



Government of Pakistan
Ministry of Commerce
DIRECTORATE GENERAL OF TRADE ORGANIZATIONS
(OFFICE OF REGULATOR OF TRADE ORGANIZATIONS)
State Life Building No. 7th, 2nd Floor,
Jinnah Avenue, Blue Area,
Islamabad



F. No: 18(2)/2016-TO

Islamabad, the 2nd January, 2018

Secretary General,
Pakistan Advertising Association,
ST-4, Block-3, Gulshan Flyover, Opp T.O. Clinic,
Gulshan-e-Iqbal, Rashid Minhas Road,
Karachi.



Subject: **AMENDMENTS IN THE MEMORANDUM AND ARTICLE OF ASSOCIATION.**

I am direct to refer to Pakistan Advertising Association letter No. PPA/014/2017/1216 dated 07.12.217, and enclose herewith an endorsed two copies of Memorandum and Articles of Association (M&AoA) in respect of your Association. You are directed to get it endorsed from SECP and submit a copy thereof duly verified by Security & Exchange Commission of Pakistan to this Office for record.

2. Please note that any clause (s) found not covered under Trade Organizations Act, 2013 and Trade Organizations Rules, 2013 will be treated as having no legal effect.

Encl: **As Above**


(Asma Khattak)
Deputy Director

COMPANIES ORDINANCE 1984



MEMORANDUM AND ARTICLES OF ASSOCIATION

PAKISTAN ADVERTISING ASSOCIATION

Plot No. ST-4, Block-3, Adjacent Gulshan Flyover, Opposite
T.O.Clinic, Gulshan-e-Iqbal, Rashid Minhas Road, Karachi-75300,
Tel: 021-34961933, 34961954, Fax: 021-34961806
Email: secretarygeneral@paa.com.pk, secretariat@paa.com.pk
Website: www.paa.com.pk



All the proposed amendments have been approved by the CEC of PAA meeting held on 12-08-2017 and AGM of PAA meeting held on 12-10-2017 in accordance with Trade Organizations Act, Rules 2013 and Companies Act 2017

Previous

Clause 4 (e) of Memorandum of Association

To promote the Trade Commerce and Manufacturer through advertising in Print Media, Electronic Media, Radio, Television, Cinema, Internet and to Strengthen The activities associated with commercial. Communications such as advertising, public relations, sales promotion, direct and relationship marketing, events marketing and commercial sponsorship and to make brand advertising online.

Approved by DGTO

Clause 4 (e) of Memorandum of Association

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.

Previous

**Article 9. (a) Article of Association of PAA
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.

Subscription	Admission Fee	Annual
For Corporate Member	Rs.10,000/=	Rs. 50,000/=
For Associate Member	Rs.10,000/=	Rs. 25,000/=

Approved by DGTO

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.50,000/- (Per Annum)
Associate Membership		{
Branch Offices in head		{ Rs.10,000/= Per Annum)
Of Corporate Members		{

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

Previous

- (e) The Chairman, or in his absence, the Senior Vice Chairman, may at his discretion convene an urgent meeting of the General Body or the Executive committee at such notice as the exigency of the situation demands for the purpose of transaction business of an extremely urgent nature.
- (f) The Chairman may in his discretion and subject to Executive Committee confirmation employ any person to serve the association who's salary does not exceed Rs. 150,000/- per month. Appointment's carrying a monthly salary of over Rs. 150,000/- shall be made by the Central Executive Committee.
- (g) The Chairman may in his discretion from time to time spend money not exceeding Rs. 3,00,000/- for the purpose of the Association in anticipation of the sanction by the Executive Committee and also may sanction loan and advances to the officers and staff.

Approved by DGTO

- (h) The Chairman of the Association will appoint an Executive Director for two years tenure.

RESPONSIBILITIES OF EXECUTIVE DIRECTOR OF PAA

Executive Director shall represent the Association and to deal/act/correspondence/attend any meeting with the following:-

- a. All Pakistan Newspapers Society (APNS)
- b. Press Information Department (PID)
- c. Pakistan Electronic Media Regulator Authority (PEMRA)
- d. Pakistan Television Corporation (PTV)
- e. Pakistan Broadcasters Association (PBA)
- f. Broadcasters Association of Pakistan (BAP)
- g. International Advertising Association (IAA)
- h. Pakistan Advertisers Society (PAS)
- i. Asian Federation Advertising Association (AFAA)

- (i) The Chairman will appoint a Secretary Finance within the Executive Committee Members for two years tenure who shall be responsible for all the funds of the Association entrusted to him.