

**MINUTES OF THE 5TH MEETING OF STANDING COMMITTEE ON 'ADVERTISING' OF
FPCCI (FEDERATION OF PAKISTAN CHAMBERS OF COMMERCE AND INDUSTRY)
HELD ON 2ND DECEMBER 2015 AT 02.30 P.M. AT BOARD ROOM OF FEDERATION
HOUSE, CLIFTON, KARACHI.**

The 5th meeting was chaired by Mr. Mahmood Parekh, Chairman, Standing Committee on "Advertising" of FPCCI and also attended by the following:-

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| 1. Mian Muhammad Adress | | President FPCCI |
| 2. Mr. Shahnawaz Ishtiaq | | Vice President FPCCI |
| 3. Mr. Muhammad Ikram Rajput | | Vice President & In charge Sindh |
| 4. Mr. Bashir A. Khan | | Manhattan International (PVT) Ltd |
| 5. Mr. Gulzar Ali | | Adarts Karachi (Pvt) Ltd |
| 6. Mr. Rao Rashid-ul-Ahad Khan | | Transworld Advertising (Pvt) Ltd |
| 7. Mr. Waqar H. Haidri | | Oktopus 360 Media (Pvt) Ltd |
| 8. Mr. Zeeshan M. Khan | | TNI Communications |
| 9. Mr. Fawad Alam | | Value Added Marketing Service
(Pvt) Ltd |
| 10. Mr. Ali Mandviwalla | | Synergy Group |
| 11. Mr. Muhammad Shahid | | General 2000 Communications |
| 12. Syed Muzahir Ali | | Repcom Advertising |
| 13. Mr. Rizwan Shakoor | | DNA Design'n Advertising |
| 14. Mr. Abdul Qadir Shah | | Connect Marketing
Communications (Pvt) Ltd |
| 15. Mr. Sajjad Hyder | | General Secretary Sindh Outdoor.
Advertising Association |
| 16. Mr. Shahid Aziz | | Nasa International |
| 17. Mr. Arshad Bhatti | | Media Track |
| 18. Mr. Sohail Hanif | | Prime Time Communications |
| 19. Mr. Javeed Qadeer Khan | | Marksman Advertising |
| 20. Syed Mustafa Bilal | | Metro Media Advertising |
| 21. Mr. Mansoor Hashmi | | Xnine Communications (Pvt) Ltd |
| 22. Syed Irfan Hashmi | | Armada on Road Advertising
(Pvt) Ltd |
| 23. Mr. Salman Mansoor | | Adarts Karachi (Pvt) Ltd |
| 24. Mr. Hanif Moosani | | Prime Time Communications |
| 25. Mr. S. Asghar | | Complete Tracking Solutions |
| 26. Mr. Imran Ahmed Shaikh | | Ozone Solution |
| 27. Mr. Anil Jiwat Vaswani | | Maxsell Communications |
| 28. Mr. Imran Ashraf | | Pakistan Advertising
Practitioners Club |

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THE FOLLOWING INVITEES ON LEAVE:

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| 1. Syed Mansoor Ali Zaidi | | S. V. Advertising (Pvt) Ltd |
| 2. Mr. Akbar Ali | | Mass Advertising (Pvt) Ltd |
| 3. Mr. Jamshed Qureshi | | Bond Advertising (Pvt) Ltd |

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Mr. Tariq Rasheed, Secretary, Pakistan Advertising Association recited the Ayaats from the Holy Quran and the meeting was called to order.

On behalf of the Standing Committee on Advertising of FPCCI being the Chairman Mr. Mahmood Parekh welcome the invitees. Introduction was asked by the each invitees which was given. In welcome speech by Mr. Parekh briefed for the importance of the meeting. He also explain the proceedings of last three meetings. He talked current advertising scenario in the light of advertising norms. He highlighted how the advertising agencies are facing difficulties. He asked the government abolish the non-justified taxes on advertising agencies which has demoralized the advertising sector. This is because of non existence of a active Association or platform of the advertising agencies. He further added that Pakistan Advertising Association to the best of its capabilities tried to enhance the image of the profession by projecting PAA as collective body endeavoring to promote advertising as an important part of economic development in the country. Mr. Mahmood Parekh invited Mr. Zeeshan M. Khan to give his views. Mr. Zeeshan gave the word of honor that all members will help to restructure of the association.

As such after due deliberations the invitees agreed to reactivate the Pakistan Advertising Association. The house unanimously approved that the Pakistan Advertising Association should revived. The prospective membership forms of PAA should be circulated to all invitees with request to fill it and send to PAA Secretariat.

Mr. Waqar H. Haidri thanked all the participated invitees for their cooperation especially Mr. Zeeshan M. Khan.

All invitees present applauded the efforts of Mr. Sarmad Ali and Mr. Sohail Kissat and their team for attending the ADASIA 2015 at Taipei and successfully managed to achieve the opportunity to host ADASIA 2019 at Lahore, Pakistan.

Mr. Mahmood Parekh, Vice President & IAA, Coordinator of IAA in Pakistan I.A.A. (INTERNATIONAL ADVERTISING ASSOCIATION) informed the invitees that 44th World Congress of IAA is to be scheduled on March 21-23, 2016 at Abu Dhabi. A delegation of 15 members from Pakistan will participate under the Delegate Head Mr. Mahmood Parekh. The interested invitees are requested to please ask PAA Secretariat for the information regarding travelling, hotel and Congress fee etc.

Mr. Mahmood Parekh invited the intentions of invitees. Pakistan Advertising Institute is two decades old institution which was donated by Mr. S. H. Hashmi The Building and land is worth Rs.60 crore.. Mission of Institute was to provide education and training in the expanding professions of communications, advertising, public relations, marketing, media, business development etc. etc.

Mr. Parekh assured that the classes will start soon. The affiliation of the Institute will be from IAA.

Lastly Mian Muhammad Adress, President FPCCI announced his full support for restoration of PAA. He emphasized that PAA will become active, and next PAA's meeting will be held in FPCCI's new constructed Auditorium. PAA has played a vital role in supporting, promoting the Advertising profession in Pakistan.

Mr. Bashir A Khan handed over his books to Mian Muhammad Adress written on Quid-e-Azam Muhammad Ali Jinnah. Mr. Khan also gave his thoughts on advertising.

Mr. Hanif Moosani informed the invitees that his agency faced some difficulties but nevertheless PAA took the initiative steps and all the challenges and faced them bravely. The results had been positive and helped in improving the professional image of the Association.

Mr. Parekh thanked all the invitees especially Mian Muhammad Adress, Mr. Shahnawaz Ishtiaq and Mr. Muhammad Ikram Rajput.

He also thanked the staff of PAA Secretariat who worked hard to make this meeting successful.

Thereafter the meeting terminated with vote of thanks to Chairman and the invitees were served refreshment with tea from PAA.

TARIQ RASHEED
Secretary

Approved: _____

MAHMOOD PAREKH
Chairman,
Standing Committee on "ADVERTISING" of
FPCCI

Dated: 07 i December, 2015