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**Members Central
Executive Committee**

Ms. Seema Jaffer

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Mr. Ali Mandviwalla

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Mr. Numan Nabi Ahmed

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Ref: PAA/018/2017/1069

29th September 2017

Chief Executives,
All Members Advertising Agencies,
Pakistan Advertising Association

**Subject: Notice of 2nd Annual General Meeting of
Pakistan Advertising Association**

Dear Members,

In continuation of PAA's notice dated 24th August 2017 for 2nd AGM of PAA to be held on 20th September, 2017 and subsequent letter No. PAA/018/2017/915 dated 14th September, 2017 for postponement of the same..

Please note that 2nd AGM of PAA is now scheduled to be held at Plot No. ST-4, Block-3, Adjacent Gulshan Flyover, Opposite T.O. Clinic, Gulshan-e-Iqbal, Rashid Minhas Road, Karachi, on **Thursday, 12th October 2017 at 3:00 P.M.** to transact the following business

ORDINARY BUSINESS:

1. To confirm the Minutes of the 1st Annual General Meeting held on 30th September, 2016.
2. To receive, consider and adopt the Audited Accounts of the Association for the year ended June 30, 2017 together with Chairman and Auditors Reports thereon.
3. To appoint auditors for the year ending June 30, 2018 and to fix their remuneration. The retiring auditors, being eligible, have offered themselves for re-appointment.

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SPECIAL BUSINESS:

4. To receive, consider and approve the Memorandum and Articles of Association of PAA duly vetted by the legal consultant of DGTO.
5. To approve Amendments made by CEC in the meeting held on 17-08-2017
6. Board Resolution is to be considered and adopted.

OTHER BUSINESS:

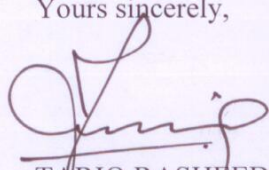
7. To transact any other ordinary business of PAA with the permission of the Chairman.

You are requested to kindly make it convenient to attend the above meeting and your participation will be highly appreciated.

Please confirm about your attendance to the undersigned via
Email: secretary@paa.com.pk

Thank you for your co-operation.

Yours sincerely,



TARIQ RASHID
Secretary, PAA



All the proposed amendments will be approved by the authorities in accordance with Trade Organizations Act, Rules 2013 and Companies Act 2017.

CANCELLATION OF LICENCE AND EXEMPTION: (Clause 7 of Trade Organization Act 2013)

The licence granted to a trade organization shall be cancelled by the Federal Government where:
The trade organization has lost its representative character, or its membership remains below the Prescribed threshold over a period of two years.

REPORTING REQUIREMENTS: (Clause 22 of Trade Organization Act 2013)

A Trade Organization shall annually submit by the 31st December to the Regulator:

- (a) Annual financial statements as prepared by auditors and approved by the Existing Executive Committee.
- (b) Plan of activities for the next year as provided in rule 23 and
- (c) A soft and hard copy of list of its members as on 30th November, in the format as set out in Annex-I of Schedule "B".

THE MEMORANDUM AND ARTICLES OF ASSOCIATION OF PAA

The (M&AoA) of PAA has been approved by Existing Executive Committee and duly signed by each member of Committee on 16-02-2016. (The day we submitted an application for grant of licence). The (M&AoA) has been approved by DGTO and duly vetted by the Legal Consultant of DGTO, DGTO directed to Secretary General vide his letter No.18 (02)/2016-TO dated 11th May, 2016 to get it endorsed from SECP.

It was on the agenda of first AGM (30-9-2016) to approve by the all members of PAA but unfortunately we did not place the proposal to members.

AT PRESENT:

- The Existing Executive Committee on its meeting held on 17th August, 2017 has approved the M&AoA of PAA and decided to place for its approval in the coming AGM subject to the following amendments :- (Propose Amendment)
- **Clause 4 (e) of M&AoA**

To promote the Trade and Commerce through advertising in Print media, Electronic media, Cables, Cinemas, Production Houses, Creative Houses, Digital Marketing and Advertising, Outdoor Advertising, events-managements to strengthen the activities associated with commercial and Communications such as public relations, sales promotion, direct marketing, and commercial sponsorship, including developments in the sphere of communication business including advertising, media and related activities.



• **Clause 9 (a) of M&AoA**

THE MEMBERSHIP

The membership fee and contributions chargeable from each class shall be fixed by Central Executive Committee subject to the approval of the General Body and Director General Trade Organization.

Annual Subscription	Admission Fee	Annual Fee
Corporate Membership	Rs.10, 000/-	Rs.75, 000/- (per Annum)
Associate Membership	Rs.05, 000/-	Rs.05, 000/- (per Annum)
Branch Offices in head Of Corporate Members	Rs.05, 000/-	Rs.05, 000/- (per Annum)

RIGHTS AND PRIVILEGES of Associate Members and any Branch Offices of an advertising agency in any Zones of A, B and C shall enjoy all facilities and benefits of the Association available hereinafter without any voting rights.

Note: At present

Current Corporate Members	67
Current Associate Members	08
Total	75
Members who have paid	
Admission Fee	19
Branch Offices in Karachi	11
Branch Offices in Lahore	29
Branch Offices in Islamabad	24
GRAND TOTAL	158

Clause 19 (a) of M&AoA

REGIONAL OFFICES

Besides its Head Office, the Association shall have three Regional/Zone Offices as under:-

Region A: Southern Zone at Karachi with area of operation extending over provinces of Sindh and Baluchistan.

Region B: With area of operation extending over Islamabad Capital Territory and province Of Khyber Pakhtunkhwa.

Region C: At Lahore with area of operation extending over province of Punjab.

Clause 33 (j) (a) of M&AoA

"Executive Director" Means an individual professional who shall represent the Association with the various Government Departments.

Clause 33 (j) (b) of M&AoA

Secretary Finance" Means an individual professional who shall be responsible for all the funds of the Association entrusted to him.

The Secretary placed before the meeting the following:-

"Agreement is renewable after expiry of five years if both parties mutually agree to renew on terms and conditions to be negotiated three months prior to expiry date of agreement.

(Agreement will be expired on 02-11-2018) (negotiation date starts from 01-08-2018)

It was decided to constitute a Sub Committee of PAA Properties in the meeting and following RESOLUTION was passed:-

BOARD RESOLUTION

RESOLVED that the consent of the General Body of Pakistan Advertising Association be and is hereby accorded to this Sub-Committee to finalize a fresh lease Agreement, with a lessee.

RESOLVED further that this Sub-Committee of following members:-

• Mr. Ali Mandviwalla	Chairman
• Mr. Waqar H. Haidri	Member
• Mr. Mehmood Parekh	Member
• Mr. Zeeshan M. Khan	Member
• Ms. Seema Jaffer	Member

are hereby authorized to finalize, approve the lease on a suitable and attractive terms and do all the such acts and things that may be required for implementation of this RESOLUTION.

It was further RESOLVED that Mr. Ali Mandviwalla, Chairman of the Sub-Committee is duly authorized to execute and sign the new lease agreement. In future who so ever will be the Chairman of PAA will also be ex-officio members of the Sub Committee.

