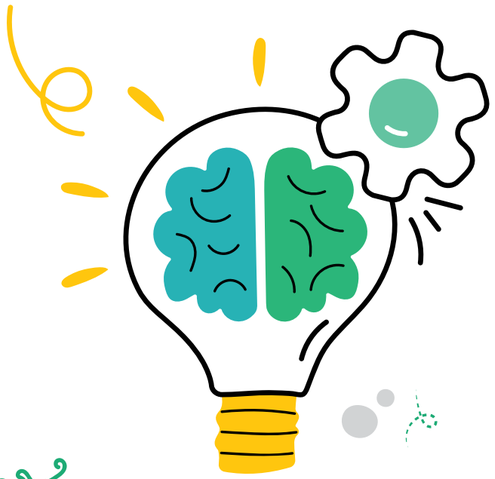
P@SHA
Pakistan IT Industry Association



SKILLS SURVEY 2025

Annual skills requirement report for the year 2025

Prepared by P@SHA Skills Development & Training Department

www.pasha.org.pk

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FOREWORD

Sajjad Mustafa Syed
Chairman

I am pleased to share with you the **P@SHA Skills Survey 2025,** a comprehensive study aimed at highlighting the current and emerging talent demands within Pakistan's IT and ITeS industry.

This report is the result of an in-depth national survey conducted by P@SHA, engaging **250+ leading IT and ITeS companies** across the country. It reflects our continued commitment to understanding the evolving dynamics of the industry and provides timely, actionable insights into critical skill gaps, regional hiring trends, and the technologies that are shaping the future of work. The 2024–25 edition goes beyond identifying in-demand technologies, it maps skill needs by region, spotlights emerging tools and platforms, and underscores the urgency of aligning talent development efforts with industry priorities. As Pakistan's tech sector grows at an unprecedented pace, so does the need for a highly skilled, future-ready workforce.

This report is intended to serve as a strategic resource for **industry leaders, training providers, academia, and policymakers,** helping them make informed decisions about talent planning and curriculum design. It reflects P@SHA's unwavering focus on enabling data-driven workforce development that supports sustainable industry growth.

We believe the insights presented in this report will spark meaningful collaboration, unlock new employment pathways, and strengthen Pakistan's position in the global technology landscape.

Thank you for your continued support, and we look forward to seeing the collective impact of this work on the future of Pakistan's digital economy.

MESSAGE

Raheel Iqbal
Skills Development Committee (Chair)

Bilal Mahmood
Skills Development Committee (Co-Chair)

We are proud to present the **P@SHA Skills Survey Report 2025,** a vital initiative by the Pakistan IT Industry Association (P@SHA) that underscores our commitment to advancing awareness around the most in-demand technologies and tools shaping today's IT and ITeS landscape. This report reflects the collective voice of over 250+ forward-looking IT and ITeS companies that generously shared their workforce needs and technology priorities.

Their insights have been instrumental in capturing the pulse of a rapidly evolving industry. Pakistan's IT and ITeS sector has experienced extraordinary growth, but a widening gap between the demand for skilled professionals and the available talent pool poses a pressing challenge. Addressing this gap requires strategic, data-driven skill development, starting with understanding where the greatest needs lie.

The 2025 Skills Survey Report serves as a practical guide for industry stakeholders, policymakers, academia, and future professionals, offering clarity on the technologies and competencies most critical to Pakistan's digital economy. By aligning our upskilling initiatives with these insights, we can ensure our workforce remains competitive and future-ready.

We extend our deepest appreciation to all the organizations and individuals who contributed to this effort. Your participation reaffirms our shared dedication to fostering innovation, growth, and resilience within the IT and ITeS sector. Let this report serve as both a beacon of knowledge and a catalyst for action, propelling Pakistan toward a more skilled, inclusive, and globally recognized technology ecosystem.

MESSAGE

Ali Hasani
Secretary General

I am pleased to present the **P@SHA Skills Survey Report 2025,** a crucial step forward in our collective journey to position Pakistan as a competitive global hub for technology and innovation.

Over the past year, Pakistan's IT and ITeS industry has continued to demonstrate exceptional growth, outpacing many traditional sectors. This rapid expansion has unlocked exciting new possibilities in research, product development, and digital services. However, it has also brought a pressing challenge into sharp focus: the growing gap between industry demand and the availability of skilled talent.

This report, developed through close collaboration with a diverse set of IT and ITeS companies across the country, provides a clear, data-driven picture of the skills most in demand today. I extend my heartfelt thanks to all participating organizations for their valuable insights and contributions.

As the industry prepares to absorb a large number of professionals in the coming years, the need for **targeted, industry-aligned skill development** is more urgent than ever. Our universities continue to produce capable graduates, but we must now focus on equipping them with the specific tools, technologies, and competencies that employers require.

The findings in this report offer timely and actionable guidance to policymakers, academia, and training providers alike. With this knowledge, we can collaboratively design programs that are more responsive to market needs and ensure a stronger alignment between education and employment.

I would like to acknowledge the P@SHA Skills and Policy team for their dedicated efforts in delivering this important work. It is our hope that this report will spark meaningful reforms, inspire partnerships, and help shape a more agile, future-ready workforce, one that can drive Pakistan's ascent as a global leader in technology and innovation.

SKILLS DEVELOPMENT & TRAINING

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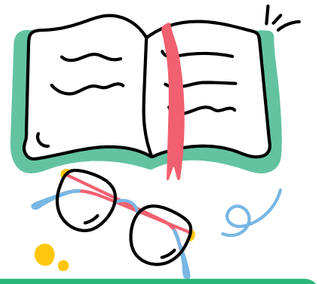
Executive Summary



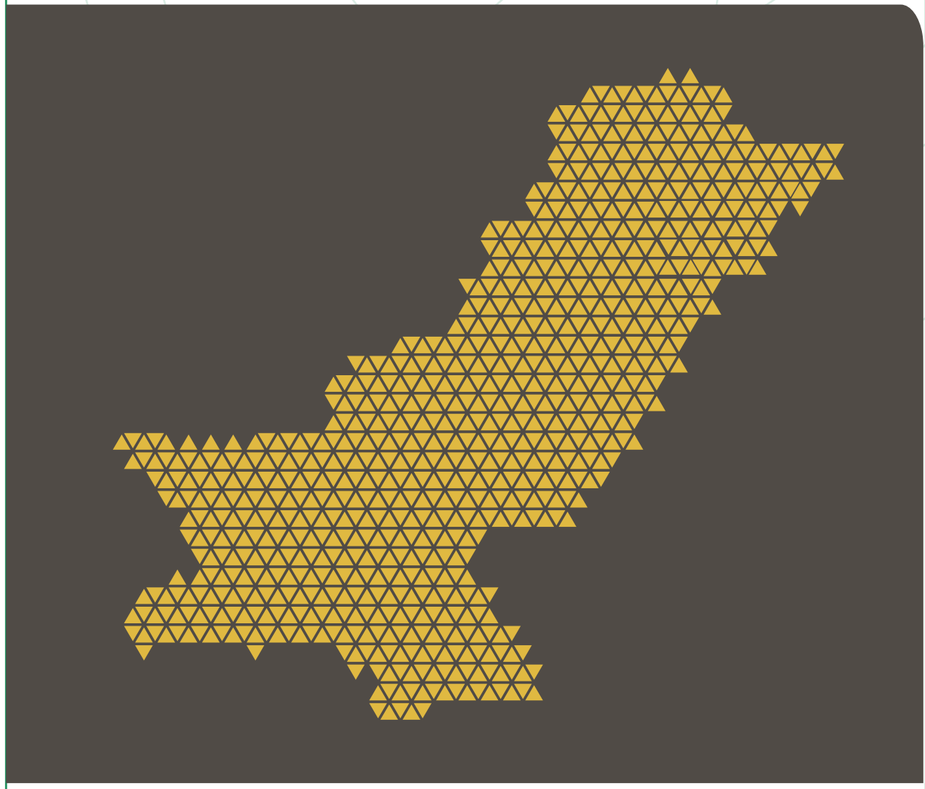
The **P@SHA Skills Survey Report 2025** provides a comprehensive view of the evolving talent demand within Pakistan's IT and ITeS industry. Developed through an extensive nationwide survey, this report identifies the most sought-after **technology tracks, tools, and emerging skill areas** critical to the sector's continued growth. In addition to mapping current demand, the report highlights **future-focused technology trends** and the **growing need for skilled professionals,** offering actionable insights for stakeholders seeking to align talent supply with industry needs.

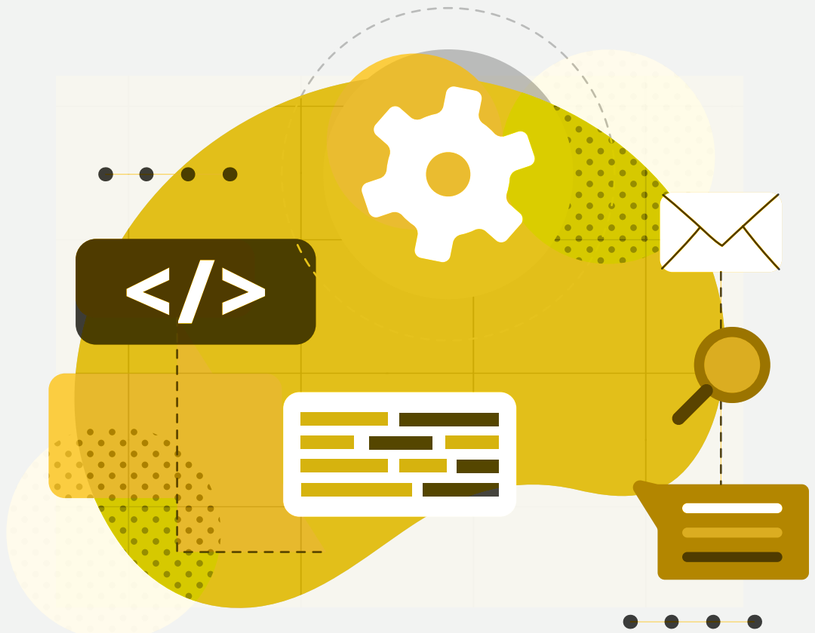
As Pakistan works to close its digital skills gap and unlock new employment opportunities, this report serves as a strategic resource, guiding **policy development, academic planning, and workforce readiness** initiatives that will shape the future of the country's tech ecosystem.

INTRODUCTION ABOUT P@SHA

Pakistan IT Industry Association (P@SHA) is one of the oldest ICT associations of the region and the sole trade association in Pakistan representing the industry since 1992.

