



PAKISTAN HOTELS ASSOCIATION¹

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

PHA Secretariat Report to the Executive Committee & Members on matters taken up during July, 2022 to December, 2022 and Association representation:

- 1. June 29, 2022 & September 07, 2022:** on behalf of PHA, its Secretary General attended the first and second meetings of FPCCI Standing Committee on Tourism & Culture 2022 held at FPCCI Head Office Karachi on Regulation of Tourism Industry in Pakistan and suggestions for upcoming World Tourism Day 2022 celebration, to establish mechanism for rehabilitation of tourism / hospitality industry, to meet Finance Minister for soft loans and write letters / get in touch with Pakistan Banking Association etc.
- 2. August 22, 2022:** An invitation from United National Development Program (UNDP) organized a stakeholder Workshop regarding Tourism in Provincial GDP specially related to KP Province held at Pearl-Continental Hotel Peshawar. UNDP requested PHA Members to participate and Mr. Asif Ikram, General Manager, PC Hotel Peshawar with Sales & Marketing Director attended the consultative Workshop on behalf of Pakistan Hotels Association.
- 3. August 26, 2022:** A Webinar titled “ Hospitality Industry Achieving Net Zero Emissions through Energy Efficiency and Conservation are hosted by National Energy & Conservancy Authority (NEECA). Distinguished participants included PHA Members, Mr. Saeed Qureshi, Corporate Director Technical, Hashoo Hotels and Mr. Kashif Hassan, GM Engineering, TPS Serena Pakistan. NEECA thanked PHA for advertising the Webinar on its social media platform followed by active participation of its members in the event, who gave their positive feedback and later on, Hashoo Hotels group expressed their willingness to sign MOU with NEECA to collaborate on Energy Efficiency & Conservation.
- 4. September 13, 2022:** PHA Delegation led by Barrister Mansoor Ali Shah, Senior Vice Chairman, Pakistan Hotels Association called on His Excellency Mehmat Pacaci, Ambassador of Turkiye in Pakistan for discussions on Promotion of Tourism in Pakistan and Turkish investment in the Hotel Industry of Pakistan.

Later on he met H.E. Yerzhan Kistafin Ambassador of Republic of Kazakhstan and discussed the promotion of Tourism between Pakistan & Kazakhstan. H.E. Showed stated that he is developing a business group between the two countries, in which he would include a Tourism segment. He also informed that from September onward, direct flights between both the countries will increase business specially in Tourism Sector, H.E and the Sr. Vice Chairman also discussed the role of PHA for the development of tourism sector in Kazakhstan as well as in Pakistan"





5. September 27, 2022: E. C. Member Mr. Akram Farid, who is also Chief EFP Capital Office and President Hotels and Motels Association Islamabad Rawalpindi and Northern areas held meeting with the Federal Minister Overseas Pakistani and Human Resources, Mr. Sajid Hussain Turi in a parish conference on flood damages due to which, many hotels have closed down and thousands of employees will be unemployed, but despite all this, the government has not provided any relief to the hotel industry. He said that last year, during the Covid-19 epidemic, the hotel industry accommodated 15,000 foreign travelers and temporarily housed 15,000 foreign travelers in their hotels and domestic passengers were also accommodated in hotels. Due to conflicting policies of the government, this very important sector related to tourism is dying and no department or government is ready to listen to their grievances. He demanded that actions should be taken on priority basis.

6. September 30, 2022: PHA Executive Committee Meeting followed by Annual General Meeting was held at Ramada Plaza Hotel, Karachi.

7. October 07, 2022: PITHM Board of Governors Meeting was held at PITHM, Clifton, Karachi attended by Chairman, Mr. Mustansir Zakir and Secretary General PHA.

8. October 12, 2022: TDAP in collaboration with High Commission of Pakistan (Colombo) organized a Webinar on Opportunities and Challenges for Pakistan's Buddhist Tourism in Sri Lanka.

9. November 02, 2022: A Webinar organized by the Consulate General of Sri Lanka in Karachi on Sri Lanka's Ceramic and Porcelain Industry introducing Sri Lankan exporters. It was hosted jointly by the Consulate General of Sri Lanka in Karachi and the Export Development Board of Sri Lanka. Association managed to participate in it through its members, i.e. Mr. Faisal Qayyum Khan, Vice Chairman North, Mr. Abdul Jabbar Rathod, Vice Chairman South, Research Executive from Beach Luxury Hotel, and Secretary General of PHA.

10. November 08, 2022: Chairman Pakistan Red Crescent invited for Pakistan – International & National Donors Conference for Relief & Rehabilitation at Islamabad Serena Hotel, attended by Mian Akram Farid, Senior Vice Chairman of PHA.

11. November 20, 2022: M/s. COTHM (College of Tourism & Hotel Management) Karachi invited PHA Chairman and its Members to attend its 7th Convocation held at NED University Auditorium attended by Mr. Mustansir Zakir, Chairman, PHA along with other Members of Association.

12. November 23, 2022: On receipt of a letter from Director General, Sindh Food Authority for Implementation of Sindh Food Authority Act 2016 on standards, procedures, rules and regulations to achieve a common goal of safe and healthy society and to discuss matters related to Act implementation. It was, therefore, decided to convene a meeting between Sindh Food Authority and Members of PHA to discuss in details to ensure provision of safe food. Meeting was held at Pearl-Continental Hotel Karachi and following members from SFA and PHA participated in the meeting for discussions on the subject:



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| 1. | Mr. Imran Bhatti | Director General – SFA |
| 2. | Mr. Masood Bhutto | Director Finance - SFA |
| 3. | Mr. Mustansir Zakir | Chairman – Pakistan Hotels Association |
| 4. | Mr. Zulfiqar Malik | GM PC Hotel Karachi & PHA E.C.M |
| 5. | Mr. Ather Bhutto | Consultant & GM, Hotel Embassy Inn |
| 6. | Mohammad Zaheer | F&B Manager, Hotel Embassy Inn |
| 7. | Mr. Afzal Khan Ghauri | DF, Ramada Plaza & Ramada Creek Hotels |
| 8. | Ms. Sara Bibi | Quality Assurance Executive, Ramada Plaza |
| 9. | Mr. Hassan Khursheed | Executive Asst. Manager, PC Hotel Karachi |
| 10. | Ms. Saeeda Areeba Ali | Quality Assurance Manager, PC Hotel Karachi |
| 11. | Mr. Rahim Qurbanali | Director Finance, Beach Luxury Hotel |
| 12. | Mr. Ayaz Haider | Finance Controller, Beach Luxury Hotel |
| 13. | Sardar Abdul Mannan | Director F&B, Movenpick Hotel Karachi |
| 14. | Ms. Fasiha Pervaiz | Manager Hygiene & QA, Movenpick Hotel |
| 15. | Mr. Asim Khalid | Director F&B, Karachi Marriott Hotel |
| 16. | Ms. Syeda Asma Burney | Quality Assurance Manager, Karachi Marriott |
| 17. | Mr. Danish | Co-ordinator, Sindh Flood Authority |
| 18. | Ms. Fouzia Azhar | Secretary General, Pakistan Hotels Association |

Meeting concluded with a vote of thanks and a Crest from Pakistan Hotels Association was presented to Mr. Imran Bhatti by Mr. Mustansir Zakir, Chairman PHA followed by Hi-Tea served to the guests.

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

Fouzia Azhar
Secretary General