



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
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Ref: APNS/2019/119

November 11, 2019

**To: All Member Publications**

**Sub: “ADASIA 2019”**

Dear Sirs,

We are in receipt of a letter No. PAA/021/2019/114 dated November 06, 2019 from the Secretary General, Pakistan Advertising Association (PAA), Karachi regarding subject cited above.

You must be aware that a great event of advertising industry entitled “ADASIA 2019” is being held from December 03 to 05, 2019 at Al-Hamra Arts Council, Lahore after thirty years gap. A number of professional from various countries will be coming to attend the event. Honorable Prime Minister of Pakistan, Mr. Imran Khan has been invited to inaugurate the event.

We enclose herewith copy of the above letter, which is self-explanatory, for your information and compliance.

Thanking you,

Yours faithfully,

-s/d-

( Dr. Tanvir A. Tahir )  
Executive Director  
APNS

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Ref: PAA/021/2019/114  
6<sup>th</sup> November, 2019

Dr. Tanvir A. Tahir  
Executive Director,  
All Pakistan Newspapers Society,  
Karachi.

Dear Sir,

On behalf of Pakistan Advertising Association, I would like to convey our compliments to all members of All Pakistan Newspapers Society.

As you may aware that a grand event of advertising industry entitled "ADASIA 2019" is being held from 3<sup>rd</sup> to 5th December 2019 at Lahore after thirty years gap. A number of professional from various countries will be coming to attend the event.

AdAsia is the largest and most prestigious advertising congress in Asia, being organized bi-annually since 1958, by the Asian Federation of Advertising Association (AFAA). AdAsia 2019 is the 31<sup>st</sup> edition in this series and the second time going to be held in Pakistan. First time Pakistan hosted the 16<sup>th</sup> AdAsia in Lahore in 1989 which was a roaring success.

Honorable Prime Minister of Pakistan Mr. Imran Khan has been invited to inaugurate the event, themed as "Celebrasian": celebration of Advertising and creativity in Asia. The culturally-rich metropolis of Lahore's Al- Hamra Arts Council has been selected as the venue for this mega event which will promote the soft image of Pakistan.

It offers an opportunity to communicate with advertising intellectuals in Asia and to learn the latest trends and information through seminars, participated in by prominent representatives of the advertising industry. It is the largest congress of its kind, advertising professionals from all around the world are coming for AdAsia 2019 event.

We shall be grateful if you please circulate this letter to all your member. The following Congress Registration Fee will be affected to the local delegates: -

CONFERENCE FEE	Local Delegate - PAK Rupee	Volume Discount
Delegate	40,000/-	1-4 Rs. 40,000/-
Accompanying Spouse / Partner	20,000/-	5-10 Rs. 37,000/-
Academia	20,000/-	11-20 Rs. 35,000/-
Students	10,000/-	21+ Rs. 30,000/-

Your Cooperation must needed.

Thank you,

Yours Sincerely,

Tariq Rasheed  
Secretary General

Note: For further assistance, please feel free to contact Mr. Hammad Tariq, Registration Coordinator at PAA Secretariat. Cell No. 0300-2441523