P@SHA is the only Pakistani entity globally registered with and recognized by institutions such as WISTA (World Information Technology and Services Alliance), ASOCIO (Asian Oceanic Computing Industry Organization) and APICTA (Asia Pacific ICT Alliance). Over the years, P@SHA has registered more than **1500 companies** across Pakistan and has been the voice of the industry, advocating policy initiatives and working towards creating a high growth, sustainable business environment in the country. P@SHA has been constantly making efforts toward developing a strong insightful database and research repository. In order to make informed decisions, the availability of updated information and data insights plays a key role. In the past P@SHA has worked on various research reports highlighting the key concerns and issues of the IT & ITeS Industry. Some of the research reports by P@SHA are; P@SHA Salary Survey Reports, Diversity & Inclusion Framework Report, IT Skills Requirements Report 2021, Pakistan IT Skills Report 2021, Impact of Tax Exemption Removal, Budget Recommendations 2023, and Comparative Analysis: Support Policies in IT Emerging Economies. The key areas covered in these reports are policy and budgeting, salary benchmarking and HR practices, IT skills need and requirements, Diversity & Inclusion, and tax implications and impact on the IT & ITeS Industry of Pakistan.





P@SHA Skills Survey 2025

The Pakistan IT industry Association (P@SHA) is proud to launch the P@SHA Skills Survey Report 2025, developed to assess the evolving training and talent needs of Pakistan's dynamic IT sector. The primary objective of this report is to identify critical skills gaps and highlight the specific training areas IT companies are prioritizing to address workforce shortages and strengthen capacity.

The report focuses on **five key dimensions:**

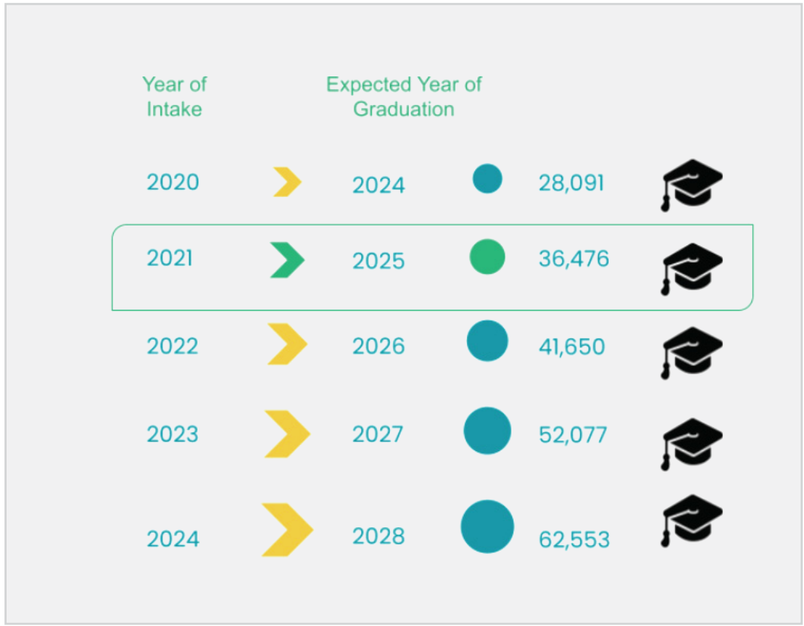
- Skills requirement analysis segmented by experience levels
- Areas where **reskilling and upskilling** are essential
- Technology domains that require **industry-recognized certifications**
- **Non-technical training needs** such as soft skills and project management
- **Emerging technologies, tools, and future-focused competencies**

This report is grounded in a nationwide survey conducted by P@SHA, with responses from **256 IT and ITeS companies.** After rigorous data validation, insights from were analyzed to ensure accuracy and relevance.

By offering an exclusive demand and skills gap analysis, the P@SHA Skills Survey Report 2025 aims to uncover new employment opportunities, support strategic training interventions, and ultimately help bridge the gap between talent supply and industry expectations — empowering Pakistan's tech ecosystem for the future.

SUPPLY OF RESOURCES FROM ACADEMIA

In addition to the demand analysis that has historically been presented in the Skills Survey conducted by P@SHA we also compare the numbers with the resources supplied to the industry by the Academia. It is difficult to list the exact number of graduates for the year since a graduate registration is a slow and gradual process. Universities maintain this data but HEC only confirms graduation once they attest the degree. A good estimate of this number comes from the Annual enrollment data that NCEAC (A committee under HEC) maintains.

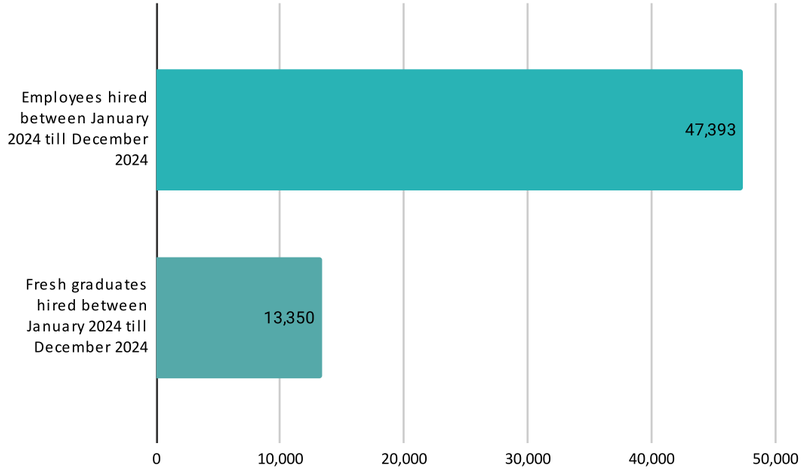


Based on that graph, students who enrolled in Computer Science (CS) & IT programs during 2021 and 2022 are expected to graduate in 2025 and 2026, assuming a typical **4-year degree cycle**.

This suggests that the anticipated number of CS & IT graduates in 2025 would likely fall between the intake figures for those two years, approximately **36,476** to **41,650 students.**

Industry's Intake in the previous year

According to figures from NCEAC, the number of graduates from HEC-accredited universities is estimated at 36,476, with roughly the same number graduating from non–HEC-accredited universities. This puts the total estimated annual output of CS/IT graduates at around 72,952 (36,476 × 2).



In the last calendar year, P@SHA member companies hired 13,350 of these graduates.

Full-time Employed / Graduates = 13,350 / 72,952 ≈ 18.3%

of the total CS/IT graduates being absorbed into P@SHA member companies.

18.3% IT & CS graduates employed by P@SHA member companies in 2024

While this percentage is higher than the previously quoted ~10% "zero day" employment rate, the figure still reflects an underwhelming employment landscape. A large proportion of graduates remain either unemployed, underemployed, working outside the core IT industry, pursuing further studies, or seeking opportunities abroad. This incremental improvement cannot be attributed solely to systemic interventions by the government or HEC — the persistent gaps in curriculum relevance, industry alignment, and career readiness suggest that the progress has been far too slow relative to the needs of the market.

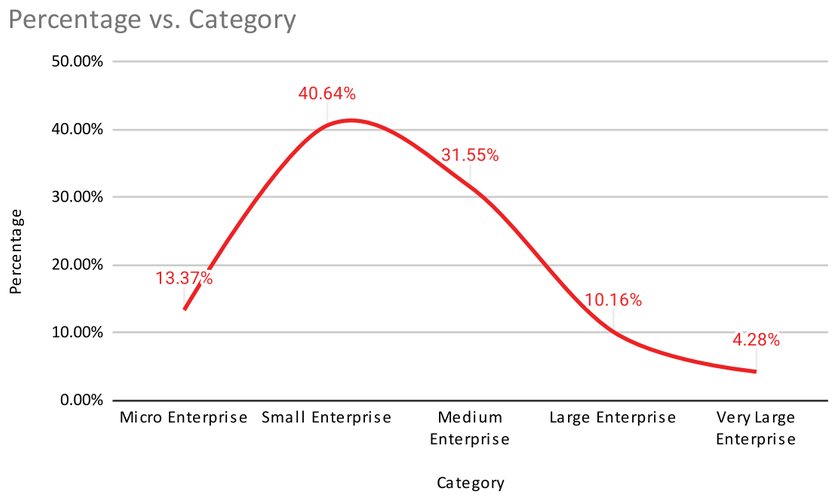
The ratio remains alarmingly low given the year-on-year growth in graduate numbers. This trend also underscores the persistent issue of brain drain, where a portion of skilled talent leaves the country due to limited local opportunities. Without producing a surplus of industry-ready talent and creating conditions that incentivize retention, this loss will continue to erode the sector's capacity.

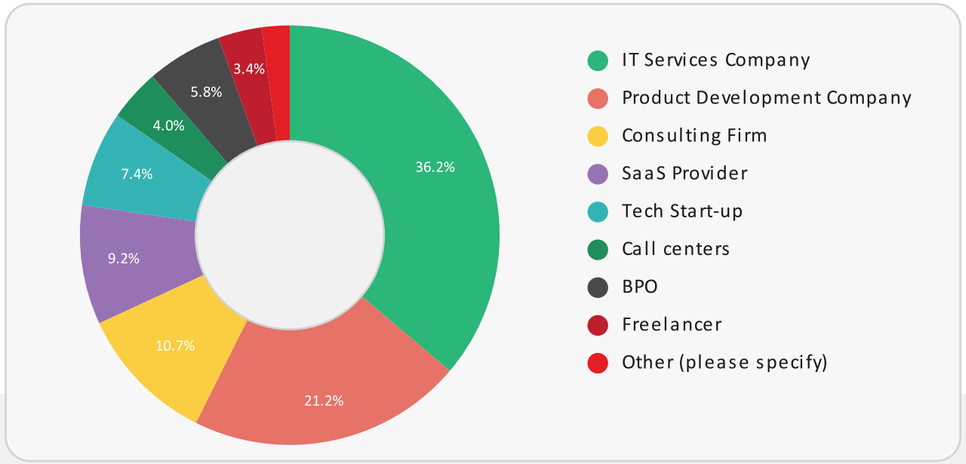
Another concerning indicator from the data is that nearly 72% of last year's hiring demand was for experienced professionals — a space where companies compete in an open, often costly, labor market. This is partly associated with the evolving industry needs and a higher demand for a higher quality resource that is familiar with AI and its integration into workstreams. The shortage of skilled entry-level talent limits the industry's agility and flexibility in replacing or scaling resources. The current graduate output is not meeting the quality thresholds the industry requires, and without deeper structural reforms in skills development, this mismatch will persist.

Sample Distribution

The distribution of the **256 companies** participating in the skills survey reflects the overall market composition of the IT and tech industry in Pakistan. The majority of the sample comprises Small Enterprises **(40.64%)** and Medium Enterprises **(31.55%)**, together accounting for over **72%** of the companies, indicating that most of the industry operates within these size categories. Micro Enterprises **(13.37%)** also represent a notable share, highlighting the presence of startups and emerging businesses contributing to the skills demand landscape. In contrast, Large Enterprises **(10.16%)** and Very Large Enterprises **(4.28%)** form a smaller proportion, consistent with the relatively limited number of large-scale employers in the sector. The curve, therefore, accurately represents the industry's size-based distribution, with the peak at small and medium enterprises reflecting where the bulk of employment and corresponding skills requirements are concentrated.

