

21st Meeting Central Executive Committee of Pakistan Advertising Association

Date: 12th October, 2020, Day: Monday, Time: 2:00 PM
Venue: House No. 21/295, Tufail Road Cantt,
Lahore - Pakistan.

Mr. Jawad Humayun, Chairman, CEC was in the chair who welcomed the members in the meeting. This was the First meeting of the current year 2020 – 2021.

Attendance:

Meeting was lead by Mr. Jawad Humayun, Chairman PAA and attended by the following:

1. Brig. (Retd) M. Zubair Rehan
2. Mr. Asad Inam
3. Mr. Waqar H. Haidri
4. Mr. Nadeem Akbar
5. Mr. Rizwan Ashraf
6. Mr. Kanwar M. Rashid
7. Mrs. Faiza Nadeem

PAA Secretariat: Mr. Hammad Tariq-Pakistan Advertising Association.

- 1) Mr. Hammad Tariq recited ayat from Holy Quran at the beginning of the meeting. Meeting started at 2:00 PM and it was conducted in a very professional way.
- 2) **Confirmation/ Approval of Minutes of the Last Meeting:**

Minutes of PAA last CEC's meetings held on 5th August 2020 at Karachi through Zoom Online, had already been circulated among the members and were placed before the meeting. The Approval was proposed by Mr. Rizwan Ashraf, Chairman, "Zone C" and seconded by Mr. Jawad Humayun, Chairman, PAA. Therefore, minutes were confirmed and approved.

3) **Appointment of Advocate Ch. Khanzada & Approve his Legal Fee for the writ Petition No. 1168-2020 and to discontinue the Services of Mr. Safeer Hussain Shah:**

Mr. Jawad Humayun, Chairman, praised and informed about the facts about Advocate Ch. Khanzada and said that he is a Seasoned & well known Lawyer. He heads his team of four best Lawyers of the town. It was also decided that Services of Mr. Safeer Hussain Shah are no more required and thus not any professional charges will be paid to him in future.

4) **Progress about the Writ Petition No. 1168-2020 - Mr. Tariq Rasheed Secretary General of Pakistan Advertising Association V/S Federation of Pakistan and another:**

It is informed by Mr. Jawad Humayun, Chairman that the writ petition No.1168-2020 has been *deceased** after the death of Mr. Tariq Rasheed, Former Secretary General-PAA, & application for the new CMA has been submitted in the Honorable High Court, Islamabad. Before the hearing date Mr. Jawad Humayun & Mr. Nadeem Akbar will meet with Advocate Ch. Khanzada to explain/brief him about the case.

5) **To discuss Ad Agencies' outstanding Dues Issues.**

Mr. Waqar H. Haidri informed the house that 11 Ad Agencies reported to PAA Secretariat and submitted their updated outstanding client-wise details. In this regard instruction was given to PAA secretariat to send a final reminder to all those members advertising agencies, who have not yet submitted their outstanding dues. After the last date for the submission of outstanding dues list, the PAA will not entertain any outstanding dues request.

6) **To discuss the formation of PAA Councils.**

The following formations of PAA Council were approved unanimously by the house.

1. Mr. Nadeem Akbar-Chairman, of Government Affair Council.
2. Mr. Asad Inam-Chairman, Code of ethics & conduct Council.
3. Brig. (Rtd.) M. Zubair Rehan-Chairman, Recovery Committee Council.
4. Mr. Javed Qadeer Khan-Digital Media Council.

7) To discuss the matter of Renewal of PAA License in DGTO.

Mr. Jawad Humayun, Chairman has given instructions to PAA Secretariat to prepare all necessary documents for renewal of PAA License and submit to the DGTO. The application will be submitted in the mid of January 2021. The renewal fee amounting to Rs. 50,000/- in the shape of Pay order/Demand draft in the favor of **Directorate General of Trade Organization** has also been approved. Mr. Waqar H. Haidri informed the house that there more amount is required besides the renewal fee. Members present agreed that all other expenses will also be paid which are unseen at this time.

8) To discuss the amendments of PAA M&AoA under the Companies Act 2017.

Mr. Jawad Humayun, Chairman, has given instructions to PAA Secretariat to make all necessary amendments in the said PAA-M&AoA as per the Companies Act-2017.

9) To appoint a professional lawyer for PAA Building Trust.

