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BREAKING NEWS!

P@SHA NEWS

Special Issue of the Pakistan Software Houses Association for IT & ITES Newsletter

PAKISTANI COMPANIES BAG 7 TECH AWARDS AT APICTA IN KUALA LUMPUR

At the 10th International Asia Pacific ICT Awards (APICTA) held in Kuala Lumpur, Malaysia, Team Pakistan was recognized for excellence 7 times. Out of 16 APICTA categories, the P@SHA (Pakistan Software Houses Association for IT & ITES) delegation picked up 7 Merit Awards (the APICTA Silver equivalent). These included Merit Awards in Security Applications, E-Inclusion and E-Community, Financial Applications, Communications, E-Government and E-Health categories. Dr. Mahatir Mohammed was the Chief Guest at APICTA this year and was the recipient of the first ever APICTA Life Time Achievement Award.

The Asia Pacific ICT Awards (APICTA) is an international awards program which provides networking and product benchmarking opportunities to ICT innovators and entrepreneurs from 16 countries in the region. The program is designed to stimulate ICT innovation and creativity, promote economic and trade relations, facilitate technology transfer, and offer business opportunities.

In the last three years P@SHA delegations to APICTA have been making their presence felt but this is the first year in the history of the APICTA Awards that the Pakistan name was called 7 times across 6 diverse categories.

The Center for Advanced Research in Engineering (CARE) won the Merit Award in E-Government, Security and Communications with Avanza winning the Merit in the highly competitive Financial Category and CureMD winning the Merit in the E-Health Category. Aerocar and Solotech showed that Pakistani software companies are also looking at the



unserved markets. They both won the Merit Award in the E-Inclusion & E-Community Category.

“We have always known that Pakistani technology companies are doing great work for customers in Pakistan and globally. This is simply an acknowledgement of their hard work and credentials at an international level by an international panel of respected judges”, said Jehan Ara, President P@SHA at the closing ceremony of the APICTA Awards in Kuala Lumpur. There were a total of 180 nominations across 16 categories for this year’s APICTA Awards.

International recognition of this kind puts the Pakistan technology industry right up there with the best in the region and benchmarks local technology applications against those developed in high tech markets. It creates for Pakistan the image of being a knowledge based country proficient in creating cutting-edge software applications both for the domestic and international market.

“Seven awards at an international world class event like APICTA is a testament to the collaborative effort put together by the P@SHA delegation, P@SHA mentors and Pakistani participants,” said Badar Khushnood, Pakistan Country Consultant for Google, who also took on the role of Judge at this year’s APICTA. That is the kind of PR one cannot pay for, say Pakistani participants to APICTA.

“The P@SHA ICT Awards and the APICTA Award is a great way to build credentials in the Asian market for a company like ours”, said Fraz Wahlah, Director Alliances, CureMD.



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To represent Pakistan at the APICTA Awards, each of these companies picked up the Winner or Runner up award at the [P@SHA ICT Awards](#) 2010 which is now in its seventh year and has developed into the flagship IT & ITeS sector industry event in Pakistan. Given below is the list of Asia Pacific ICT Awards (APICTA) 2010 Merit Awards from Pakistan:

Security Application – Silver, Merit

Product: 10G VoIP Monitoring Solution

CARE (Center for Advanced Research in Engineering) <http://www.carepvtltd.com>

e-Health Application – Silver, Merit

Product: CureMD

Cure MD Pvt Ltd <http://www.curemd.com>

E-Inclusion and E-Community – Silver, Merit

Product: Automated Business Machines

Aerocar Transaction Machines <http://www.aero-car.com>

E-Inclusion and E-Community Application – Silver, Merit

Product: Touch XS

Solo Tech <http://www.solo.pk>

Financial Industry Applications – Silver, Merit

Product: Rendezvous 4.0

Avanza Solutions <http://www.avanzasolutions.com>

Communications – Silver, Merit

Product: Software Defined Radio

CARE (Center for Advanced Research in Engineering)
www.carepvtltd.com

E-Government – Silver, Merit

Product: CARE Digital Radio Surveillance Equipment

CARE (Center for Advanced Research in Engineering)
www.carepvtltd.com

Judges representing Pakistan at APICTA this year included:

Jawwad A. Farid (CEO Alchemy Technologies), Zafar Khan (Co-Founder, Sofizar), Yusuf Jan, (Co-Founder Mixit Inc) and Badar Khushnood (Pakistan Country Consultant, Google Inc).

Local Mentors & Judges who helped prepare the teams included:

Zia Imran MD, PSEB, Nadeem Aslam Malik VP, Infotech & Adnan Agboatwala Pixsense



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