Employee Range	Category
1–10	Micro Enterprise
11–50	Small Enterprise
51–200	Medium Enterprise
201–1000	Large Enterprise
1000+	Very Large Enterprise





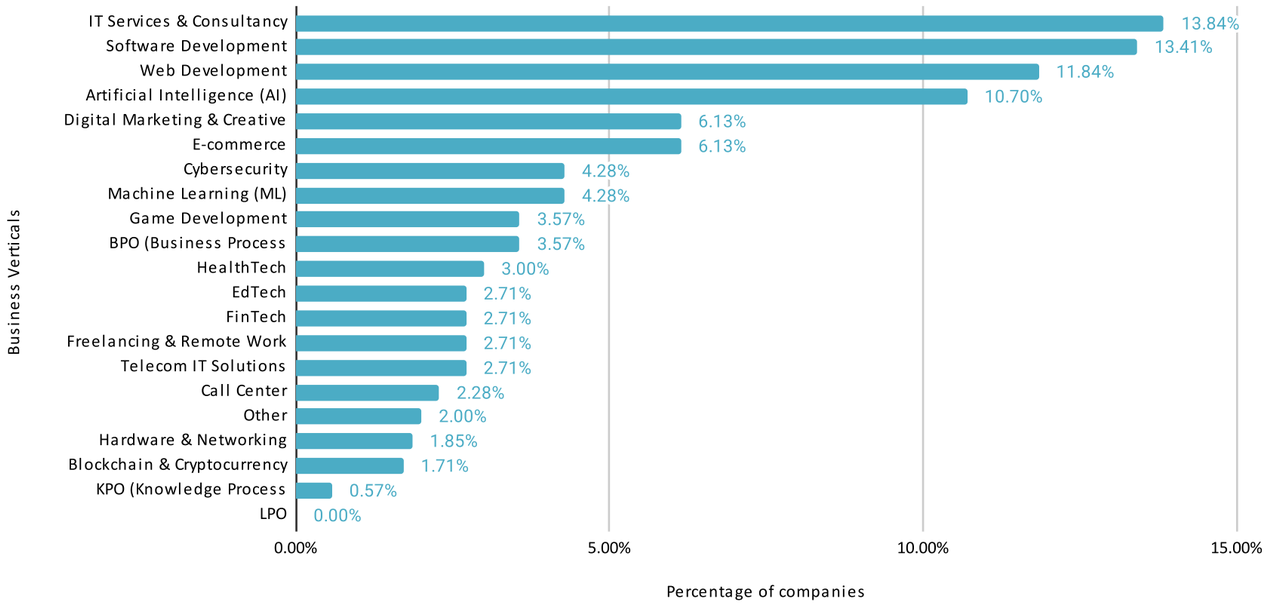
Quality over Quantity & AI's Dominance

In recent years, job openings in the tech industry have seen a noticeable decline despite the industry growing at a fairly good pace, largely influenced by the rapid rise of **artificial intelligence (AI).** As AI-driven tools become more advanced and accessible, many routine tasks that once required dedicated teams can now be handled with greater speed and efficiency by fewer people. This shift has led companies to **streamline hiring**, favoring professionals who bring **a mix of technical, analytical, and AI-integration skills.**

Today, organizations are looking for **multi-skilled individuals**—those who can not only code or design but also **leverage AI to automate workflows, generate insights, and enhance productivity.** Instead of hiring separate specialists for each function, many companies now seek **versatile team members** who can wear multiple hats and use AI as a tool to scale their impact. As a result, adaptability and the ability to integrate AI into one's core work have become essential for remaining competitive in the evolving job market.

Business areas

Percentage of companies vs. Business Verticals



Key Insights

Total Technical Job Openings
32,685

Total Non-Technical Job Openings
1,969

To be Upskilled
61,515

To be Reskilled
61,155

Total IT Certifications Required
46,530

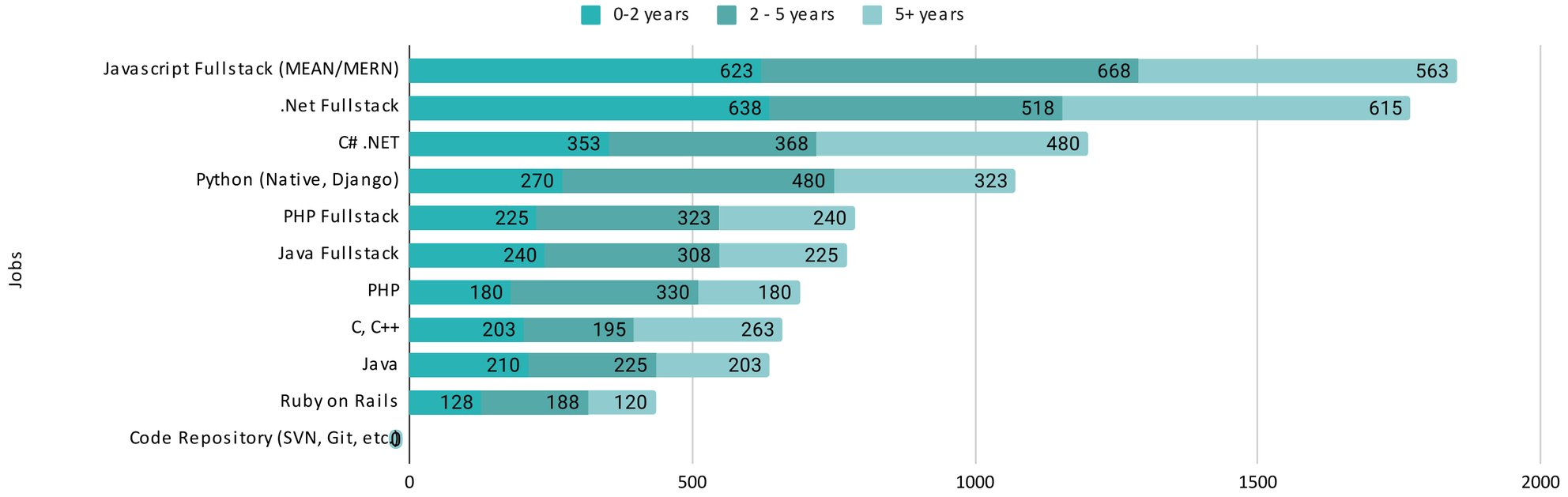
Skilling (Skills Requirement for New Hires)

This section talks about the skills predominantly needed for the resources being hired in the industry with an initial skill set required for the role. Under each technological category the skills are mentioned in the descending order with the skills with the highest demand are listed at the top while the least popular skills are mentioned at the bottom.

Programming - Web Engineering

The chart reveals that the market strongly favors mid-to-senior level professionals in **Fullstack JavaScript, .NET, and Python, However since .Net Fullstack and C# .Net are essentially the same, it can be concluded that the demand for .Net is greater than Javascript Fullstack.**

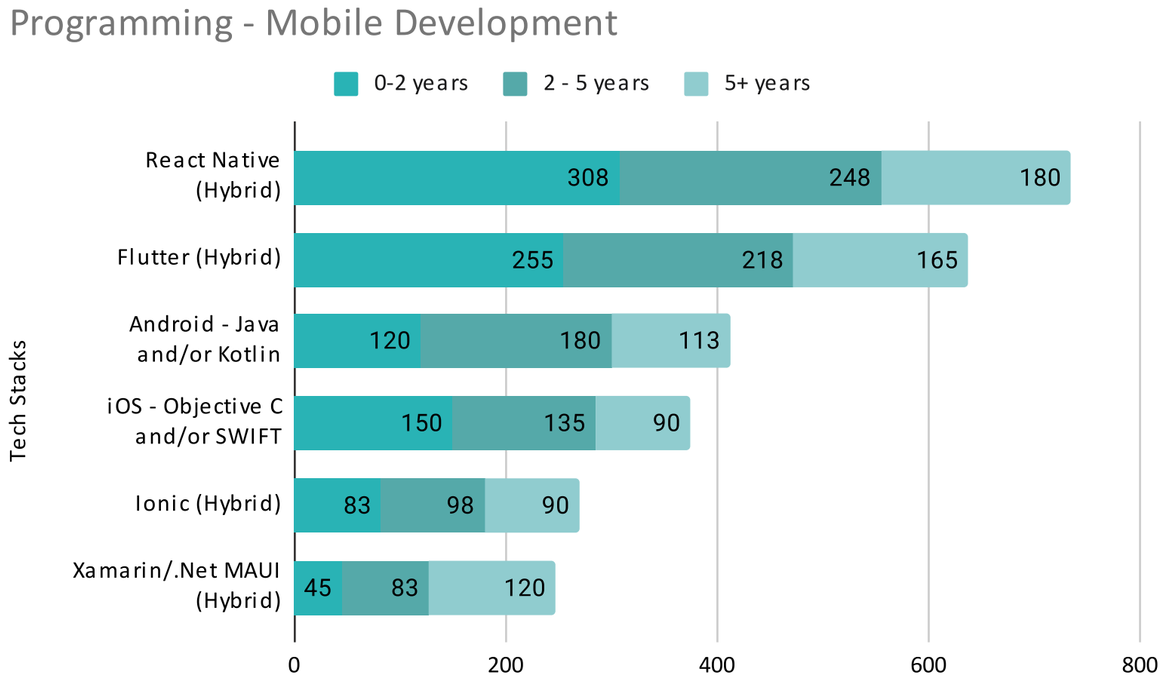
These roles are central to modern web engineering stacks, indicating where upskilling or strategic hiring would be most impactful for tech organizations. On the other hand, demand for technologies like Ruby on Rails and legacy systems is comparatively low.



Programming - Mobile Development

The mobile development job market is shifting toward **hybrid frameworks,** with React Native and Flutter emerging as the top choices for companies due to their cross-platform efficiency and faster development cycles. This reflects a broader industry trend prioritizing cost-effective, scalable solutions over traditional native app development.

There's also a clear preference for hiring **mid-level talent,** indicating that companies value developers who can contribute independently without extensive ramp-up time. The relatively lower demand for senior roles suggests that fewer positions require deep specialization, and leadership roles may already be saturated or consolidated.



