TRANSFORMING CROSS-BORDER TRADE IN PAKISTAN

Message from the CEO

من الرئيس التنفيذي

Dear Team,

As we begin the year, we have every reason to be confident in our trajectory and the momentum we have built. The last quarter of 2025 was a testament to the strength of our operations, as we successfully accelerated the adoption of our transformative digital tools across the ecosystem. This momentum is not just a statistic; it represents the trust we have earned from our partners, and it sets the stage for our more ambitious goals for 2026. The foundation we laid in the last quarter is now being tested and refined by the market, and the early results are very encouraging.

One of our most significant achievements has been scaling our digital footprint. We have onboarded a substantial number of new users to our platforms, ensuring that the benefits of digitization are being felt by the entire trading community. This adoption is not just about technology; it is about creating a more efficient, transparent, and accessible trade environment for all participants. We are seeing the direct impact of our initiatives on the ground, and the feedback we receive from our partners is overwhelmingly positive. This success is a testament to the hard work and dedication of our teams, who have been instrumental in driving this change.

The upcoming Pakistan Trade Week in Dubai is a key milestone for us, and we are very proud to be the official partner for the event. This partnership allows us to showcase our vision for the future of trade in Pakistan to a global audience of investors and trade partners. We will be using the platform to highlight the progress we have made and to engage with potential new partners who can help us accelerate our journey. We are confident that the momentum we have built will be a compelling story to share with the world.

Looking ahead, our focus remains on the execution of our strategic roadmap. We are committed to continuing the rollout of our digital tools and to ensuring that they are adopted by the broadest possible audience. The goal is to create a seamless, end-to-end digital experience for all stakeholders in the trade ecosystem. We are confident that the momentum we have built will be a compelling story to share with the world. We are committed to continuing the rollout of our digital tools and to ensuring that they are adopted by the broadest possible audience. The goal is to create a seamless, end-to-end digital experience for all stakeholders in the trade ecosystem.

Regards,

Syed Ali Haider
Chief Executive Officer

Key Highlights

في نظرة

PSW Reaches Ten Thousand Subscribers on its Digital Platforms

PSW Reaches Over 82,000 Subscribers on its Digital Platforms

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Digitalization Initiatives Gain Momentum

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PSW Focuses on Strengthening Digital Ecosystem

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