

PAA CEC
Meeting Minutes
Date: 26th May, 2017
Venue: Orient m McCann, Karachi.

The PAA Central Executive Committee meeting was called by the Chairman Syed Masood Hashmi on 26th May, 2017 at 2.45 p.m. The venue of the meeting was the Conference Room at Orient m McCann, Karachi.

Attendance:

Meeting was chaired by Syed Masood Hashmi, Chairman, PAA and attended by the following:

1. Syed Masood Hashmi – Chairman PAA
2. Mr. Jawad Humayun – Senior Vice Chairman, PAA
3. Mr. Waqar H. Haidri – Vice Chairman, PAA
4. Mr. Zeeshan Khan – Chairman, Zone “A”
5. Mr. Sohail Kisat – Chairman, Zone “B”
6. Mr. Mehmood Parekh – Member CEC
7. Mr. Ali Mandviwalla – Member CEC

Absent Members:

Following CEC members were absent from the meeting.

1. Mr. Nadeem Akbar
2. Ms. Faiza Nadeem
3. Mr. Numan Nabi Ahmed
4. Ms. Seema Jaffer
5. Mr. Mubin Ahmed Malik
6. Mr. Owais Hamid Khan
7. Brig. (Retd) M. Zubair Rehan

PAA Secretariat:

1. Mr. Tariq Rasheed – Secretary PAA

Discussion Session (Point by Point):

1. Meeting started at 2.45 pm with the recitation of Quran-e-Pak.
2. Minutes of the last PAA's CEC meeting held on 20th January, 2017 at Islamabad which had already been circulated were placed before the meeting. There being no objection from any member received Minutes were confirmed and approved.

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3. 15 Minutes of presentation to review progress reports from Chairmen of PAA Councils.

The Chairman requested the Chairmen of PAA Councils to present their update reports of activities. The following were presented.

Government Affairs Council

Mr. Sohail Kisat, Chairman Government Affairs Council and Mr. Jawad Humayun, Senior Vice Chairman informed the meeting their recent meeting with Press Information Officer Mr. Muhammad Saleem.

During the meeting it was decided to transfer the General Sales Tax (GST) charged on invoices on the agencies as a responsibility as opposed to the advertiser/client. PIO also agreed to process of DROs by PID will take maximum one week and issue of pending bills will review on daily basis.

They also informed that they are also demanding on behalf of PAA to APNS for mandatory requirement for membership of APNS. No application without membership of PAA will entertained and request for APNS membership will be rejected without prior membership of PAA.

Legal Affairs, Taxation & PAS Council

Mr. Ali Mandviwalla , Chairman Legal Affairs, Taxation and PAS Council informed the meeting that he visited FBR Islamabad recently and met officials and hand over the proposal for review on Advertising Agencies, taxation issues and recommended changes in policies in coming budget.

FPCCI Council:

Mr. Mehmood Parekh informed the house that three meetings have been conducted at FPCCI and issues of legal matters and issue of outdoor advertising were discussed.

Mr. Numan Nabi Ahmed, Chairman Electronic Media Council, Mr. Nadeem Akbar, Chairman Print Media Council were not present. Therefore the meeting decided to request them to give their reports in the next CEC meeting as well as Mr. Zeeshan M. Khan, Chairman Communications Council.

4. TO APPOINT EXECUTIVE DIRECTOR OF PAA SECRETARIAT:

The Chairman informed the house that he is searching a suitable person for the post and as he found he will informed the house.

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5. TO CO-OPT CEC MEMBER FOR THE REMAINING TERM:

The meeting considered the position arising out of a vacant seat from Zone "B". Therefore Chairman proposed to co-opt the Creative Junction (Pvt) Ltd., Lahore to fill in the vacant seat for the remaining term.

REGISTRATION OF PAA LOGO WITH TRADE MARKS REGISTRY, GOVERNMENT OF PAKISTAN

The meeting approved the proposal of registration of PAA Logo with Trade Marks Registry with immediate effect.

6. APPROVAL OF ANNUAL INCREMENTS AND ENCASHMENT OF LEAVE OF PAA STAFF

Applications for the increment due for the years 2016-2017 from the staff members of PAA were taken up and suitable increments were awarded to staff alongwith the encashment of leave.

7. APPROVAL OF FOLLOWING NEW AD AGENCIES FOR PAA MEMBERSHIP

The meeting considered the following new advertising agencies for PAA membership. In the light of recommendations from CEC members present, membership granted to them with immediate effect.