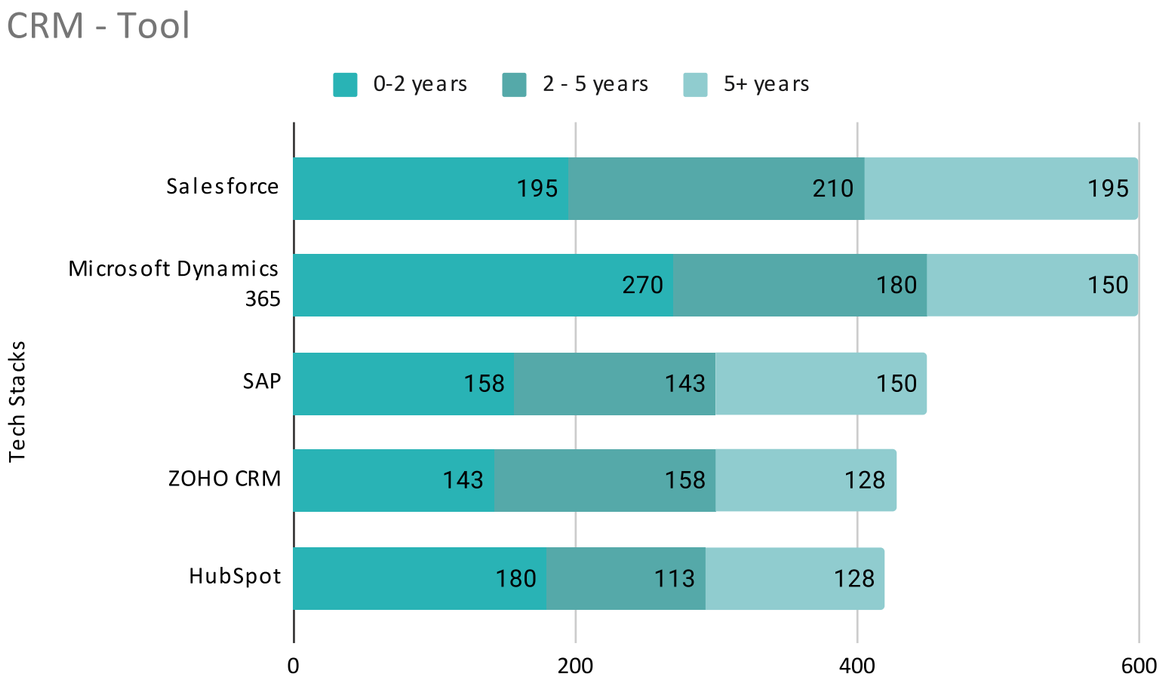
The 2025 job market for mobile development shows a strong demand for hybrid frameworks, with React Native and Flutter leading across all experience levels—particularly for entry-level roles, making them essential for early-stage skill development. Native stacks like Android (Java/Kotlin) and iOS (Swift/Objective-C) remain relevant, especially for mid to senior roles, highlighting the need to maintain training pathways in these areas. Niche technologies such as Xamarin and Ionic show targeted demand, mostly at the senior level, indicating their continued use in specific enterprise contexts. These trends imply that skill development programs should prioritize hybrid frameworks for beginners, while also offering advanced and specialized tracks for native and enterprise-aligned technologies, ensuring a talent pipeline that supports both emerging and established industry needs.

CRM & ERP Tools

CRM tool demand is fairly balanced across all experience levels, but **Salesforce** and **Microsoft Dynamics 365** stand out as the most sought-after platforms, indicating their dominance in enterprise environments. Notably, **Microsoft Dynamics 365** shows the strongest demand for **entry-level (0–2 years)** roles, suggesting it's often adopted in environments open to training newer talent.

Other platforms like **SAP, ZOHO CRM,** and **HubSpot** show moderate demand across the board, with fewer senior roles, hinting they may be more common in mid-sized or smaller businesses.

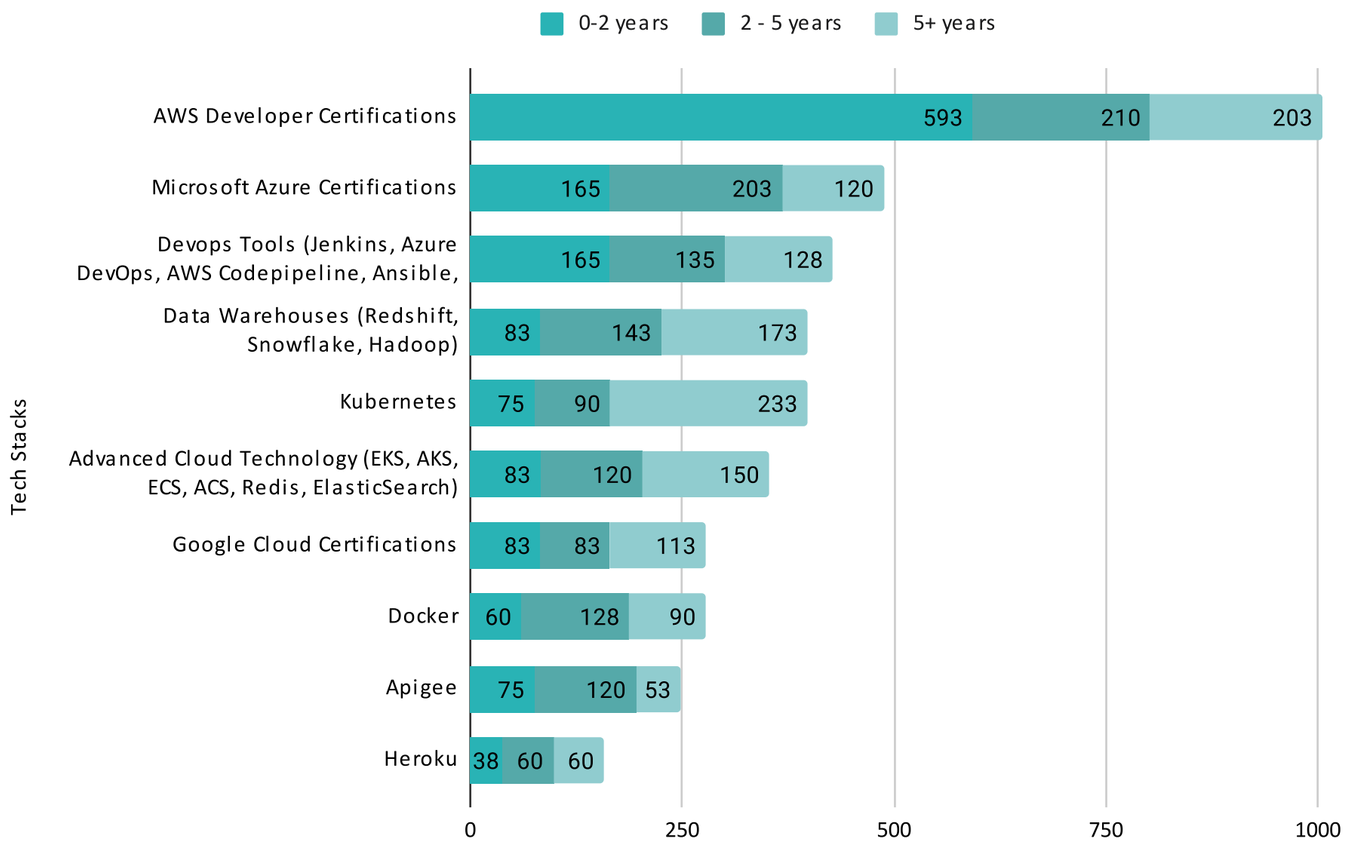
Overall, the CRM job market favors **Salesforce and Dynamics professionals,** with good opportunities for both new entrants and experienced professionals, reflecting the tools' widespread use in digital transformation and customer relationship strategies.



Cloud Infrastructure – Tool / Certification

The data shows a **strong preference for AWS Developer Certifications,** especially at the entry level (0–2 years), highlighting AWS as the most accessible and widely adopted cloud platform for newcomers. **Microsoft Azure** and **DevOps tools** follow, with solid demand across all experience levels, suggesting these skills are critical for modern infrastructure and continuous delivery pipelines. **Kubernetes** stands out at the **senior level (5+ years),** reflecting its complexity and its role in scaling production environments.

Overall, the trend indicates that cloud infrastructure roles are growing rapidly, with **AWS and DevOps skills serving as key entry points,** while Kubernetes and Data Warehousing are highly valued in **advanced roles.** The demand curve supports both upskilling for students and deeper specialization for experienced professionals.



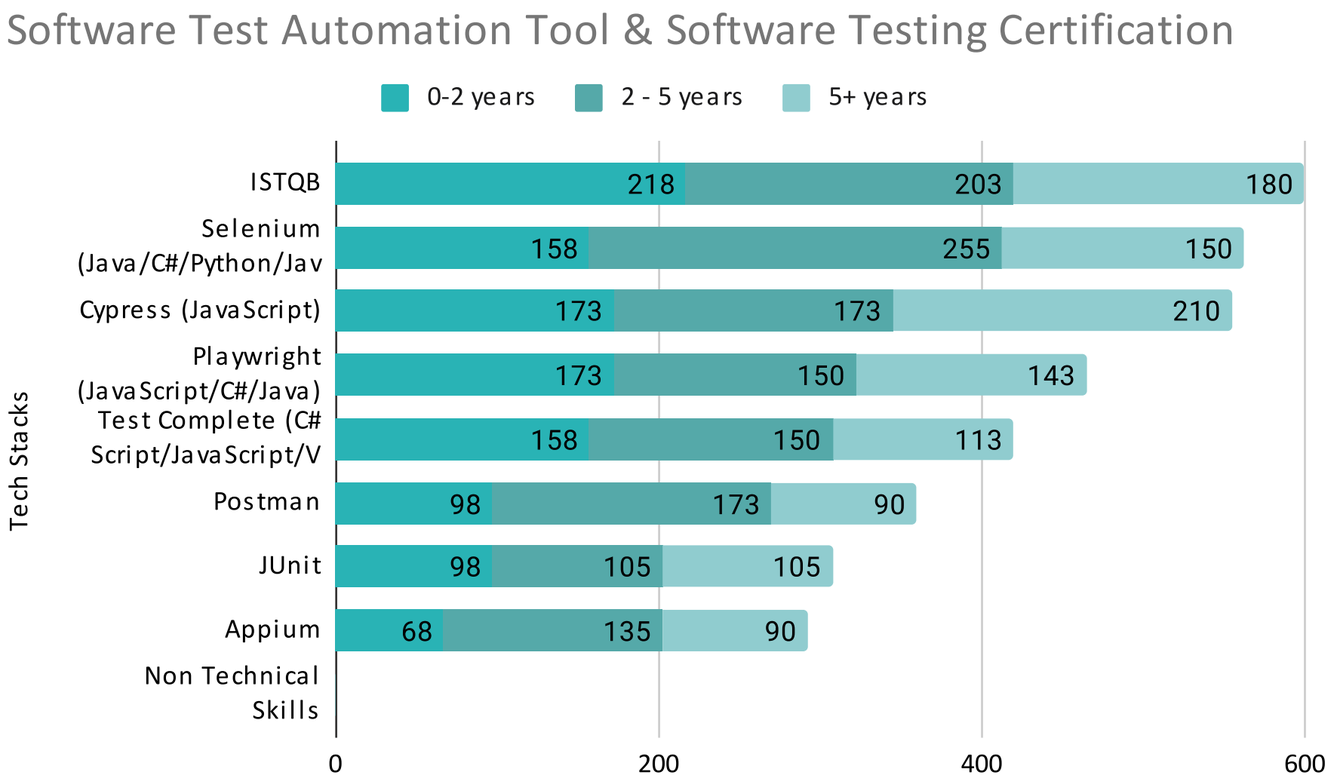
Software Test Automation Tool & Software Testing Certification

The demand for **software testing professionals** is strong across experience levels, with tools like **ISTQB, Selenium, and Cypress** leading the way. These are clearly foundational skills, with ISTQB showing high entry-level relevance and Cypress being particularly valued for senior roles.

Playwright is also gaining traction, reflecting the industry's shift toward modern, code-driven testing frameworks.

