

PRESS RELEASE

FOR IMMEDIATE RELEASE

Digital employment for women strengthened through new industry partnerships

Islamabad, Pakistan – 9 June 2026

As part of the Team Europe's TVET Sector Support Programme, the British Council today brought together industry and academia to strengthen pathways from skills development to employment for women in Pakistan's digital economy.

The Partnership for Future Skills and Employment event marked the signing of Memoranda of Understanding (MoUs) between the British Council and Pakistan Software Houses Association (P@SHA), alongside the launch of the revised Computer Science Curriculum by the Higher Education Commission (HEC).

The event highlighted the importance of collaboration between education providers, industry and policymakers to ensure that training remains aligned with labour market needs and creates meaningful employment opportunities for women.

The TVET Sector Support Programme is co-funded by the European Union and Germany and implemented by the British Council and GIZ.

The event was attended by Syeda Amnah Batool, Member of the National Assembly and Focal Person for the Prime Minister's Youth Programme (PMYP), H.E. Raimundas Karoblis, Ambassador of the European Union to Pakistan, James Hampson, Country Director, British Council Pakistan and senior representatives from HEC, P@SHA, academia, industry and development partners.

Speaking at the event, H.E. Raimundas Karoblis, Ambassador of the European Union Delegation to Pakistan, said:

"The European Union is investing in people as well as infrastructure through the Global Gateway strategy. By bringing together industry, academia and government, these partnerships help ensure that women and young people acquire the skills needed to participate in a modern economy and access decent employment opportunities."

James Hampson, Country Director, British Council Pakistan, said:

"Developing skills is only part of the solution. The real measure of success is whether those skills lead to meaningful opportunities. Through these partnerships, we are helping build stronger connections between education, industry and employment so that more women can participate in Pakistan's growing digital economy. This reflects the British Council's commitment to creating opportunities through skills, education and international collaboration."

Hosted at the National Incubation Center (NIC) Islamabad, the event highlighted the importance of connecting skills development, innovation and industry engagement to

create pathways to employment and entrepreneurship for women in Pakistan's digital economy.

Programme Background

The TVET Sector Support Programme is a five-year programme designed to strengthen Pakistan's technical and vocational education sector, expanding access to training in high-demand fields, particularly for women.

Ends

For media inquiries, please contact:

Samar Saeed Akhtar

Press and Information Officer

Delegation of the European Union to Pakistan

 samar-saeed.akhtar@eeas.europa.eu

Jamal Qazi

Manager Communications, British Council Pakistan

 jamal.qazi@britishcouncil.org

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