

MINUTES

MEETING OF THE CENTRAL EXECUTIVE COMMITTEE OF PAKISTAN ADVERTISING ASSOCIATION

First meeting of constituted Central Executive Committee of Pakistan Advertising Association was held on Saturday 7th May, 2016 at 12 noon in Hotel Margala, Islamabad,

The meeting was attended by the following Members.

1. Syed Masood Hashmi, Chairman, PAA
2. Mr. Jawad Humayun, Senior Vice Chariman PAA
3. Mr. Waqar H. Haidri, Vice Chairman PAA
4. Mr. Owais Hamid Khan, Member CEC, PAA
5. Mr. Sohail Kisat, Member CEC, PAA
6. Mr. Nadeem Akbar, Member CEC, PAA
7. Mr. Mubin Ahmed Malik, Member CEC, PAA
8. Syed Mansoor Ali Zaidi, Member CEC, PAA
9. Mr. Ali Mandviwalla, Member CEC, PAA
10. Mr. M. Zeeshan Khan, Member CEC, PAA

LEAVE OF ABSENCE:

Mr. Mahmood Parekh

ABSENTEE:

Mr. Numan Nabi Ahmed

In attendance: Tariq Rasheed, Secretary General, PAA

Mr. Tariq Rasheed, recited ayats from the holy Quran-e-Qareem and the meeting was called to order.

Syed Masood Hashmi, Chairman, PAA congratulated all who had contributed in getting Licence from DGTO. He expressed his appreciation to members of the Executive Committee's efforts and hard work for the success. He also stressed that to achieve excellence in performance of newly PAA there are many factors involved and we have to evolve strategic direction. The house also expressed their appreciation to Mr. Jawad Humayun and Mr. Waqar H. Haidri's devotion, untiring and selfless efforts for getting the Licence.

FORMATION OF HUMAN RESOURCES COMMITTEE OF PAA AS PER (CLAUSE 24 OF THE TRADE ORGANIZATION ACT 2013)

In pursuant to the Clause 24 of the Trade Organization Act 2013, it was decided to constitute a PAA Committee for HR.

It was also decided in the meeting that Mr. Mubin Ahmed Malik and Mr. Zeeshan Khan will look after the HRC of PAA and Syed Masood Hashmi will Chair the committee. Syed Mansoor Ali Zaidi proposed the names and Mr. Waqar H Haidiri seconded the proposed names. Thereafter Mr. Mubin Ahmed Malik and Mr. Zeeshan Khan were nominated as members of HRC of PAA.

Mean while Secretary General alongwith the staff of PAA will submit their applications to the HR Committee for appointment from 1st May 2016.

FORMATION OF ZONAL CHAIRMEN AND THEIR OFFICES AS PER CLAUSE 6 (n) OF THE TRADE ORGANIZATION ACT 2013

In pursuant to the Clause 6(n) of the Trade Organization Act 2013, The Chairman asked the opinion of the house for formation of Zonal Chairmen and the members present unanimously agreed to appoint Mr. M. Zeeshan Khan for Chairman Zone "A" and Mr. Sohail Kijat for Chairman Zone "B".

Mr. Waqar H. Haidri proposed the name of Mr. M. Zeeshan Khan for the office of Regional Chairman Zone "A" and Mr. Ali Mandviwalla seconded the proposal.

Mr. Mansoor Ali Zaidi proposed the name of Mr. Sohail Kijat for the office of Regional Chairman Zone "B" and Mr. Owais Hamid Khan seconded the proposal.

Chairman Syed Masood Hashmi declared that Mr. M. Zeeshan Khan Chairman Zone "A" of PAA and Mr. Sohail Kijat Chairman Zone "B".

The Addresses of Zone "A" and Zone "B" are given below:

Office of the Regional Chairman

(Sindh/Baluchistan)
TNI COMMUNICATIONS
TNI House, 7u-C, Street-2,
Muslim Commercial Area, Phase-VI,
Defence Housing Society, Karachi.

Office of the Regional Chairman

(Punjab / Federal & Khyber Pakhtunkhwa)
M. Communications (Pvt) Ltd.,
House 22-A, Main Nazim Uddin
Road, F-7/1, Islamabad.

PAA PRINCIPAL OFFICE BANK ACCOUNT AS PER CLAUSE 6(I) OF THE TRADE ORGANIZATION ACT 2013

In pursuant to the Clause 6(I) of the Trade Organization Act 2013, the members present decided that PAA account shall be opened in any scheduled bank of Pakistan in Karachi.

To operate the bank account of the Association the meeting passed the following Resolution:

“RESOLVED that any one of the following two Office Bearers are authorized to jointly operate the Bank Account of Pakistan Advertising Association alongwith Secretary General of PAA.”