Meanwhile, legacy tools like **JUnit, TestComplete, and Appium** have a steadier but more modest demand, often in maintenance or niche projects.

Overall, the field favors testers with versatile scripting skills in tools like **Selenium and Cypress,** and certification like **ISTQB** continues to be a strong entry point for aspiring QA professionals.

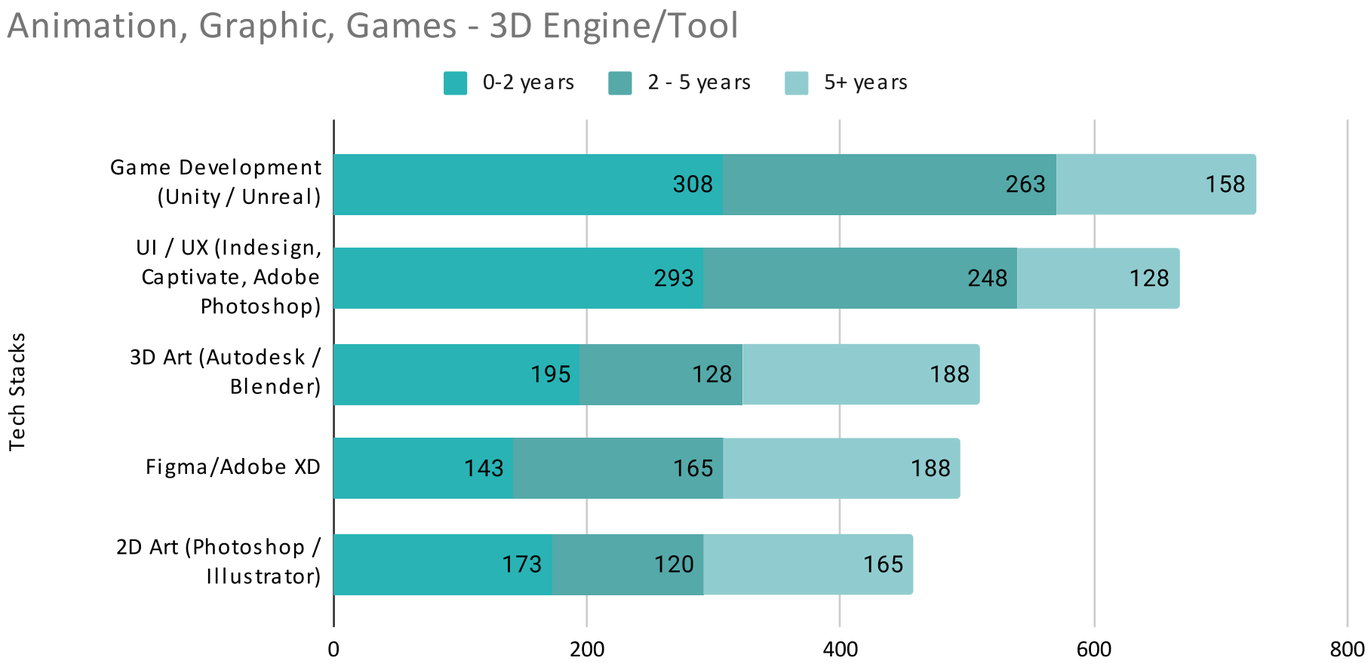


Animation, Graphic, Games - 3D Engine/Tool

The creative tech job market is **booming now for early-career professionals,** especially in **Game Development** and **UI/UX design,** which show the highest demand at the 0–2 years level. This suggests a strong appetite for fresh talent in visually driven, digital-first industries like gaming and interface design.

Tools like **3D Art (Autodesk/Blender)** and **Figma/Adobe XD** show more balanced demand across all experience levels, highlighting their core role in production pipelines and cross-functional teams. **2D Art tools (Photoshop/Illustrator)** still maintain significant relevance, particularly among senior professionals, likely due to their continued use in branding and visual storytelling.

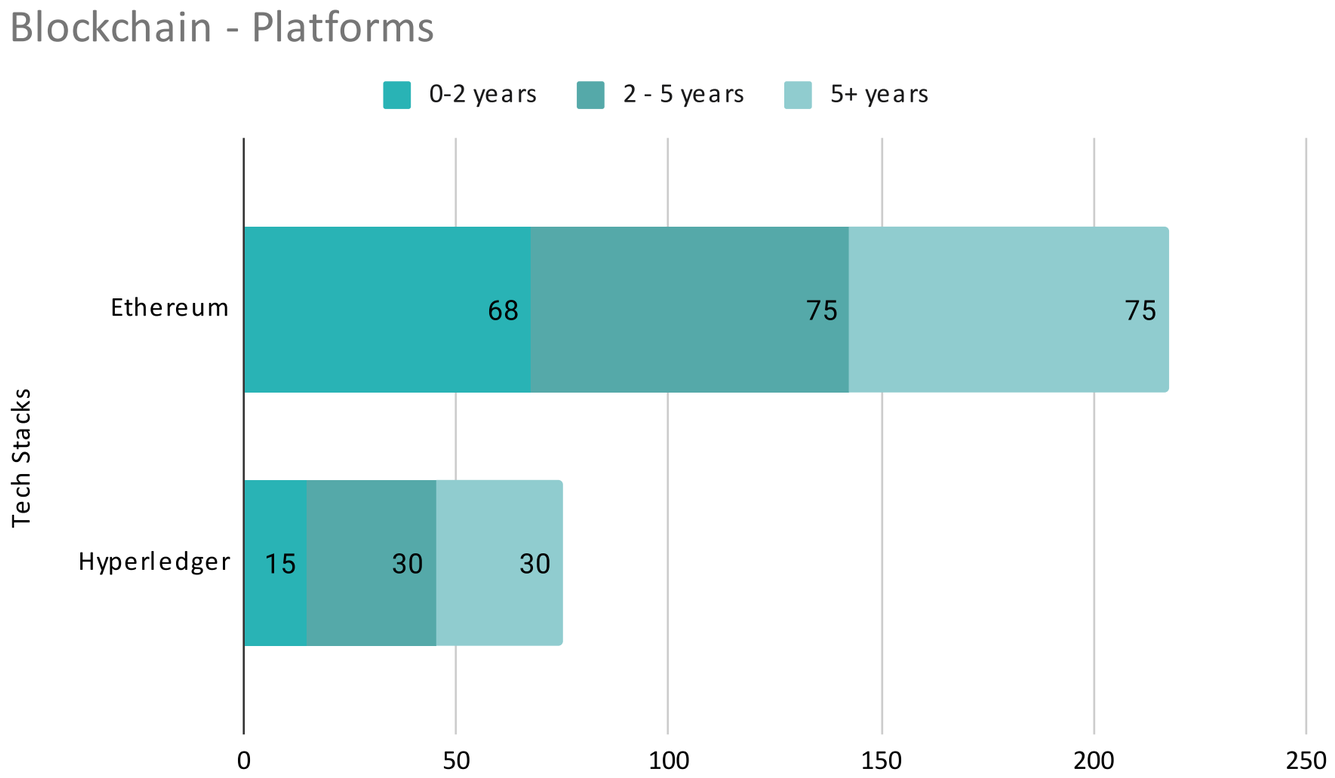
Overall, the field favors **digitally fluent, design-literate talent,** with a clear pipeline from early entry to specialization, especially in immersive and interactive content creation.



BlockChain – Platforms

The blockchain job market remains **niche but growing,** with **Ethereum** clearly dominating demand across all experience levels. Its balanced distribution suggests consistent adoption in both startup and mature environments. **Hyperledger,** in contrast, has significantly lower demand, indicating its use is likely limited to specialized enterprise or consortium applications.

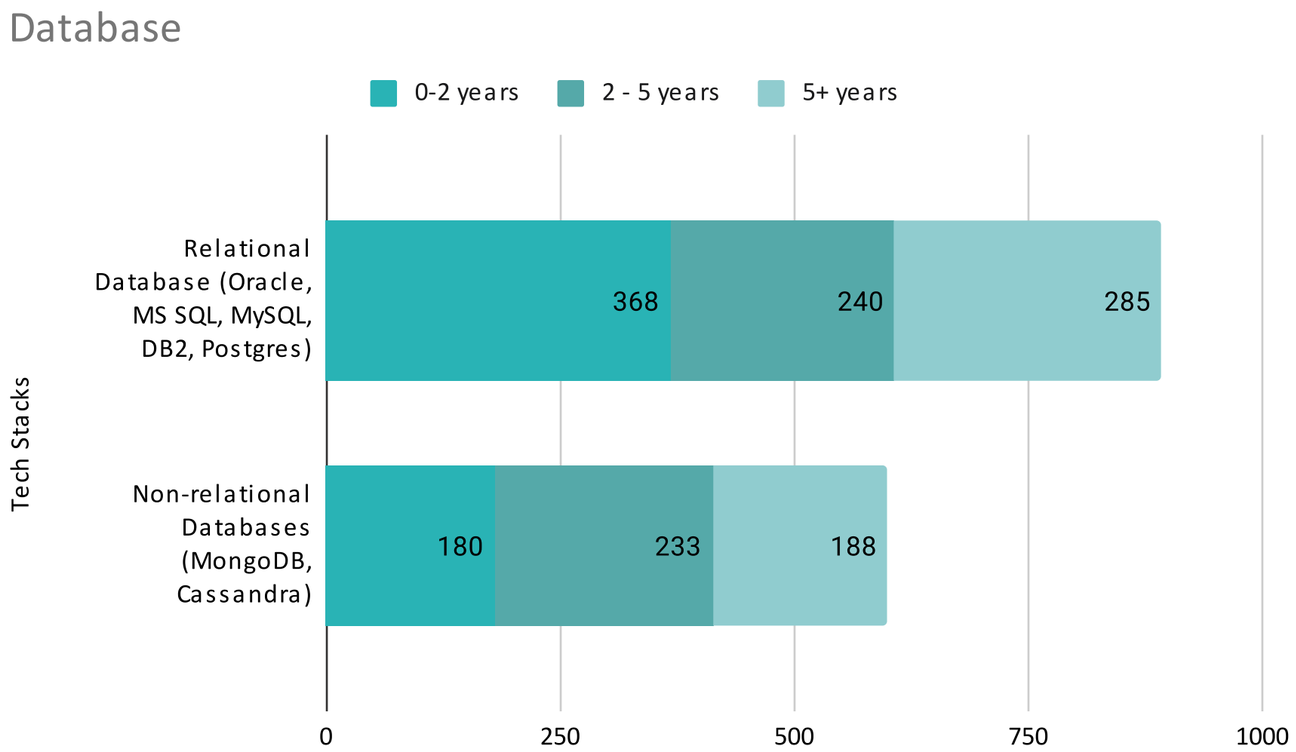
Overall, blockchain roles are still **emerging,** with Ethereum as the preferred platform, particularly relevant for developers interested in decentralized applications, smart contracts, and Web3 ecosystems.



