



Digital Dividend

9 REASONS PAKISTAN IS A GOLDMINE FOR HIRING DEVELOPERS

Learn 9 facts for why hiring developers in Pakistan can bring you **great success!**



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Introduction

Dear entrepreneur, business builder, company owner or project leader,

Are you looking for ways to find and attract the perfect developers to help achieve your hopes and objectives, without breaking the bank, so you can focus on achieving and doing what you really want?

This E-book will help you learn why hiring Developers in Pakistan can provide you with invaluable competitive advantages towards competitors, whilst saving thousands of dollars compared to the cost of hiring local expertise.

So why are we sharing this, you might ask? Full transparency.

Our hope is that you will find this book so valuable you will want to work with us and become Digital Dividends next success story.

But even if you won't, we still hope you will find all the advice given in this book highly valuable. Because they are.



How do we know?

Having been in the industry with global presence with one of our offices in Pakistan since +15 years, serving start-ups, SME's as well as enterprises, and having launched +300 successful projects with clients in 5 continents, we have deep knowledge on the benefits herein described.

We've developed a strong brand with our amazing team and successful partnerships with clients hiring our passionate and dedicated developers and using our software development services. And we have seen them reap golden benefits from the facts you are about to learn .

In this report you'll learn why Pakistan is goldmine for hiring developers and reap the following benefits;

- Operational cost savings
- Ease and comfort of scaling up or down
- Time efficiency
- Increased focus on your key priorities
- Instant access to the expertise you need
- Less concern about up-skilling current workforce
- Reduced workload for overloaded in-house staff
- Skills to augment current team and fill any skill gaps

These benefits have served our clients, and us, for many years And now we are here to let you know about them as well.

Ready to dive in? Let's start with looking at the global offshoring map.



The global offshoring map

Russia, Ukraine, Philippines, Mexico, and India are among the top contenders for offshore software outsourcing¹. However, Pakistan is often overlooked in terms of software development. While the countries mentioned above are considered the strongest competitors, it has also led to over-crowding, affecting work quality.

The problem is that businesses do not always have a multimillion-dollar project at hand. Working with limited-tier vendors means working with a small team with specific skills only. These teams are limited in hiring or retaining a top talented team of experts.

Therefore, it's expected to think of these countries as the top choice. But Pakistan is changing the tactics in the IT industry by rising above the challenges and limitations that these common locations are now facing.

Finding candidates with the right skills is a major challenge as of today, which leads tech leaders to searching offshore more than ever before. And Pakistan is now becoming a choice among the top-tier countries for offshore outsourcing due to a variety of reasons. We have put together 9 points to help understand why Pakistan is a great place for hiring offshore developers.

1) <https://esetchers.com/nearshore-vs-offshore/>



1.

The fifth Largest Population in the world

Pakistan is ranked as the 5th largest population on Earth with +229 million people¹

You may think this is not something to be proud of but look at the bright side.

A higher population means more numbers of talented individuals.

Sure, India is a densely overpopulated country, but the high-rise competition has negated clients' positive results in their projects.

But a greater number of talented individuals is far from the only benefit.

1) <https://www.worldometers.info/world-population/population-by-country/>





The following are other advantages Pakistan is reaping from a large population size

- The high population provides enough labour force for a strong economic development of the country. This in turn drives the development of education, infrastructure and technology.
- It's also be a source of a large amount of taxes that avails the country with strong revenue for development.
- It is a source of lower cost labour since many people are willing to work at a lower wage rate. This attracts larger tech businesses to plant local offices, which increases the overall competence in the area.
- It also encourages a high level of innovation and invention as people try to look for survival in a competitive environment.



2.

Talent Expectations

It's hard for many to believe that Pakistan is blessed with exceptional talent.

However, besides the healthcare industry, the IT sector has developed fast in the last decade.

Several international IT brands like Microsoft, IBM, etc., now have their offices there too



Even with the high unemployment rate in Pakistan, **offshore outsourcing** is the perfect opportunity for young graduates to avail remote work. It works perfectly for the international markets and entrepreneurs looking to invest in affordable markets.

