



All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi
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Ref: APNS/2016/165

December 19, 2016

**To: All Member Publications
All Accredited Advertising Agencies**

Sub: APNS – Advertising Round Table on Dec. 22, 2016

Dear Sirs,

We are pleased to inform you that the All Pakistan Newspapers Society has planned to hold APNS – Advertising Round Table at APNS House, Gulistan-e-Johar, Karachi on December 22, 2016 at 2:00 p.m.

The Round Table would discuss the issues relating to the prospects and challenges faced by the media industry in wake of the changes in the media matrix. Mr. Masood Hashmi, Chairman Pakistan Advertising Association, Mr. Fouad Hussain, CEO Group M, Mr. Raihan Merchant, Chairman, M Holdings and Mr. Numan Nabi, CEO Brand Partnership have agreed to speak at the event.

All member publications and accredited advertising are requested to attend and / or nominate their concerned personnel to attend the Round Table.

Thanking you,

Yours faithfully,

(Umer Mujib Shami)
Secretary General
APNS

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