Database

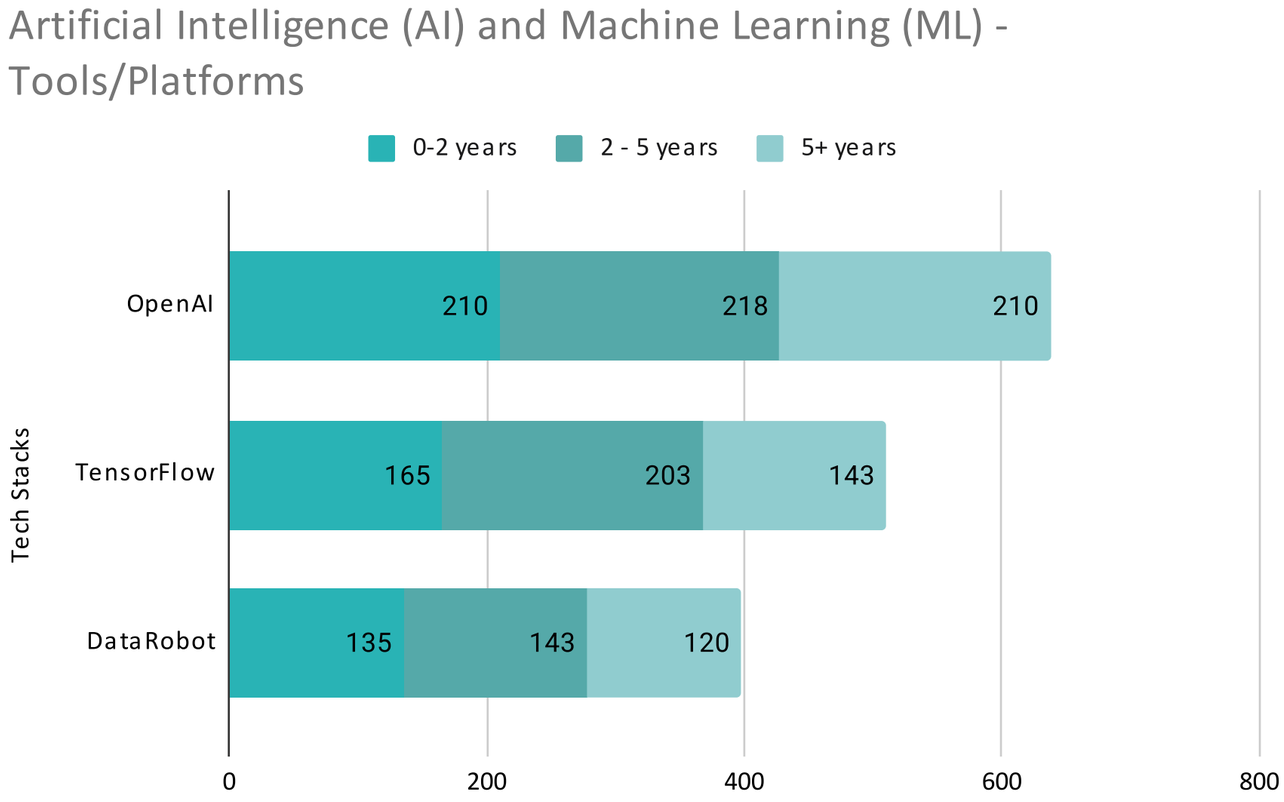
Relational databases (such as Oracle, MySQL, and MS SQL) continue to dominate Pakistan's IT job market, especially at the **entry level,** indicating their strong presence in traditional systems and academic programs. With the highest demand across all experience levels, these databases remain foundational to enterprise operations and are a critical skill for early-career professionals.

Non-relational databases (like MongoDB and Cassandra) show growing relevance, particularly for **mid-level and senior roles,** reflecting their use in modern, data-intensive applications. While total demand is lower compared to relational systems, the steady rise in 2–5 and 5+ year roles signals a shift toward scalable, flexible data solutions, underscoring the importance of **high level skill development in both relational and NoSQL technologies** to meet evolving industry needs.



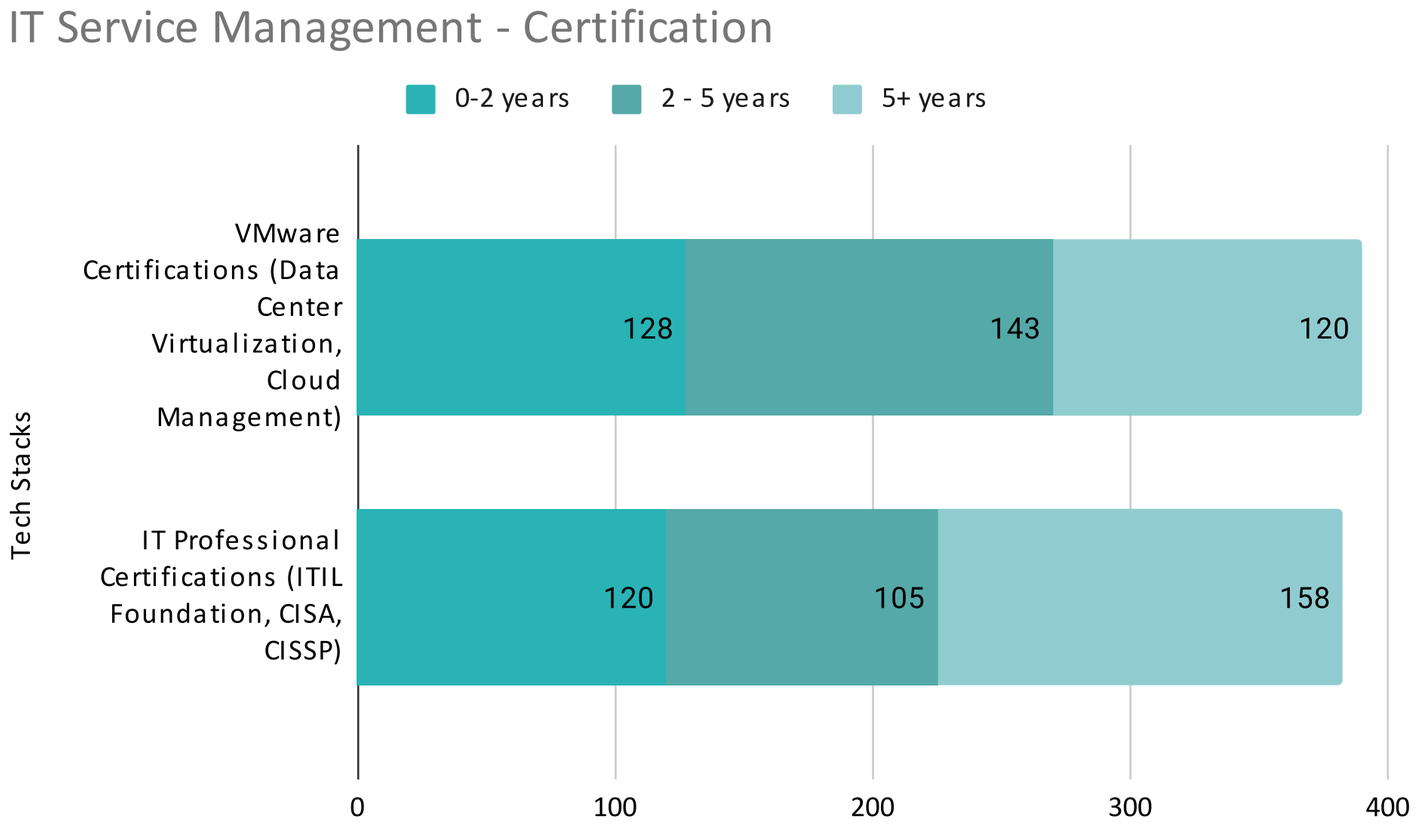
Artificial Intelligence and Machine Learning Tools/Platforms

The job demand analysis for 2025 shows that **OpenAI skills lead the local market** with 638 total openings, evenly distributed across all experience levels, making it the most relevant platform for both beginners and seasoned professionals. **TensorFlow follows with 511 jobs,** with the highest demand for professionals with **2–5 years** of experience, indicating its maturity and preference for mid-level expertise. **DataRobot, with 398 openings,** shows balanced but comparatively lower demand, reflecting its niche use in automated ML solutions. For training and development, this implies a strong need to **prioritize OpenAI training for both entry-level and advanced learners,** focus on **intermediate and project-based TensorFlow training,** and offer specialized courses in DataRobot for automation and ML Ops. This balanced approach can better align talent supply with market demand.



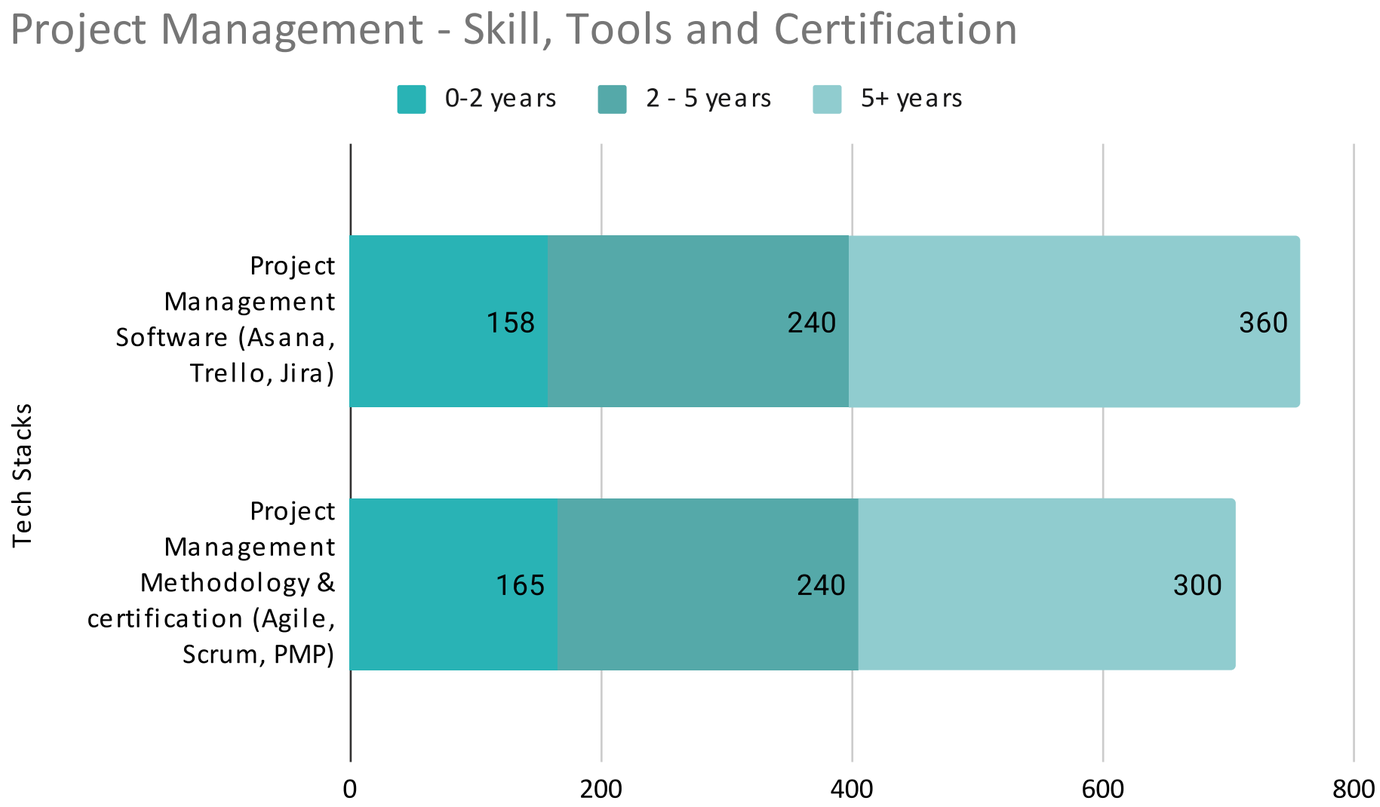
IT Service Management - Certification

The demand for IT Service Management certifications in 2025 highlights distinct training priorities. **VMware certifications** show strong opportunities for mid-level professionals, indicating the need for **practical, hands-on training in cloud management and virtualization** to quickly upskill talent for infrastructure roles. In contrast, IT Professional Certifications such as ITIL, CISA, and CISSP are more valued for experienced professionals, underscoring the importance of **advanced training in governance, security, and service management** to prepare leaders for strategic IT roles. Entry-level programs should introduce foundational concepts in both areas to build a steady pipeline for future specialization.



