

**14th meeting of Central Executive Committee of Pakistan Advertising Association.  
Date 25-02-2019, Day: Monday, Time: 2:00 p.m., Venue: Falettis Hotel, Lahore.**

**The following members were present:-**

- i) Mr. Ali Mandviwalla, Chairman, PAA
- ii) Mr. Sohail Kisat, Senior Vice Chairman, PAA
- iii) Mr. Mubin Ahmed Malik, Chairman, Zone "B" PAA
- iv) Mr. Mahmood Parekh, Member CEC
- v) Mrs. Fatima Kisat, Member CEC

**By Special Invitation:-**

- i) Mr. Jawad Humayun, Immediate Past Chairman
- ii) Mr. Waqar H. Haidri, Secretary Finance
- iii) Brig (Retd) M. Zubair Rehan
- iv) Mr. Sohail Aziz

**Leave of Absence:-**

Syed Ali Raza, Mr. Tabish Waqar, Mr. Numan N. Ahmed, Mr. M. Hassan Ansari, Mrs. Seema Jaffer, Mr. Wasiq Ali Khan, Mr. Bilal Tanveer and Mr. Zeeshan M. Khan, 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-Kareem.

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

Ms. Shireen H. Mandviwalla, Mother of Mr. Ali Mandviwalla, Chairman, PAA & Managing Partner, Synergy Group, Col. (Retd) Anwar Humayun, Brother of Mr. Jawad Humayun, Chairman, Channel 7 Communications (Pvt) Ltd., Mr. Wajid A. Mirza, Former Chairman, Pakistan Advertising Association, Mr. Gulam Ali Merchant, Father of Mr. Rehan Ali Merchant, CEO, Brainchild Communications Pakistan (Pvt) Ltd., Mr. Saeed-ur-Rehman, Father of Mr. Umair Saeed, Chief Operating Officer, Blitz Advertising (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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### CONFIRMATION OF MINUTES:-

Minutes of the last PAA's CEC meeting held on 10-12-2018 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.

- To approve statement of PAA expenses incurred from 01-10-2018 to 31-12-2018.

The Secretary General placed the statement of expenses before the meeting which were incurred from 01-10-2018 to 31-12-2018. The meeting approved the expenses of Rs. 1,149,806/=.

- Approval of 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 and granted membership of PAA with immediate effect.

- i) Time & Space Media (Pvt) Ltd., Lahore (Restoration of membership from 2018)
- ii) Perspective Media (Pvt) Ltd., Lahore.

- To discuss resignation from PAA Executive Committee Mr. Omer Y. Murad of M/s J. Walter Thompson Pakistan.

The meeting disused the resignation of Mr. Omer Y. Murad of M/s J. Walter Thompson Pakistan from CEC of PAA. The same was approved by the members unanimously. The Chairman requested Secretary General to issue Election schedule of vacant seat of Member CEC in accordance with The Trade Organization Act 2013, Trade Organization Rules 2013 and Memorandum and Articles of Association of PAA.

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- To discuss the following for AdAsia 2019.

**i) Contribution (Loan) from CEC Members to meet the general expenses.**

On the suggestion of Mr. Waqar H. Haidri and the need to meet expenses of Ad Asia it was suggested that all CEC Members should provide Rs. 500,000/= as a loan to PAA. This loan will be reimbursed to members after the event of AdAsia 2019 has been completed.

The availability of these funds would greatly help for covering the initial expenses of the AdAsia.

The suggestion was approved by the members unanimously and the Chairman requested all CEC members to send cheques on or before 10th March 2019.

However, a special mention for Mr. Waqar H. Haidri and Mr. Sohail Kisat for delivering the amounts to the Secretary General immediately. The members present assured that they will also send their cheques before or by 10th March 2019.

Formation of Committees, Sponsorship, Packages & Registration Packages for Overseas and Local Delegates.

The above were discussed in detail and each member's views were considered. The members decided to carry above points to be discussed with Mr. Sarmad Ali, Chairman Organizing Committee AdAsia 2019 and Mr. Shahzad Nawaz Khan, Creative Consultant of AdAsia 2019, on 25th & 26th February 2019.

**ii) Formation of members to look after expenses:-**

The house discussed the matter & it was decided that a committee comprising the following members should monitor the expenses incurred for AdAsia 2019.

1. Mr. Sarmad Ali
2. Mr. Ali Mandviwalla
3. Mr. Jawad Humayun
4. Mr. Waqar H. Haidri
5. Mr. Mahmood Parekh
6. Brig (R) Zubair Rehan

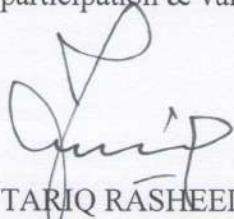
Note: The Minutes of AdAsia meetings to be held on 25th & 26th February 2019 will be enclosed.

**Appreciation:**

The members of CEC appreciated the extensive & hard work done by the PAA Secretariat for the 44th IAA World Congress which was held on 20<sup>th</sup> to 22<sup>nd</sup> February 2019 at Kochi, India for formation and documentation of PAA delegates. Even though the delegation could not travel due to unavoidable reasons but the Secretariat had managed to collect & prepare full documentation of approx 45 personnel in 48 to 72 hours which was a task in itself. This effort was greatly appreciated.

**Ending Remarks:**

At the end Mr. Ali Mandviwalla ended the meeting and thanked everyone present for their participation & valuable suggestions put forward in the meeting.



TARIQ RASHEED  
Secretary General

