



PAKISTAN HOTELS ASSOCIATION

(REGISTERED WITH THE MINISTRY OF COMMERCE, GOVERNMENT OF PAKISTAN)

Honoring a Legacy of Leadership

Tribute to Mian Akram Farid - PHA Former Senior Vice Chairman:

The **Pakistan Hotels Association (PHA)** proudly pays tribute to its former Senior Vice Chairman, **Mian Akram Farid** for his decades of steadfast leadership, visionary representation, and transformative contribution to Pakistan's hospitality industry and the Federation of Pakistan Chambers of Commerce & Industry (FPCCI).

As a cornerstone of our Association and a tireless champion of the business community, Mian Akram Farid's enduring legacy continues to drive economic growth, institutional excellence, and workforce development nationwide.

Key Milestones & Recent Recognition

In recognition of his decades-long dedication, FPCCI President **Mr. Atif Ikram Sheikh** recently honored Mian Akram Farid with an **Exclusive Commemorative Shield**. This tribute celebrated his exceptional services as Chairman of the FPCCI Central Standing Committee for Skill Development, TVET, and NAVTTC—dedicated to training hospitality professionals by updating and equipping them with international standards—as well as his distinguished multi-decade journey with the apex chamber, which includes serving as:

- **Vice President of FPCCI**
- **In-charge of the Capital Office** (twice)
- **Elected Member of the FPCCI Executive Committee**
- **Convener of the Central Standing Committee on Skill Development**

Championing Pakistan's Hospitality and Tourism:

In his capacity as an elected Executive Member of PHA, Mian Akram Farid has consistently bridged the gap between the private sector and policymakers to foster a thriving business environment. Notable advocacy highlights include:

- **Relief on Floor Area Ratio (FAR):** Through close coordination with FPCCI President Mr. Atif Ikram Sheikh and PHA Office Bearers, Mian Akram Farid successfully championed the resolution against excessively high FAR impositions by the CDA on hospitality properties. Backed by the unwavering support of the FPCCI President and solidarity from colleagues in the hospitality sector, the Federal Government ultimately revoked the notification.
- **Global Promotion of Pakistan's Tourism:** Through ongoing strategic engagements with government ministries, foreign diplomats, and international delegations, he has continuously spotlighted Pakistan's immense tourism potential—positioning the nation as a safe, vibrant, and multicultural destination for global travelers.

Looking Forward

The Pakistan Hotels Association extends its deepest gratitude and admiration to Mian Akram Farid for his lifelong commitment to the hospitality sector. His leadership remains a guiding light as we continue to empower growth, champion economic development, and elevate Pakistan's Hospitality Industry on the global stage.

#PakistanHotelsAssociation #PHA #MianAkramFarid #FPCCI #HospitalityIndustry #TourismPakistan
#EconomicGrowth #Leadership #SkillDevelopment

