



PAKISTAN HOTELS ASSOCIATION

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

PHA Secretariat Activity Report to the Executive Committee on matters taken up during August, 2016 to September, 2016 and Association Representations:

- 1. August 03, 2016:** A Consultation Session between Members of PHA and Team from the Urban Unit, consisting of Project Manager and Consultant of the New Economic City Punjab was held at PC Hotel Karachi. Meeting was held for the visioning of New Economic City as Punjab Government has initiated studies for a new Urban development project along the Motorway (M-2) corridor as a possible site offering diverse work-live-leisure opportunities. Representatives from Hashoo Group, Serena Group and Avari Group attended the meeting.
- 2. August 28, 2016:** First Joint Meeting of FPCCI Standing Committee on Hotels 2016 was held on August 26, 2016 at FPCCI Head Office, Karachi, attended by PHA Members and concerned stakeholders. Important agenda items were taken up for discussions and concluded for FPCCI to further take up and proceed further.
- 3. September 23, 2016:** Chairman, FPCCI Sindh Regional Committee on Excise & Taxation (Sindh) has conducted the 2nd Meeting to have representation along with the identification of issues related to Provincial Taxes. After receiving complaints, proposals and suggestions, FPCCI will invite the concerned government authority for the resolution of the issues, highlighted in this meeting. PHA representation for the meeting by one of member hotels Executive and Secretary General.

ASSOCIATION REPRESENTATION ON VARIOUS FORUMS:

- 4. August 05, 2016;** An invitation from Chairman, FPCCI Standing Committee on Foreign Investment invited for a Seminar on “ Grand Opportunities of Foreign Investment in Pakistan “, where Chief Guest was M.D. Pakistan Stock Exchange Limited, Chairman, Arif Habib Group and Chairman, AKD Securities Limited. No representation from Association.
- 5. September 04, 2016:** College of Tourism and Hotel Management (COTHM) Convocation 2016 was held at FTC Auditorium, Sharea Faisal, Karachi, largely attended by PHA Members.
- 6. September 05, 2016:** Ministry of Commerce, Islamabad sent an invitation for a Seminar on Post Strategic Trade Policy Framework (STPF 2015-2018) for the purpose of increasing the share of Pakistan’s Exports in regional markets, but the same was postponed and new date will be conveyed later.



7. **September 27, 2016:** For World Tourism Day Celebration, Sindh Tourism Development Corporation invited for Seminar on Tourism Potential in Sindh requested PHA Office Bearers and EC Members to join them by addressing the Seminar for ten minutes on Tourist Hospitality in Sindh. Event was held at the National Museum Karachi attended by Mr. Anwar Qureshi, Mr. Mustansir Zakir and Secretary General from PHA, whereby Mr. Zakir addressed the Seminar highlighting the rich cultural heritage geographical assets of Sindh and how this potential could be utilized to promote tourism in Province. He delivered his speech emphasizing the need to formulate friendly tourism policy with tax incentives and exemptions for certain period of time enabling hotel industry to progress more as revenue generating industry for years to come.
8. **September 27, 2016:** Another event on World Tourism Day was arranged and celebrated by M/s. Pakistan Tourism Development Corporation at Flashman's Hotel Rawalpindi as Seminar under the theme "Tourism for All – Promoting Universal Accessibility" requesting Association to join the Seminar by delivering a 10 minutes speech to apprise the audience on importance and relevance of this years' theme. On behalf of PHA, one of its members, Mr. Hamid Subhani, General Manager, Islamabad Hotel represented the Association by his active participation in Seminar and delivered his speech, which was very well appreciated with news coverage.

Above is being submitted for Members perusal, information and necessary follow up please.

Thanks and regards

Fouzia Azhar
Secretary General