Because most of the local market remains untapped, clients can expect professionals like web developers, app developers, graphic designers, content writers, etc., with the proper scrutiny.

So, companies have plenty of opportunities to seek the right talent from Pakistan easily compared to India or other Asian countries.



3.

Proficiency in English

English is one of Pakistan's official languages and ranks as the 3rd largest English-speaking country in the world¹.

As much as 49% of the population of Pakistan speaks English as their 2nd language.

This means 49% population out of the 100% speaks English, which equals more than 90 million people.

This paves the way for quality communication when hiring developers in Pakistan.

1) <https://www.k-international.com/blog/countries-with-the-most-english-speakers/>



4.

Tax Incentives

Not every country is business-friendly when it comes to tax incentives.

But the business laws are flexible in Pakistan.

It is predicted that the corporate tax in Pakistan will lower to 20% in 2023¹. This in turn helps keeping down the overall wage costs for businesses, leading to lower outsourcing costs as well.

You can read more about doing business in Pakistan on the below link²

1) <https://pkrevenue.com/corporate-income-tax-rates-in-pakistan-for-2021-2022/>

2) [https://content.next.westlaw.com/1-504-4890?__lrTS=20210610180927109&transitionType=Default&contextData=\(sc.Default\)&firstPage=true](https://content.next.westlaw.com/1-504-4890?__lrTS=20210610180927109&transitionType=Default&contextData=(sc.Default)&firstPage=true)



5.

Young Individuals

Pakistan has the largest percentage of young population (by 29%) ranging from 15-29 years of age¹.

This south-east Asian country considers its youth as a valuable asset and therefore believes in investing in the right opportunities for education and jobs.

1) <https://www.dawn.com/news/1405197>





The young population of Pakistan is known to be highly innovative.

They can propose highly engaging ideas despite the limited resources and therefore are more than eager to resolve complex problems they may face in task completion with their brilliance.

The youth is innovative, creative and passionate about overcoming challenges, and keen to indulge in future opportunities.



6.

Cost Efficiency

The salary of fresh graduate students of Pakistan is relatively lower than their fellows in the West¹.

The currency of Pakistan is also very low compared to other countries like UK, USA, and some others.

Furthermore, the labor benefits, costs, and usefulness in Pakistan are also considerably low, creating opportunities to save operational costs.

1) <https://biz30.timedoctor.com/average-salary-in-pakistan/>



7.

Modern Infrastructure

Pakistan is said to be the next excellent infrastructure connector¹. It has a well-developed and organized infrastructure with well-settled fiber optics and the availability of 4G & 5G connections.

The increased smartphone usage supported by cheap internet packages has increased demand for digital applications & services.

Pakistan lies at the intersection of the rich natural resources of Central Asia and the Middle East, and the markets of China and India, and enjoys a high level of computer knowledge rate and reliable transport, telecommunication, and energy networks.

1) https://www.atlanticcouncil.org/wp-content/uploads/2022/03/Pakistan_Issue-brief_Final.pdf



Over the last decade, Pakistan has also made significant investments in modern infrastructure. Capitalizing on these strengths as a regional connector, Pakistan could accelerate economic growth across the region¹.

In this case, South Asia and Central Asia would transform from one of the least connected regions in the world to one that connects regional economies through increased trade in goods, greater flow of petroleum and electricity, and improved digital connectivity.

Starting in 2013, rapid investment through the China Pakistan Economic Corridor (CPEC), the Pakistan component of China's Belt and Road Initiative (BRI), has upgraded and expanded domestic infrastructure.

Further investments are being made through the Asian Development Bank's (ADB's) Central Asian Regional Economic Cooperation (CAREC) Program. Additionally, Pakistan is completing significant domestic investment in electric power production, massively increasing the capacity of its electric transmission grid, and building new petroleum transportation projects².



