

20th Meeting Executive Committee Pakistan Advertising Association
Date: 05th August, 2020, Day: Wednesday, Time: 4:00 PM
Venue: Online Meeting through Zoom,
Gulshan-e-Iqbal, Karachi.

The last meeting of present PAA Central Executive Committee before election for the period of 2020 – 2021 was called by the Chairman Mr. Waqar H. Haidri on 05th August, 2020 at 4:00 PM through zoom.

Attendance:

Meeting was lead by Mr. Waqar H. Haidri, Chairman PAA and attended by the following:

1. Mr. Waqar H. Haidri
2. Mr. Jawad Humayun
3. Brig. Retd. M. Zubair Rehan
4. Mr. Nadeem Akbar
5. Mr. Sohail Aziz
6. Mr. Tabish Waqar
7. Mr. M. Kanwar Rashid
8. Mrs. Seema Jaffer

Special Invitation:-

- 1) Mr. Mahmood Parekh

PAA Secretariat:

Mr. Hammad Tariq - Acting Secretary General, Pakistan Advertising Association.

- 1) Mr. Hammad Tariq Acting Secretary General PAA recited ayat from the Holy Quran and afterwards the session starts.
- 2) The members who were live offered Fateha for the departed soul of Late Mr. Tariq Rasheed. They also prayed for the bereaved family to bear this irreparable loss of life. The board members acknowledged the outstanding services of Late Tariq Rasheed towards PAA for more than 25 years and announced a compensation of three months' salary for his deceased family.

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3) CONFIRMATION OF MINUTE:-

Minutes of PAA's CEC meetings held on 11-07-2020 at Karachi through Zoom. No. 2820 3034 39. No objection being raised by any member. Minutes were confirmed and approved.

4) Removal of the following names from PAA membership Register:-

Due to non-submission of application for renewal of membership, Annual Subscription for the year 2020 and copy of filing of Income Tax for the year 2019. Five advertising agencies have been removed from the PAA membership register.

5) To discuss MoU with regards of pending payment of AdAsia 2019 towards Mr. Inam Akbar Sb.

Mr. Waqar H. Haidri Chairman PAA & Mr. Jawad Humayun Senior Vice Chairman PAA informed about the MoU with regards of pending payment of AdAsia 2019 towards Mr. Inam Akbar Sb, After thorough discussion amongst the members; it was mutually decided that Mr. Waqar H. Haidri Chairman PAA, Mr. Jawad Humayun Senior Vice Chairman & Mr. Sarmad Ali, Chairman AdAsia 2019, Organizing Committee to sign MoU for recovery of Sponsorship amount from Inam Akbar Sb.

6) Matters of Upcoming Election for the year 2020-2021

Mr. Waqar H. Haidri informed about the preparation of the upcoming election for the year 2020-2021. The venue & time of Annual General Meeting will be decided later.

7) Approval of resignation from Mr. Ahmed Hussain Kapadia from CEC

The meeting discussed the resignation of Mr. Ahmed Hussain Kapadia from CEC of PAA. They were approved by the members unanimously.

Approval expenses of PAA incurred from 01-01-2020 to 30-06-2020

The Acting Secretary General placed the following expenses before the meeting which were incurred from 01-01-2020 to 30-06-2020. The meeting approved the following expenses:

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STATEMENT OF PAA EXPENSES INCURRED FROM 01-01-2020 TO 30-06-2020

Legal & Professional Charges	728,201
Internet Charges	33,410
Postage & Courier Charges	25,764
Photocopy & Stationary	6,110
Conveyance & Travelling	70,300
AdAsia 2019 Lahore: AdAsia Certificates	26,000
Office Expenses:	146,580
Miscellaneous Expense:	8,800
Other Expense:	5,000
Meeting Expense:	21,095
FPCCI Annual Subscription Fee	50,000
Office Renovation & Maintenance	1,093,310
Entertainment Charges	10,405
Website Maintenance Charges	60,000
Electrical Equipment	23,400
Office Furniture	262,000
Grand Total	2,570,375

8) Approval on PAA balance sheet for the year 2019-2020

The members present unanimously approved the Audited account for the year ended 30-06-2020.

9) To discuss the issue of Accreditation of Digital Media Advertising Agencies/MBHs of PBA.

Mr. Waqar H. Haidri informed that before issuing above stated circular PAA has not been taken into confidence in this connection PAA requested PBA to withdraw above stated circular and make arrangement of agenda meeting with PAA office bearers to reach a reasonable formula which must be acceptable to all. PBA did not response.

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10) To discuss the recommendations for changes in the draft Advertisement Policy 2020 by the Government of Sindh.

Mr. Waqar H. Haidri informs that recommendations for changes in the draft Advertisement Policy 2020 by the Government of Sindh are submitted in concerned departments with the help of the following agencies.

- i. Creative Junctions (Pvt) Ltd.,
- ii. Midas (Pvt) Ltd.,
- iii. The Brand Partnership (Pvt) Ltd.,

The members present thanks to Mr. Waqar H. Haidri, Brig. Rtd. M. Zubair Rehan, and Mr. Inam Akbar & Mr. Numan Nabi Ahmed for their efforts and the hard work for recommendations / suggestions for changes in the draft Advertisement Policy 2020.

11) To approve the following advertising agencies for PAA membership.

In pursuant to the Clause 11 of the Trade Organization Act 2013, the meeting looks up the following applications for admission into PAA and it was decided that upcoming CEC 2020-2021 will look after this matter.

- i. G.S Advertising Associates (Pvt) Ltd.,
- ii. Midas International (Pvt) Ltd.,
- iii. Paragon International (Pvt) Ltd.,
- iv. The Changing Zone (Pvt) Ltd.,

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12) To approve the following:

i) Attached list of member of the Ad Agencies for the year ended 30-06-2020.

Following are the details of membership for the year ended 30-06-2020.

Corporate Members:

- Zone "Southern" (Karachi) 40
- Zone "Northern" (Lahore) 18
- Zone "Federal" (Islamabad & KPK) 12

Total Corporate Members is **70**.

Associate Members Inclusive Branch Offices:

- Zone "Southern" (Karachi) 12
- Zone "Northern" (Lahore) 22
- Zone "Federal" (Islamabad & KPK) 27

Total Associate Members is **61**.

Total Corporate & Associate Members is **131**.

ii) Attached Voter list as on 31-07-2020 (Submission to Regulator)

The meeting considered the list of voters as on 31-07-2020 and requested Acting Secretary General to sent DGTO for his information.

13) Any other matter with the permission of Chair.

Mr. Waqar H. Haidri informed the house about the State Bank of Pakistan Special Meeting for Outward foreign remittance for Digital Media Marketing/Advertising with PAA Delegate through zoom, the minutes already circulated among members through email.

Afterwards the meeting was adjourned with the vote of thanks to the Chair.


Hammad Tariq
Acting Secretary General

