

MINUTES

**16th Central Executive Committee Meeting of Pakistan Advertising Association
Date: 06-07-2019 Day: Saturday, Time: 3:00 pm. Venue: PAA Secretariat, Karachi.**

The following members were present:

- 1) Mr. Ali Mandviwalla, Chairman, PAA
- 2) Mr. Numan N. Ahmed, Vice Chairman, PAA
- 3) Mr. M. Zeeshan Khan, Chairman, Zone "A" PAA
- 4) Mr. Mahmood Parekh, Member CEC
- 5) Mr. Hassan Ansari, Member CEC
- 6) Mr. Wasiq Ali Khan, Member CEC
- 7) Mr. Tabish Waqar, Member CEC

By Special Invitation:-

- 1) Mr. Waqar H. Haidri, Secretary Finance, PAA

Leave of Absence:-

Mr. Sohail Khat, Mrs. Fatima Khat, Syed Ali Raza, Mr. Mubin Ahmed Malik, Mrs. Seema Jaffer, and Mr. Bilal Tanveer, were unable to attend the meeting due to prior engagements.

In attendance: Mr. Tariq Rasheed, Secretary General, PAA

Mr. Tariq Rasheed recited Ayats from the Holy Quran-e-Karim.

1. CONFIRMATION OF MINUTE:-

Minutes of the last PAA's CEC meetings held on 12-04-2019 and 15-04-2019 at Karachi which had already been circulated were placed before the meeting. There being no objection from any member received, Minutes were confirmed and approved.

2. The members present offered Fateha for the departed souls of late:-

1. Mr. Sabir Shamim, Executive Director, Repcom Advertising
2. Shikoh Bashir Khan son of Mr. Bashir Ahmed Khan, Chairman, Manhattan International (Pvt) Ltd.,
3. Ms. Nasreen Khan, Mother of Anis A. Khan, Managing Director, Manhattan Communications (Pvt) Ltd.,

The members said a prayer for the departed souls and that they may rest in eternal peace and may ALLAH give courage to the members of the bereaved families to bear the loss of their loved ones.

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3. Removal of the following names from PAA membership register:-

Due to non-submission of application for renewal of membership, Annual Subscription for the year 2019 and copy of filling of Income Tax for the year 2018. The following names of advertising agencies have been removed from the PAA membership register.

Southern Zone (Corporate Members)

- 1) Adworks (Pvt) Ltd.,
- 2) Maxsell Communications
- 3) Pirana Advertising (Pvt) Ltd.,
- 4) Prime Time Communications
- 5) Repcom Advertising
- 6) Wahedna D'Arcy (Pvt) Ltd.,

Northern Zone Corporate (Members)

- 1) VelocityMarketing & Communications (Pvt) Ltd.,

4. To review progress on AdAsia 2019 at Lahore:-

- A detailed report was given by Mr. Sarmad Ali on his visit to Japan. He distributed the Souvenirs which were distributed during the meeting of DENTSU, Japan.
- A presentation was given by Mr. Sarmad Ali showing the progress which has been made for launching the AdAsia 2019 website.
- A list of speakers was also discussed.
- Programme of opening & closing of congress was also discussed.
- Mr. Waqar H. Haidri briefed on his meeting with PAA's Tax Consultant and will meet Mr. Sarmad Ali in future to finalize the registration procedure with delegates registration fee.
- Mr. Tabish Waqar was also present and highlighted arrangement of registration of delegates in Lahore.
- The meeting discussed the matter of registration and proposed to start registration in the mid of August.
- Mr. Ali Mandviwalla suggested members present to have a get together and discuss the different issues of the event and to apprise status to other members.
- Mr. Numan Nabi requested to meet different sponsors of AdAsia 2019. Mr. Sarmad Ali gave the names of the sponsors with whom Sponsorship discussions are under way.

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|---------------------------|---------------------------------------|
| 1. Coca Cola Pakistan | 2. Pepsi Co. Pakistan |
| 3. Uber | 4. Master |
| 5. MCB Group/Nishat Group | 6. Uniliver Pakistan |
| 7. Nestle Pakistan | 8. English Biscuit Manufacturer (EBM) |
| 9. Bahria Town | 10. Mobilink |
| 11. Telenor | 12. DWP Group |
| 13. Dunya News | 14. The Punjab Group of Colleges |
| 14. Daily Dunya | |

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- Mr. Ali Mandviwalla suggested to appoint a Chartered Accountant who may work with the PAA Tax Consultant to handle the oversight in maintaining transparency and Tax related obligations for AdAsia 2019.
- Members present in the meeting thanked the efforts made by Mr. Sarmad Ali for the progress made till now in preparation of the event of AdAsia 2019.
- The arrangements for the dinner nights to be sponsored and held at Lahore were also discussed.

5. To approve expenses of PAA incurred from 01-01-2019 to 30-06-2019

The Secretary General placed the statement of expenses before the meeting for Rs. 1,991,556 which were incurred from 01-01-2019 to 30-06-2019.
The members approved the expenses.

6. To approve PAA Balance sheet for the year 2018-2019

The members present unanimously approved the Audited account for the year ended 30-06-2019. The Secretary Finance informed the members that an amount of Rs. 873,500/- present in Ad-Agency employee's co-operation Housing will be transferred to saving scheme and any surplus amount will be deposited in savings account of PAA.

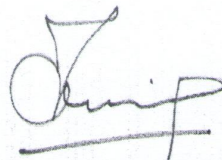
Approval of Annual Increments of PAA staff.

Applications for the increments due for the year 2019-2020 from the staff members of PAA were taken up and reasonable increments were awarded to staff.

7. To approve the membership of Vibrant Communications (Pvt) Ltd.,

To approve the membership of Vibrant Communications (Pvt) Ltd.,
The meeting considered the new advertising agency M/s Vibrant Communications (Pvt) Ltd. Islamabad for PAA membership. In light of recommendation from CEC members present Associate membership has been granted.

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



TARIQ RASHEED
Secretary General