Mr. Waqar H. Haidri informed the house that we need an experienced & professional lawyer to transform the PAA Building into a Trust, to save the Association's Property for future. We have planned to change the status of the said building & re-name it as S.H. Hashmi Educational Trust Building. The house approved unanimously.

10) To discuss AFAA franchise fee for AdAsia 2019.

Mr. Waqar H. Haidri briefed the house about the email received from Asian Federation of Advertising Association (AFAA). In this connection, the AFAA has agreed that the outstanding franchise fee may be paid in three equal installments, starting from the year 2021. Thus PAA will pay US\$10,000/- every year in three consecutive years. PAA CEC will discuss this matter with Mr. Sarmad Ali, Chairman, organizing Committee Ad Asia 2019 and will finalize accordingly.

11) To discuss the Ad Asia 2019 Lahore payments issue.

Mr. Waqar H. Haidri briefed the house about the outstanding payments payable to different vendors. He further said that Mr. Mubeen Malik & Brig. (Rtd.) M. Zubair Rehan have paid millions of Rupees as per instructions of Mr. Sarmad Ali directly to various Vendors, for which PAA has no record. In this scenario M/s. Shahzad Nawaz Consultancy and Shah Travel & Marketing have no any balance payment.

Mr. Jawad Humayun, Chairman, endorsed about formation of the Committee regarding the Ad Asia 2019 matters.

Mr. Nadeem Akbar suggested that PAA CEC should meet with Mr. Sarmad Ali & resolve these matters ASAP. Mr. Jawad Humayun & Mr. Rizwan Ashraf supported the narrative of Mr. Nadeem Akbar.

12) Opening of a new PAA account at Meezan Bank Ltd., NHS Karsaz Branch.

Mr. Waqar H. Haidri informed the house that PAA has an account in Habib Bank Limited., Korangi No.6 Market Branch which has been merged into Landhi & Malir Branches. Therefore, PAA needs to open a new bank Account in Meezan Bank Ltd., NHS Karsaz, Branch, Karachi. The house approved unanimously.

13) Formation of Human Resource Committee of PAA & Appointment of Secretary General.

In pursuant to the clause 24 of the Trade Organization Act 2013, it was decided to constitute a PAA Committee for HR.

It was proposed by Mr. Waqar H. Haidri that all three zone chairmen i.e. Mr. Mahmood Parekh, Mr. Nadeem Akbar and Mr. Rizwan Ashraf should be part of HRC of PAA and Mr. Jawad Humayun will chair the committee. Brig. (Rtd.) M. Zubair Rehan proposed the names and Mr. Kanwar M. Rashid seconded the proposed names.

Mr. Jawad Humayun, Chairman, informed the house that present Secretary General, Mr. Anis Ahmed has resigned from the post of Secretary General. In this connection, he ordered PAA Secretariat to place an advertisement in the local newspapers for filling the post of Secretary General after that, PAA HRC will look after this matter. He further said that Mr. Anis Ahmed will be performing the duties as Secretary General-PAA, until we recruit a Secretary General for PAA.

14) To approve the following advertising agencies for PAA Membership.

In pursuant to the clause II of the Trade Organization Act 2013, the meeting took up the following applications for admission into PAA.

Corporate Membership:

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

15) Any other matter with the permission of the Chair.

- Brig. (Rtd) M. Zubair Rehan explained about the difficulties being faced by the advertising agencies particularly in Lahore to secure advertising business in the current situation. He also raised the points that some advertising agencies are giving trade discounts to different clients and creating difficulties in advertising business which is very unethical. It was agreed by house that a PAA Code of ethics & conduct Council should be developed a strategy to tackle these problems in near future.
- Mr. Rizwan Ashraf also informed the house that we need to develop a standardized strategy in which PAA member advertising agencies should submit their all client's names along with allocated budget for the fiscal year.

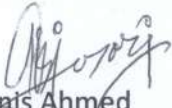
Mr. Waqar H. Haidri proposed to pass the following Resolution in appreciation of the efforts and working of Mr. Asad Inam who arranged the meeting at Lahore.

RESOLUTION

"The CEC of Pakistan Advertising Association RESOLVED and recorded its Appreciation for untiring efforts made by Mr. Asad Inam for arrangements made For the meeting at House No. 21/295, Tufail Road Cantt, Lahore."

Ending Remarks:

At the end Mr. Jawad Humayun, Chairman, concluded the meeting and thanked all the members of the house for their participation and Valuable suggestions given in the said meeting.



Anis Ahmed
Secretary General