

PAA CEC  
Meeting Minutes  
Date 13-12-2017

Venue: Channel 7 Communications (Pvt) Ltd., Islamabad

6<sup>th</sup> Meeting of existing Office Bearers including members of Executive Committee of PAA.  
The meeting was called by the Senior Vice Chairman Mr. Jawad Humayun on 13-12-2017 at 2.30 pm.

**ATTENDANCE**

- 1) Mr. Jawad Humayun, Senior Vice Chairman PAA
- 2) Mr. Waqar H. Haidri, Vice Chairman PAA
- 3) Mr. Sohail Kisat, Member CEC
- 4) Mr. Ali Mandviwalla, Member CEC

**LEAVE OF ABSENCE**

- 1) Syed Masood Hashmi, Chairman PAA
- 2) Mr. Mahmood Parekh, Member CEC
- 3) Mr. Nadeem Akbar, Member CEC
- 4) Mr. Mubin Ahmed Malik, Member CEC
- 5) Mr. M. Zeeshan Khan, Member CEC
- 6) Ms. Seema Jaffer, Member CEC

**ABSENT MEMBERS**

- 1) Mr. Numan Nabi Ahmed
- 2) Ms. Faiza Nadeem
- 3) Brig (Retd) M. Zubair Rehan
- 4) Mr. Owais Hamid Khan

**PAA Secretariat**

**Mr. Tariq Rasheed, Secretary**

**Agenda**

The agenda of the meeting was to discuss the following points.

- 1) To confirm/approve Minutes of the last meeting held on 17<sup>th</sup> August, 2017
- 2) To consider recent Amendment made by APNS in Clearance Rules.
- 3) To review PAA & FBR meeting on Taxation.

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- 4) To discuss AdAsia 2019 Pakistan
- 5) To consider present status of PAA Chairman
- 6) To review Amendments sent to DGTO
- 7) To consider and approve bill received from M Communications (Pvt) Ltd for Rameen Media Solution
- 8) To review and discuss recovery of ex AAP member's surplus amount as per balance sheet.
- 9) Any other matter with the permission of Chair.

Discussion Session (Point to Point)

Meeting started at 2.30 pm with the recitation of Quran-e-Kareem.

1. To confirm/approve Minutes of the last meeting held on 17<sup>th</sup> August, 2017  
Minutes of the last meeting dated 17<sup>th</sup> August, 2017, which had already been circulated, were placed before the meeting for confirmation. Thus receiving no objection from any member, the minutes were confirmed and approved.
2. To consider recent Amendment made by APNS in Clearance Rules  
During the course of discussion the members present in meeting, expressed their displeasure over the amendment made by APNS on 26<sup>th</sup> October, 2017.  
Members decided to call a meeting with APNS for further discussion on the matter.
3. To review PAA & FBR meeting on Taxation.  
Mr. Jawad Humayun and Mr. Ali Mandviwalla informed the house that next meeting will be held in January 2018 and proposal submitted by PAA will be included in forth coming Budget.
4. To discuss ADASIA 2019 Pakistan.  
A detailed report on AdAsia 2017 was given by Mr. Jawad Humayun, who led the PAA delegation to Bali, Indonesia in the absence of Syed Masood Hashmi, Chairman PAA. Members present in the meeting, thanked the efforts made by Mr. Sohail Kijat, Mrs. Fatima Kijat & Mr. Sarmad in organizing the great event. The house also praised for their concentrated efforts, and experience to made the PAKISTAN NIGHT a great show in AdAsia 2017 Bali. Mr. Sarmad Ali made all the arrangements for the entertainment night to show Pakistani culture and build soft image of Pakistan - the host country of AdAsia 2019 at Lahore. Pakistani folk singer Arif Lohar who gave a thrilling performance of folk music with his team. The entire audience enjoyed the night. The Pakistani delicious hot chili foods were special feast of the event in Pakistani night. Mr. Waqar H. Haidri told the house about the significant fact of the Congress that Pakistani delegation was the second largest delegation of the Congress. A very warm welcome was given to Pakistani delegation members when they stood at the stage of AdAsia 2017. The video presentation of Pakistan was the loudest item and great applause were given by the participants. The video presented the latest trends of Pakistani culture that built a positive image of Pakistan. The presentation triggered a high wave of media interest whereby all the participants showed their interest to participate AdAsia 2019 in Lahore.  
In the end Mr. Sohail Kijat Vice Chairman of the organizing committee of AdAsia 2019, Lahore, informed the house that core committee and their sub committees will be announced shortly.

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5. To consider present status of PAA Chairman.  
In the light of the Clause 33 of the Memorandum and Articles of Association of the PAA the members decided that Mr. Jawad Humayun, Senior Vice Chairman PAA will look after the office of the Chairman of PAA in absence of Syed Masood Hashmi additionally till the Chairman returns and assumes his office.
6. To review Amendments sent to DGTO  
The Secretary informed the house that matter has been taken up with DGTO and hopefully PAA will make the required amendments in Memorandum and Articles of Association by the end of December, 2017.
7. To consider and approve bill received from M. Comm. (Pvt) Ltd for Rameen Media Solution  
The members decided and approved to pay the sum of Rupees one million in two halves from PAA's account to Rameen Media Solution who paid to folk singer Arif Lohar for the Pakistan Night event at Adasia, Bali, Indonesia.
8. To review and discuss recovery of ex AAP member's surplus amount as per balance sheet.  
Some information and details of Bank, Branch and authorized persons who are authorized to operate the account are required.
9. Any other matter with the permission of Chair.
  - i) 18<sup>th</sup> PAA Excellence Awards 2005.  
The members agreed and decided to send the awards to the winning advertising agencies.
  - ii) Mr. Waqar H. Haidri informed the house that he has applied for getting the certified true copies of the PAA building from KDA. The members present welcomed and agreed to pay all the expenses which incurred to get this documents.
  - ii) The Secretary placed the following expenses before the meeting which were incurred from 1<sup>st</sup> July, 2017 to 30<sup>th</sup> September, 2017. The meeting approved the following expenses.

**STATEMENT OF PAA EXPENSES INCURRED FROM 01-07-2017 TO 30-09-2017**

**LEGAL AND PROFESSIONALS**

Mr. Abid S. Zuberi (Advocate)	Rs.700,000.00
Dr. Amjad Bokhari (Advocate)	Rs.105,000.00
(@ Rs.35,000/- per month)	
Mr. M. Faisal (Advocate)	Rs. 60,000.00
(@ Rs.20,000/- per month)	

**INTERNET AND WEB CHARGES**

M/s Wateen Telecommunications	Rs. 21,000.00
(@ Rs.7000.00 per month)	
Mr. Naveed Ahmed	Rs. 30,000.00
(@ Rs.10,000.00 per month)	
Website (Software)	Rs. 6,000.00

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**MISCELLANEOUS EXPENSES**

Flooring at PAA Secretariat	Rs. 48,350.00
Medical Expenses (Mr. Tariq Rasheed)	Rs. 200,000.00
Photostat Machine Repaired (Donated by Mr. Waqar H. Haidri)	Rs. 11,750.00

**ADASIA 2017 (BALI - INDONESIA)**

Road Show at Lahore (Travelling, Hotel etc By Mr. Tariq Rasheed	Rs. 30,000.00
Road Show Karachi (Badges, Flag etc.)	Rs. 10,000.00
Grand Total:	<u>Rs. 12, 22,100.00</u> =====

Thereafter the meeting adjourned with a vote of thanks to the Chair.

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TARIQ RASHEED  
SECRETARY

