistan-showcase-tech-innovation-global-leadership-london-tech-week-2025)
* Paragraph 3 – [[1]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination), [[2]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination)
* Paragraph 4 – [[1]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination)
* Paragraph 5 – [[1]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination), [[2]](https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination)
* Paragraph 6 – [[3]](https://londontechweek.com/partner-press-releases/tech-destination-pakistan), [[4]](https://londontechweek.com/partner-press-releases/pakistan-showcase-tech-innovation-global-leadership-london-tech-week-2025)
* Paragraph 7 – [[5]](https://propakistani.pk/2024/06/12/pakistan-presents-its-technological-advancements-at-london-tech-week/), [[6]](https://pid.gov.pk/site/press_detail/25597), [[7]](https://www.phclondon.org/pressrelease/pakistan-showcasing-technology-prowess-at-london-tech-week-2024)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination> - Please view link - unable to able to access data
2. <https://www.geo.tv/latest/609514-london-taxi-campaign-promotes-pakistan-as-tech-destination> - A campaign has launched on London's iconic black taxis, featuring the slogan 'Think Tech, Think Pakistan', to promote Pakistan as a leading destination for technology and media. Supported by Prime Minister Shehbaz Sharif and the Ministry of IT and Telecommunication, the initiative follows Pakistan's participation in London Tech Week 2025, aiming to position the country as a global tech hub. Approximately 14 Pakistani tech companies, led by the Pakistan Software Export Board (PSEB) in partnership with the Trade Development Authority of Pakistan (TDAP), showcased their innovations at the event. CEO Abu Bakar highlighted the significant interest from investors and stakeholders in Pakistan's evolving digital ecosystem. The campaign has gained popularity across London and social media, with plans to expand the tech export market from nearly $4 billion to $15 billion in the next five years. Prime Minister Sharif commended the initiative, emphasizing Pakistan's growing digital footprint and global ambition. Minister for IT and Telecommunication, Ms. Shaza Fatima Khawaja, noted the collective effort across government, industry, and diaspora, positioning Pakistan as a valuable tech partner globally.
3. <https://londontechweek.com/partner-press-releases/tech-destination-pakistan> - Pakistan's IT sector is emerging as a global player, inviting international collaboration and investment. Its participation in London Tech Week marks a significant milestone, with nine leading exhibitors showcasing strengths in AI, cybersecurity, blockchain, cloud computing, and software development. The sector is driven by a skilled workforce, competitive costs, and robust digital infrastructure, positioning Pakistan as a prime destination for tech innovation. The UK remains Pakistan's second-largest export market for IT/ITeS products and services, underscoring the strategic importance of this partnership.
4. <https://londontechweek.com/partner-press-releases/pakistan-showcase-tech-innovation-global-leadership-london-tech-week-2025> - Pakistan is preparing for a strong presence at London Tech Week 2025, aiming to showcase its expertise in AI, cybersecurity, blockchain, cloud computing, and software development. Building on the success of 2024, where Pakistani companies generated significant business leads, the country is set to leverage this platform for greater global opportunities. With a skilled workforce, strategic market access, and competitive solutions, Pakistan is positioning itself as a key player in the future of technology.
5. <https://propakistani.pk/2024/06/12/pakistan-presents-its-technological-advancements-at-london-tech-week/> - Pakistan is presenting its technological advancements under the 'Tech Destination Pakistan' brand at London Tech Week 2024. The Tech Destination Pakistan Pavilion, inaugurated by the High Commissioner of Pakistan to the UK, Dr. Mohammad Faisal, showcases nine top-tier IT/ITeS companies from diverse IT verticals, including AI, IoT, cloud solutions, software development, cybersecurity, robotics, and e-commerce. This participation highlights Pakistan's growing digital footprint and global ambition in the tech industry.
6. <https://pid.gov.pk/site/press_detail/25597> - Pakistan is showcasing its technological advancements under the 'Tech Destination Pakistan' brand at London Tech Week 2024. The Tech Destination Pakistan Pavilion, inaugurated by the High Commissioner of Pakistan to the UK, Dr. Mohammad Faisal, features nine top-tier IT/ITeS companies from diverse IT verticals, including AI, IoT, cloud solutions, software development, cybersecurity, robotics, and e-commerce. This initiative underscores Pakistan's growing digital footprint and global ambition in the tech industry.
7. <https://www.phclondon.org/pressrelease/pakistan-showcasing-technology-prowess-at-london-tech-week-2024> - Pakistan is presenting its technological advancements under the 'Tech Destination Pakistan' brand at London Tech Week 2024. The Tech Destination Pakistan Pavilion, inaugurated by the High Commissioner of Pakistan to the UK, Dr. Mohammad Faisal, showcases nine top-tier IT/ITeS companies from diverse IT verticals, including AI, IoT, cloud solutions, software development, cybersecurity, robotics, and e-commerce. This participation highlights Pakistan's growing digital footprint and global ambition in the tech industry.