

HBL partners with PAFLA to enable Pakistan's freelance industry



The agreement was signed by Abrar Ahmed Mir, Chief Innovation and Financial Inclusion Officer - HBL (sitting 2nd from right) and Kazi Rahat Ali, General Secretary – PAFLA (sitting 3rd from right). Muhammad Aurangzeb, President & CEO – HBL (sitting 2nd from Left) and other senior members from both organizations were also present at the occasion.

Karachi, Pakistan – 27 May 2022: HBL has entered into a strategic alliance with Pakistan Freelancers Association (PAFLA), a non-profit organization founded to empower Pakistani freelancers. The partnership will enable the freelancing individuals and start-ups to become part of the Banking segment through HBL's Freelancer Digital Current Account & Solutions.

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The Pakistan Freelancers Association (PAFLA) provides strategic guidance to freelancers and start-ups, through mentoring, providing opportunities, collaborating with government, industry and academia, and provides them a platform as well as a support group to help grow their career and overcome their challenges.

HBL is committed to encourage freelancers and start-ups by offering them online-accounts with no minimum balance constraints (Freelance digital account). This collaboration will enable freelancers and start-ups to enjoy a seamless banking

experience and will also bring them into the fold of the formal economy of the country.

Speaking at the occasion, Abrar Mir, Chief Innovation & Financial Inclusion Officer – HBL, said, “HBL is delighted to be entering into this partnership with PAFLA to facilitate freelancers and start-ups to grow their businesses by using HBL’s digital network. Pakistan’s freelance industry is thriving and this partnership will enable the country to take a leading position in the fast-growing global freelancing markets.”

Ibrahim Amin, Co-Founder - PAFLA also lauded HBL’s efforts for this initiative and said, “We are pleased to see innovative solutions being launched by HBL that offer a myriad of benefits to Freelancers in Pakistan, in addition to driving digital payments. Further, the collaboration would help grow inward remittances and provide a platform to boost the thriving start-up ecosystem.”