

MINUTES

15th meeting of Central Executive Committee of Pakistan Advertising Association
Date: 15-04-2019 Day: Monday, Time: 3:00pm. Venue: Karachi Boat Club,

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. M. Hassan Ansari, Member CEC
- 6) Mr. Tabish Waqar Member CEC

By Special Invitation:-

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

Leave of Absence:-

Mr. Sohail Kisat, Mrs. Fatima Kisat, Syed Ali Raza, Mr. Mubin Ahmed Malik, Mr. Seema Jaffer, Mr. Wasiq Ali Khan, 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

CONFIRMATION OF MINUTES:-

Minutes of the last PAA's CEC meeting held on 25-02-2019 at Lahore which had already been circulated were placed before the meeting. There being no objection from any member received minutes were confirmed and approved.

ADASIA 2019 LAHORE

After lengthy discussion the following points were decided:-

- The Chairman requested those members who have not pay the loan to AdAsia event. He requested all the members should pay Rs. 500,000/- at the earliest.
- The Chairman also requested to head of Committees to co-opt their members and start to do their work and present their reports in forth coming meeting.
- Mr. Waqar H. Haidri informed the members about US Dollar Account and the procedure of registration of delegates through MCB Bank Limited.
Mr. Waqar H. Haidri also informed the members presents that Mr. Tabish Waqar will make the arrangements of registration of delegates in different Hotels in Lahore.

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- Mr. M. Zeeshan Khan will present the traveling programs to different members of AFAA for Road-Shows. The Chairman also requested Mr. Zeeshan to make Budget for the Road Shows including Visa, Air tickets and Hotels.
- Mr. Numan N. Ahmed suggested to meet different sponsors of AdAsia.
- Mr. Ali Mandviwalla suggested to request the organizers of EFFIE Awards to show a video on AdAsia during the Award ceremony on 3rd May, 2019.
- The Chairman requested to Secretary General to send the request to CEC members to report in house resource availability items for AdAsia 2019.
- The chairman also suggested to update PAA websites and each news item regarding AdAsia should reflect in PAA website.
- The meeting decided to have a get to gather dinner before Ramadan. A presentation should be given and call for sponsorship and packages from members of PAA/PAS/PBA/APNS and their clients.

To Discuss Property Matter Approval of Surveyor:-

The Chairman informed the members that a surveyor company has been introduced by Mr. M. Zeeshan Khan to determine the boundaries, elevation of land and constructed structure of the building. Unfortunately the surveyor is out of city and will be back in 3rd weeks of April.

To Appoint Tax Consultant for PAA & AdAsia 2019

The Chairman informed the members that a Tax Consultant Syed Wasim Hashmi C/o Mr. Abid Zuberi has given his services to handle the anomalies in the Tax matters of PAA & AdAsia event. The meeting decided to appoint Syed Wasim Hashmi on retainer ship basis and also decided to pay a sum of Rs. 25,000/- per month with effect from April 2019. The Chairman then asked the opinion of the house and then members present unanimously agreed.

Applications of membership of the Advertising Agencies for the year ended 30-03-2020

In pursuant to the Clause 11 of the Trade Organization Act 2013, the meeting took up the following applications and granted membership for the year ended 30-03-2020 (As per List Attached as Annexure "A").

Voters list as on 12-04-2019 for Election schedule for vacant seat of member Executive Committee PAA 2018-2019

The meeting took up the list of voters as on 12-04-2019 and requested Secretary General to send DGTO for his information (Voters list attached as Annexure "B")

Approval of following new Advertising agencies Corporate Membership of PAA:-

In Pursuant to the clause II of the Trade Organization Act 2013, the meeting took up the following applications for admission into PAA and granted membership of PAA with immediate effect.

- i. M&C Saatchi World Services Pakistan (Pvt) Ltd., Islamabad.
- ii. Hazirnet, Lahore.

Any other matter with the permission of Chair.

- 1) The Secretary General placed before the meeting position of outstanding dues from the member advertising agencies the following members have not paid the Annual Subscription for the year 2019-2020.

Zone A Karachi

1	Adarts Karachi (PVT) Ltd	Member	Karachi	90,000
2	Adworks (PVT) Ltd	Member	Karachi	80,000
3	Maxsell Communications	Member	Karachi	80,000
4	Pirana Advertising (Pvt) Ltd	Member	Karachi	90,000
5	Prime Time Communications	Member	Karachi	80,000
6	Repcom Advertising	Member	Karachi	80,000
7	Wahedna D'Arcy (Pvt) Ltd	Member	Karachi	80,000

Total 580,000

The meeting took a serious note and decided to request the above members to send the outstanding dues at the earliest.

- 2) The Secretary General also placed before the meeting a list of those advertising agencies who sent short payments.

S. No	Name of Agencies	Invoice Amount	Amount Received	Balance
1	Partnership 3	15,850	12,000	3,850
2	Evernew Concepts (Pvt) Ltd	107,500	100,000	7,500
3	Midas (Pvt) Ltd	912,300	100,000	812,300
4	X20 (Pvt) Ltd	120,450	90,000	30,450
Total		1,156,100	302,000	854,100

The meeting decided to request above members to send their balance amounts immediately

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The Secretary General placed before the meeting a letter No. MXP-105/19, dated 8th April, 2019 received from Midas Communications Pakistan (Pvt) Ltd., in respect of M/s TNI Communications.

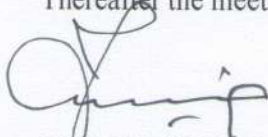
The matter was discussed and members requested Mr. M. Zeeshan Khan to send his reply to PAA Secretariat

- Mr. Ali Mandviwalla appreciated and thanked Mr. M. Hassan Ansari for giving a cheque of Rs.5000,000/- being loan to PAA for AdAsia 2019 event.

Ending Note:

At the end members present thanked Mr. Ali Mandviwalla Chairman, PAA for hosting the CEC meeting.

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



TARIQ RASHEED
Secretary General