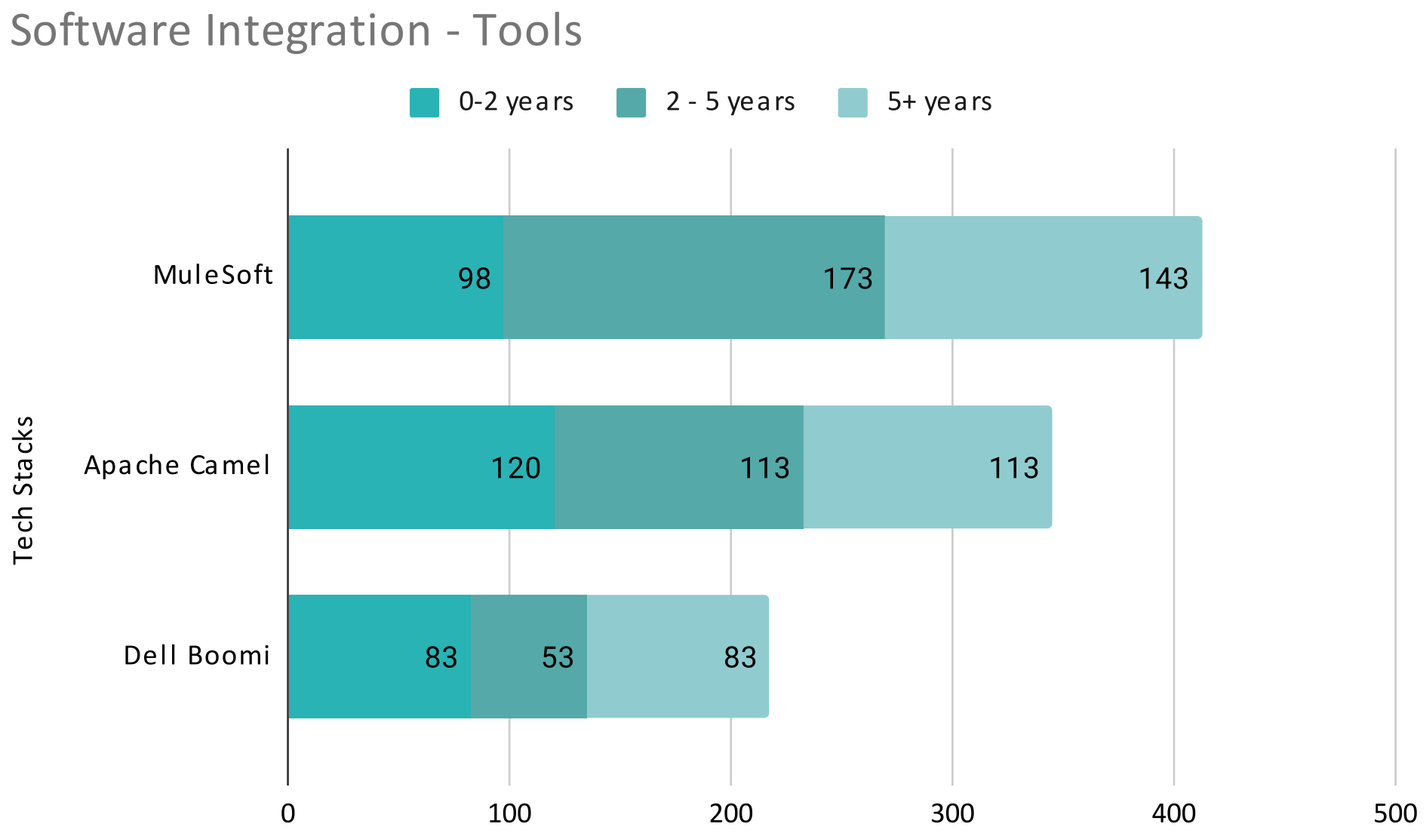
Project Management - Skill, Tools and Certification

The 2025 demand for project management skills shows a strong need for **experienced professionals,** especially in **project management software (Asana, Trello, Jira)** and **methodologies like Agile, Scrum, and PMP.** Training programs should therefore emphasize **advanced certification and strategic project leadership skills** for senior professionals. At the same time, there is a clear opportunity to build a pipeline of future talent by providing **practical, tool-based training for entry and mid-level professionals,** enabling them to transition into senior project management roles over time.



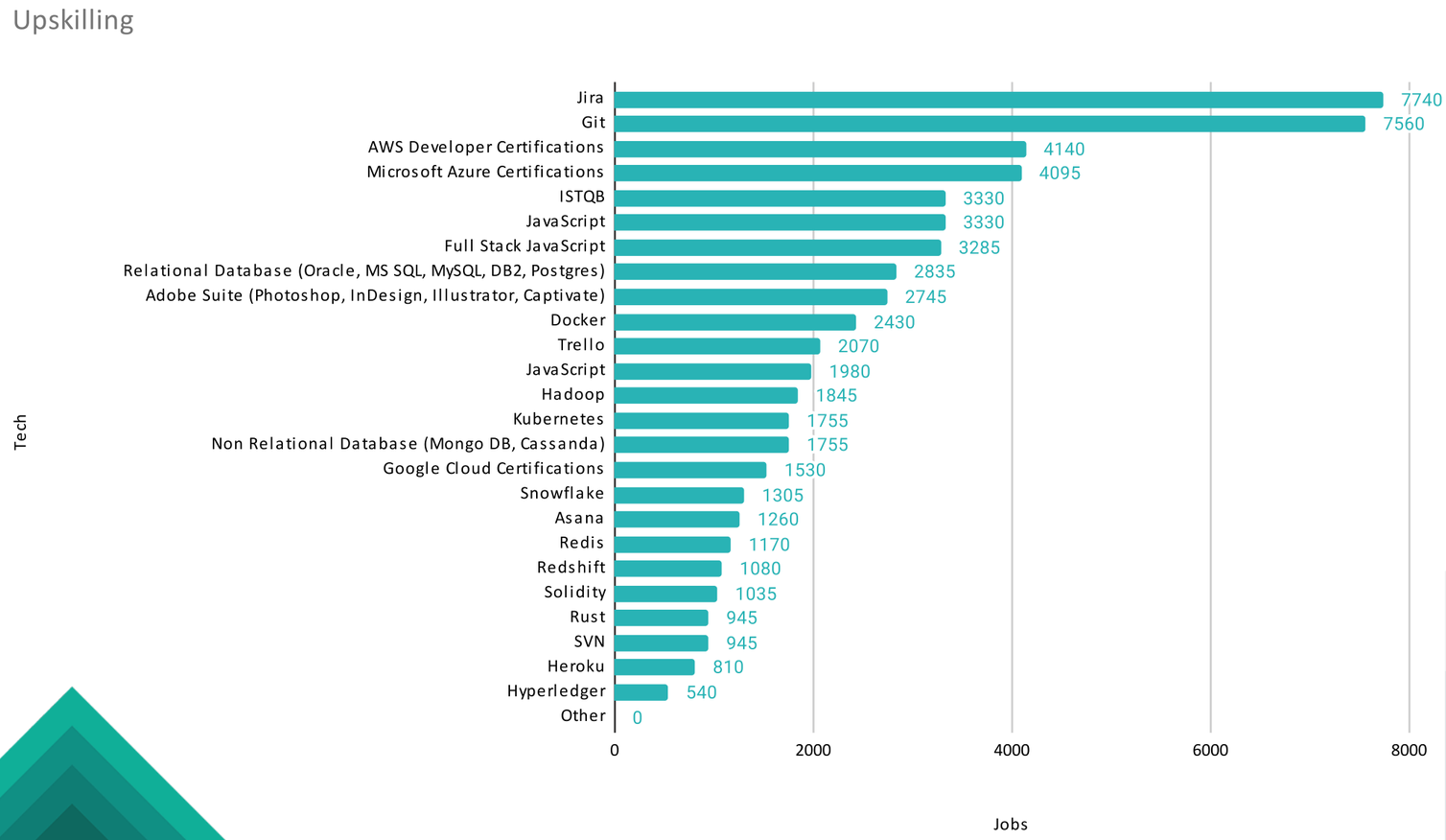
Software Integration – Tools

The 2025 demand for software integration tools highlights **MuleSoft** as the most sought-after skill, particularly for mid-level and experienced professionals, indicating the need for **specialized training in enterprise-grade integration solutions. Apache Camel** shows balanced demand across all experience levels, making it ideal for **progressive training pathways from entry-level to advanced integration architecture roles. Dell Boomi,** while lower in overall demand, offers opportunities for **niche training in low-code integration platforms,** particularly for freshers and specialists targeting lightweight integration projects.



