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Dedicated digital portal for SMEs on the cards



Special Assistant to the Prime Minister on Industries and Production, Haroon Akhtar Khan, has said that the government is set to introduce Amazon like digital portal for Small and Medium Enterprises (SMEs) to connect Pakistan's SMEs with global buyers.

He said this here on Tuesday while chairing a high-level meeting to review initiatives aimed at strengthening Pakistan's SME sector through digital transformation. The meeting was attended by Secretary Industries and Production Saif Anjum, the CEO of SMEDA Ms Nadia J Seth, and members of the SMEDA Board.

During the meeting, Haroon Akhtar emphasised that digitalisation can significantly enhance the digital presence of SMEs and expand their access to markets. He stated that digital platforms provide SMEs with an opportunity to export their products to international markets and connect with global buyers.

He further informed that the government is developing a dedicated digital platform where SMEs will be able to showcase their products to the world. The initiative is aimed at promoting Pakistani enterprises and enabling them to benefit from the rapidly growing global e-commerce ecosystem.

Khan said that as per the vision of the government led by Prime Minister Shehbaz Sharif, a comprehensive platform will be developed for MSMEs, the gems and jewellery sector, and the automobile sector to enhance their global outreach and competitiveness. He added that the new platform will be developed on the standards of leading global models such as Alibaba, AliExpress, and Amazon, ensuring international-level functionality and accessibility.

The platform will feature value-added and high-quality products manufactured in Pakistan, providing a centralised portal for global buyers to explore Pakistani products.

On the directions of Haroon Akhtar Khan, a working group has been established to implement this vision and to develop a practical roadmap for the platform's launch.

Meanwhile, during a meeting with the President of the Gujranwala Chamber of Commerce and Industry, the SAPM stated that tax relief measures will be provided in the upcoming federal budget, adding that budget proposals are being sought from all stakeholders to ensure inclusive economic planning.

Haroon Akhtar Khan noted that Pakistan is currently facing significant challenges due to regional conflicts and the heavy tax burden on the economy. He further stated that once the prevailing war-like situation subsides, the government will introduce relief packages and incentives for the public.

Haroon Akhtar Khan emphasised that Prime Minister Shehbaz Sharif will not allow the economy or the public to lose hope, adding that the Prime Minister is making tireless efforts to improve economic conditions.

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