1) <https://indianexpress.com/article/opinion/columns/pakistan-trading-china-india-cpec-7050937/>

2) <https://www.reuters.com/article/us-pakistan-energy-climate-change-featur/pakistan-faces-an-unexpected-dilemma-too-much-electricity-idUSKBN2AO27C>



8.

Future Hub of Tech Outsourcing

Passing a future as a hub for tech outsourcing, some Pakistan firms are now working with Fortune 500 companies¹.

Some are even close to joining the list. Its stable ranking in the business community makes it a preferred option for IT and software outsourcing.

Pakistan offers 100% ownership of equity in IT companies. 100% repatriation of earnings and 33% annual depreciation of equipment.

- 1) <https://dailytimes.com.pk/802814/pakistani-firms-have-potential-to-qualify-for-fortune-global-500-experts/>



9.

Skilled Workforce

Pakistan has nearly 56 million skilled and devoted workforces¹. The turnover rate is also less than 20% which shows the spirit and loyalty of its professionals.

More than 80,000 IT-related institutes are present in Pakistan, and the online institute in the employer index ranks Pakistan as the 4th most popular country for freelancing.

Pakistan also possesses a strong work ethic and productivity. Most of the IT professionals and executives in Pakistan have graduated from the USA or UK and often have western experiences.

1) https://www.pc.gov.pk/uploads/cpec/PES_2020_21.pdf



Anyhow, we hope you have enjoyed learning about Pakistan and why it's a strong place for outsourcing.

Now, let us ask you a question.



How would you like to succeed with outsourcing by finding a perfect, reliant and proven partner right away?

When done right, hiring consultants or outsourcing software development is an effective and cost-effective way to boost your business and get you where you want.

REASONS TO HIRE CONSULTANTS FROM US

- 👉 Pre-qualified developers with matching skills in the right time for your needs
- 👉 CV's shared within 5 workdays
- 👉 Cost-Efficiency
- 👉 Alignment for time zone differences if needed
- 👉 When hiring remote developers, we offer to send them to your office for onboarding
- 👉 Flexible contracts
- 👉 Pay only for worked hours
- 👉 Expert guidance
- 👉 Option to cancel after the first 4 weeks without making any payment if you are not happy

REASONS TO CHOOSE OUR DEVELOPMENT SERVICES

- 👉 Help from idea to MVP and launched solution including design, UX and testing
- 👉 Real experienced specialists (+300 projects developed in +15 years and a 4.7/5 Clutch rating)
- 👉 Experts in leading technology
- 👉 Free choice of management tools
- 👉 Direct contact and face to face meetings with assigned developers
- 👉 Dedicated support
- 👉 100% ownership of the source code for you as a client

But that's not all.....



If you are not happy after the first 4 weeks, then you don't pay! How come we do this? Because we are careful in approving projects where we know we are a perfect fit. We are a partner who walks the extra mile for our clients.

Maybe you have been given many promises from other vendors before but were left disappointed? Or maybe it's your first time outsourcing. Don't just take our word for it. Wherever you are in your journey, we are more than happy to share case studies and customer references for you to call.

Here's what Carsten Neumann, CEO, AppNavi GmbH, one of our clients have to say.; [You can read the full story here](#)

“ Our focus is not on the development, but in creating business models. For us it was important to find a company that can help challenge our ideas, and to advise on best practices and develop in the best possible, efficient and structured way. Having a partner that understands your needs is key to success. We feel Digital Dividend fits all those boxes, and we strongly recommend working with them “



So, if you are in a need for hiring developers and contemplating outsourcing, then let's do this...



Let's schedule a **quick call** with one of our experts. In the call we will help you to;

1

Validate

and find out if Digital Dividend is a well-suited choice for you as we discuss your hopes, needs and expectations.

2

Explore

how we work, and each step needed for a successful collaboration

Click the button below to schedule your personal call.

[SCHEDULE YOUR CALL HERE](#)

You can also email hej@digital-dividend.se to setup a time for your call