- | | |
|------------------------|------------------------|
| 1. Syed Masood Hashmi | Chairman, PAA |
| 2. Mr. Waqar H. Haidri | Vice Chairman, PAA |
| 3. Mr. Tariq Rasheed | Secretary General, PAA |

APPLICATIONS FOR GRANT OF ADMISSION INTO PAA:

In pursuant to the Clause 11 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:-

- 1) Adarts Karachi (Pvt) Ltd
- 2) Bond Advertising (Pvt) Ltd
- 3) Mass Advertising (Pvt) Ltd
- 4) MCM Communication
- 5) Oktopus 360 Media (Pvt) Ltd.,
- 6) Transworld Advertising (Pvt) Ltd.,
- 7) Channel 7 Communication
- 8) M. Communications (Pvt) Ltd.,
- 9) Midas Communications Pakistan (Pvt) Ltd
- 10) Orient Communications (Pvt) Ltd.,
- 11) Revolution Media (Pvt) Ltd.,
- 12) S.V Advertising (Pvt) Ltd.,
- 13) Synchronize Media (Pvt) Ltd.,
- 14) The Brand Partnership (Pvt) Ltd.,
- 15) TNI Communications
- 16) Ideas Workshop (Pvt) Ltd.,
- 17) Linkers Communications (Pvt) Ltd.,
- 18) Spider 360 Media (Pvt) Ltd.,
- 19) String 360 Media
- 20) Quetzal (Pvt) Ltd.,
- 21) O Experience
- 22) Impact Advertising Services
- 23) Prime Time Communications
- 24) G.H. Thaver & Co. (Pvt) Ltd.,

- 25) Blaze (Pvt) Ltd.,
- 26) Hafiz Brothers Media Solutions
- 27) Message Communications
- 28) Adworld (Pvt) Ltd.,
- 29) Orient Direct (Pvt) Ltd.,
- 30) Orient Edge (Pvt) Ltd.,
- 31) Orient Next (Pvt) Ltd.,
- 32) Orient Public Relations (Pvt) Ltd.,
- 33) Panther Media (Pvt) Ltd.,
- 34) Adetude (Pvt) Ltd.,
- 35) Connect Marketing Communications (Pvt) Ltd.,
- 36) Golden Thoughts
- 37) Companion Advertising Marketing
- 38) Fish Bowl (Pvt) Ltd.,
- 39) 4Square Communication (Pvt) Ltd.,
- 40) Mind Communications (Pvt) Ltd.,
- 41) Skycopter Films (Pvt) Ltd.,
- 42) Orange Advertising (Pvt) Ltd.,
- 43) Mediad Communications (Pvt) Ltd.,
- 44) Sacom
- 45) Future Visions Advertising
- 46) Syntax Communications
- 47) Syinte (Pvt) Ltd.,
- 48) Synergy Advertising (Pvt) Ltd.,
- 49) Repcom Advertising
- 50) Adcom (Pvt) Ltd.,
- 51) Vantage Media (Pvt) Ltd.,
- 52) InterLink Advertising (Pvt) Ltd.,
- 53) Advertisement & Documentaries Syndicate
- 54) Biltz Advertising (Pvt) Ltd.,
- 55) Wisdom Communication
- 56) Manhattan Communications (Pvt) Ltd.,

STATUTORY RETURNS/INCORPORATION (SECP)

In pursuant to the Clause 6 (e) of the Trade Organization Act 2013, The Secretary General informed the house that matter has been taken with SECP and if any difficulty arises he will ask the members of the Executive Committee for help.

MEMBERSHIP (FPCCI)

In pursuant to the Clause 6 (f) of the Trade Organization Act 2013, The Secretary General informed the members that an application will be submitted to FPCCI for grant of membership in next week.

REPORTS OF COUNCIL:

Reports of councils will be submitted in the next CEC meeting.

ANY OTHER MATTER:

- (i) The meeting RESOLVED that Syed Masood Hashmi Chairman PAA will be The Chairman of ADASIA-2019 till 31st December, 2020 and Mr. Sarmad Ali, President IAA will be The Chairman Organizing Committee of ADASIA-2019.
- (ii) The meeting decided to write letters of thanks to those newspapers who published PAA advertisements.
- (iii) The meeting also decided to write letter of congratulation to Bond Advertising (Pvt) Ltd PAA member who got the PAS Awards 2016.

It has been decided that the second meeting of the newly CEC will be convened earlier and the subsequent meeting will be held at Lahore on (Friday) 3rd June, 2016. The time and venue will be announced later on.

There after the meeting terminated with a vote of thanks to the Chair.

TARIQ RASHEED
Secretary General