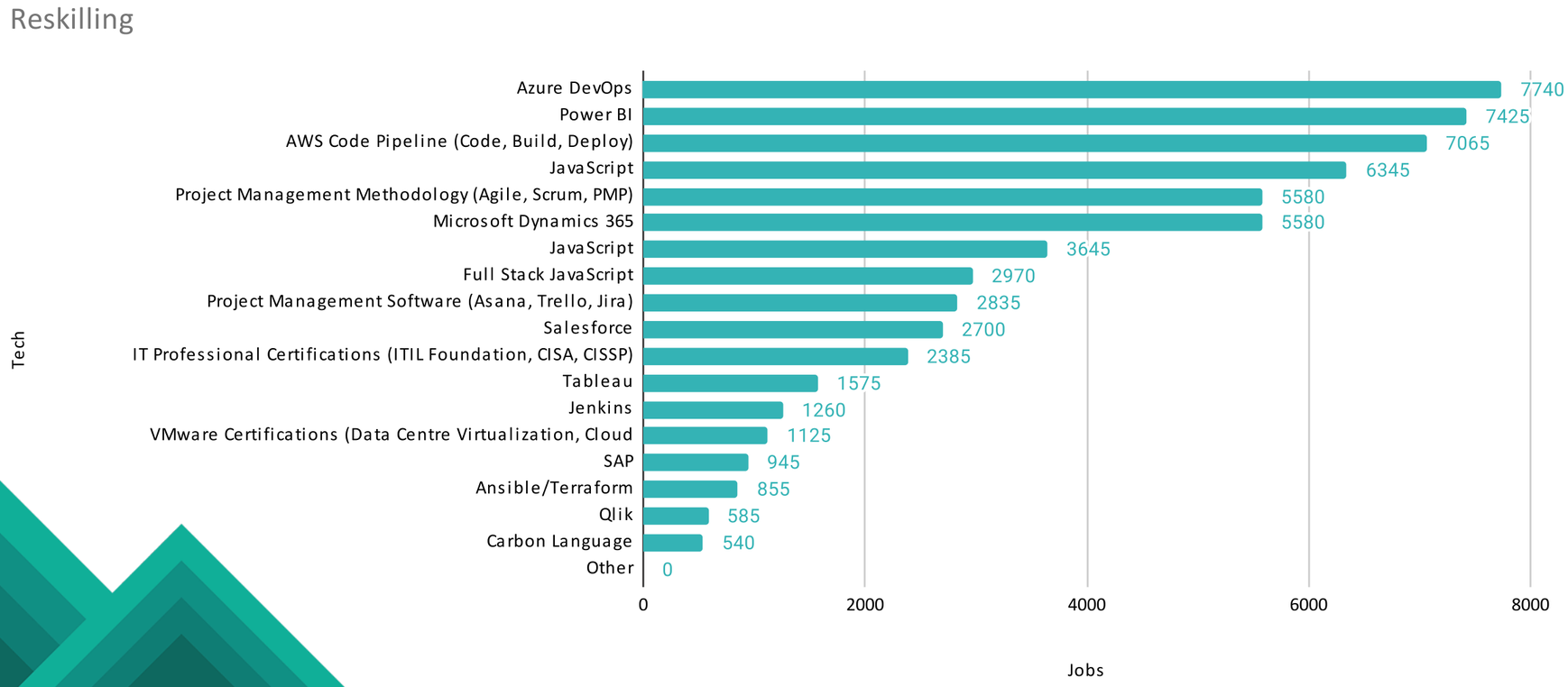
Upskilling

The upskilling trends for 2025 show that jobs are evolving toward hybrid roles requiring a mix of technical, managerial, and creative skills. High demand for Jira, AWS, and Full Stack JavaScript highlights the shift toward **cloud-native development and agile project management,** while ISTQB indicates that **quality assurance and reliability** are becoming strategic priorities. The growing need for Adobe Suite and data tools like Snowflake reflects the rise of **interdisciplinary roles combining design, data, and technology.** Emerging technologies like Solidity and Hyperledger remain niche but offer **strategic advantages for early adopters.** Overall, training models must move toward **industry-aligned, short-cycle, and stackable certifications,** focusing on practical, cross-functional, and future-oriented skills to keep pace with the rapidly evolving job market.



Reskilling

The reskilling trends for 2025 highlight a strong shift toward **cloud, automation, and data-driven roles,** with **Azure DevOps, Power BI, and AWS Code Pipeline** leading demand, signaling the need for training focused on cloud infrastructure automation and advanced data analytics. High demand for **JavaScript, Full Stack development, and Microsoft Dynamics 365** reflects the growing importance of **full-stack capabilities and enterprise system customization.** Additionally, strong interest in **Agile, Scrum, and PMP certifications shows that project leadership skills remain critical alongside technical expertise.** Niche tools like Ansible/Terraform, Carbon Language, and Qlik indicate emerging opportunities where **specialized reskilling can provide early-mover advantages.** Overall, reskilling programs must prioritize **cloud-native development, automation, and cross-functional project management,** delivered through **practical, industry-aligned learning pathways** to keep the workforce competitive in rapidly evolving digital ecosystems.

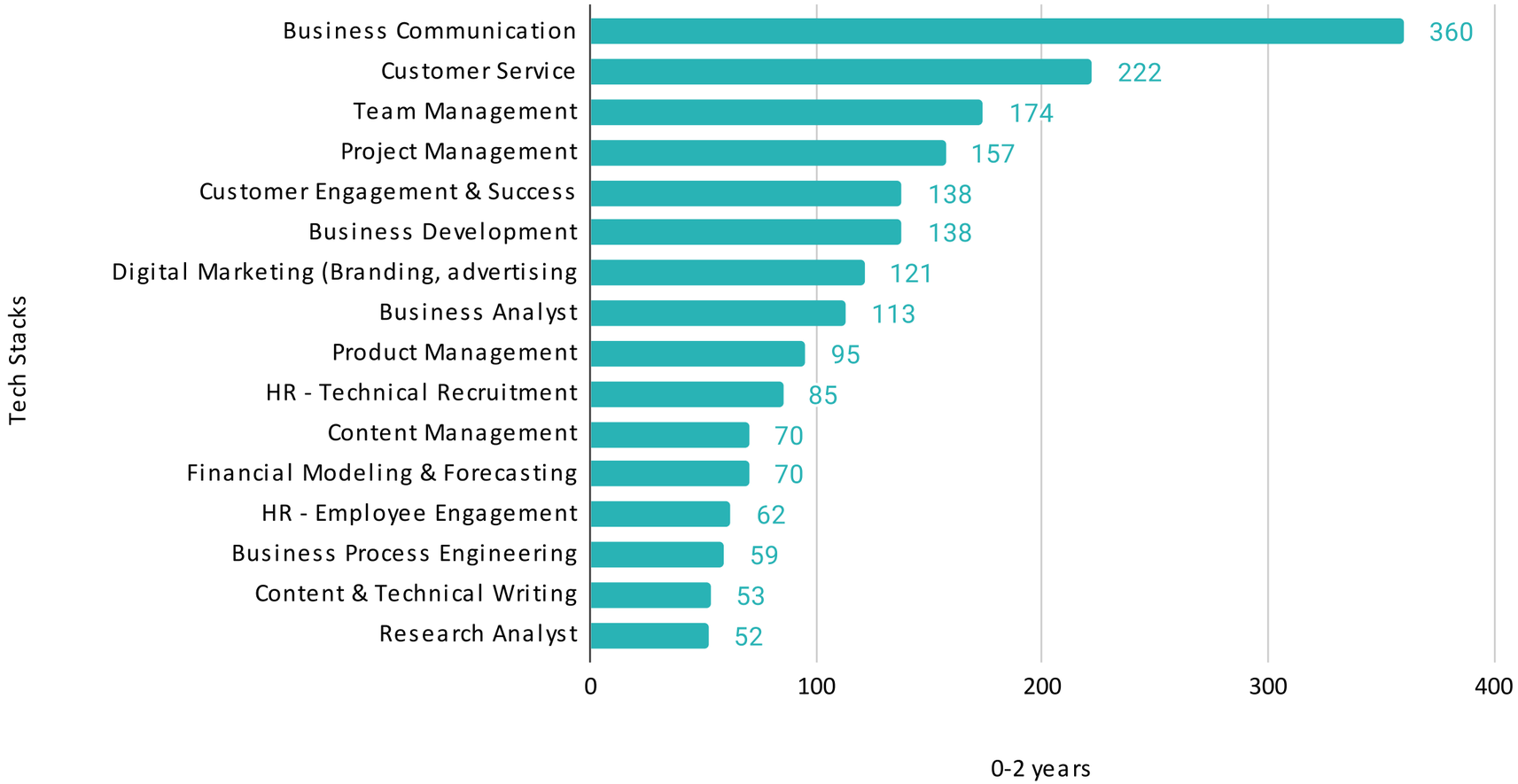


IT Certifications

The IT certification demand for 2025 highlights a clear preference for **agile project leadership, cloud fundamentals, and compliance expertise.** Certifications like **Professional Scrum Master™, Azure Fundamentals, and CISA** dominate, indicating that employers seek professionals who can manage agile teams, navigate cloud platforms, and uphold security and audit standards. Additionally, strong demand for **Quality Assurance and PMP certification**s shows the value placed on delivery reliability and **structured project execution.** Meanwhile, emerging relevance for **ISO standards, VMware, and cybersecurity credentials** suggests that regulatory compliance and infrastructure modernization are becoming essential. Training providers must focus on offering certification **pathways aligned with agile, cloud, and governance roles,** while also preparing learners for **future-proof careers through modular, industry-recognized credentials.**

Non Technical Jobs

Non Technical Skills



Soft Skills and Spoken Languages

As Pakistan's IT industry continues to integrate into global markets and expand its footprint in outsourcing, software exports, and customer services, the need for well-rounded professionals has become more pronounced. In particular, soft skills and spoken/written language proficiency are emerging as critical capabilities for global engagement.

Soft Skills: A Core Employability Driver

Technical skills alone are no longer sufficient. Employers consistently identify soft skills as essential for productivity, collaboration, and professional growth. The most in-demand soft skills across the industry include:

- **Verbal and written communication**
- **Team collaboration and interpersonal skills**
- **Client engagement and problem-solving**
- **Adaptability in multicultural and remote work settings**
- **Work ethics and professionalism**

With many Pakistani firms operating in offshore and cross-border models, the ability to clearly articulate ideas, understand client expectations, and present professionally has become non-negotiable.

Global Languages: Expanding Market Access

In addition to English, demand is increasing for professionals who are fluent in other global languages. This reflects Pakistan's strategic push to diversify export destinations beyond the traditional North American market. Key languages identified by industry stakeholders include:

English	The primary language of global business and the default medium for communication in Pakistan's IT and ITeS industry. Fluency is essential for everything from internal collaboration to client communication, documentation, and business development.
Arabic	As Pakistani IT firms increasingly serve clients in the GCC region, Arabic-speaking professionals are in growing demand, particularly in software localization, ERP solutions, and regional customer support.
French	French language skills are becoming valuable, especially for firms targeting clients in France, Belgium, and Francophone African markets such as Morocco, Tunisia, and Ivory Coast. BPO and tech support operations in particular benefit from bilingual English-French staff.
Spanish	With increasing interest in Latin American markets and U.S.-based Spanish-speaking clientele, Spanish is gaining traction—especially in customer service, marketing support, and digital content roles.
German	German is in demand for engaging with the DACH market (Germany, Austria, Switzerland)—a hub for advanced manufacturing, fintech, and enterprise software. Knowledge of German is particularly useful for business development and technical support roles targeting European clients.
Chinese (Mandarin)	As China's role in global trade and technology expands, Mandarin is becoming increasingly relevant for partnership building, project coordination, and accessing opportunities in China's large digital economy.
Japanese	Japan's strong IT outsourcing potential and focus on emerging tech like robotics, AI, and gaming make Japanese language skills valuable, particularly for specialized software development and support services.

Proficiency in these languages, particularly when combined with technical expertise, gives Pakistani professionals a significant edge in global hiring and outsourcing markets.

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