- 1) Creative Junction (Pvt) Ltd.,
- 2) Time & Space Media (Pvt) Ltd.,
- 3) Kenad (Pvt) Ltd.,
- 4) Solution 1
- 5) Wahedna D'Arcy (Pvt) Ltd.,
- 6) Pirana Advertising (Pvt) Ltd.,
- 7) International Advertising (Pvt) Ltd.,

8. APPROVAL OF RENEWAL OF MEMBERSHIP FOR THE YEAR 2017

The meeting considered the following applications and granted the renewal of PAA membership for the Year 2017 .

Corporate Members Zone "A"

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| 1) Adarts (Pvt) Ltd., | Karachi. |
| 2) Adcom (Pvt) Ltd., | Karachi. |
| 3) Argus Advertising (Pvt) Ltd., | Karachi. |

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4) Blitz Advertising (Pvt) Ltd.,	Karachi.
5) Bond Advertising (Pvt) Ltd.,	Karachi.
6) Brainchild Communications Pakistan (Pvt) Ltd.,	Karachi.
7) Connect Marketing Communications (Pvt) Ltd.,	Karachi.
8) Corporate & Marketing Communications (Pvt) Ltd.,	Karachi.
9) GH Thaver & Co. (Pvt) Ltd.,	Karachi.
10) Crosscheck Communications (Pvt) Ltd.,	Karachi.
11) J. Walter Thompson Pakistan	Karachi.
12) Lowe & Rauf (Pvt) Ltd.,	Karachi.
13) Maxim Advertising Co. (Pvt) Ltd.,	Karachi.
14) Manhattan Communications (Pvt) Ltd.,	Karachi.
15) Manhattan International (Pvt) Ltd...	Karachi.
16) Manhill Advertising & Marketing (Pvt) Ltd.,	Karachi.
17) Marksman Advertising	Karachi.
18) Maxsell Communications	Karachi.
19) MCM Advertising	Karachi.
20) Oktopus 360 Media (Pvt) Ltd.,	Karachi.
21) Orient Communications (Pvt) Ltd.	Karachi.
22) Orient Direct (Pvt) Ltd.	Karachi.
23) Orient Edge (Pvt) Ltd.	Karachi.
24) Orient Next (Pvt) Ltd.	Karachi.
25) Orient Public Relations (Pvt) Ltd.	Karachi.
26) Prime Time Communications	Karachi.
27) Repcom Advertising	Karachi.
28) Spectrum Communications (Pvt) Ltd.,	Karachi.
29) Spider 360 Media (Pvt) Ltd.,	Karachi.
30) String 360 Media	Karachi.
31) Synchronize Media (Pvt) Ltd.,	Karachi.
32) Synergy Advertising (Pvt) Ltd.,	Karachi.
33) Synite (Pvt) Ltd.,	Karachi.
34) Syntax Communications	Karachi.
35) T Media	Karachi.
36) TNI Communications	Karachi.
37) Value Added Marketing Services (Pvt) Ltd.,	Karachi.
38) Xnine Communications (Pvt) Ltd.,	Karachi.

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Associate Members Zone "A"

39) Bilal Associates	Karachi.
40) Nasa International	Karachi.
41) Quetzal (Pvt) Ltd.	Karachi.
42) O Experience	Karachi.
43) RG Blue Communications (Pvt) Ltd.,	Karachi.

Corporate Members Zone "B"

44) Adetude (Pvt) Ltd.,	Islamabad
45) Channel 7 Communications (Pvt) Ltd.,	Islamabad
46) Midas Communications Pakistan (Pvt) Ltd.,	Islamabad.
47) Mind Communications (Pvt) Ltd.,	Islamabad
48) Interlink Advertising (Pvt) Ltd.,	Islamabad.
49) M. Communications (Pvt) Ltd.,	Islamabad
50) Mediad Communications (Pvt) Ltd.,	Islamabad.
51) Vantage Media (Pvt) Ltd.,	Islamabad
52) Fish Bowl (Pvt) Ltd.,	Lahore.
53) Impact Advertising Services (Pvt) Ltd.,	Lahore.
54) Message Communications	Lahore
55) Revolution Media (Pvt) Ltd.,	Lahore
56) 4 Square Communications (Pvt) Ltd.,	Lahore.

Associate Members Zone "B"

57) Skycopter Films (Pvt) Ltd.,	Islamabad
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There after the meeting terminated with a vote of thanks to the Chair.



TARIQ RASHID
 Secretary