



PAKISTAN HOTELS ASSOCIATION

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

PHA Secretariat Report to the Executive Committee & Members on matters taken up during April, 2023 to December, 2023 and Association representation:

1. **April 17, 2023:** President and Office Bearers of FPCCI invited Chairman, PHA at Iftar Dinner in honor of Consul General at Federation House, Clifton, Karachi.

2. **April 29, 2023:** A virtual meeting on Zoom was arranged by World Bank through FPCCI Policy Advisory Board Karachi on GST and Current Economic Challenges to broadly current challenges of private sector related issues on taxation policy and administration to seek views of private sector on GST harmonization and clarification of the definition of goods and services and places of supply rules.

From Association, its Chairman, Mr. Mustansir Zakir, Member Mr. Saleem Ullah Shaikh from Movenpick Hotel, Mr. Tahir Mehmood Satti, CFO, Pakistan Services Limited and Mr., Muhammad Khurshid, Director Taxation, Hashoo Group participated.

3. **May 02, 2023:** Board of Investment in collaboration with USAID Investment Promotion Activity (IPA) and LUMS Research Department initiated a project related to Tourism and Hospitality in Pakistan. As Tourism and Hospitality sector has huge potential in Pakistan, but the sector is falling behind in its progress, which needs to be reversed. Mr. Mustansir Zakir Chairman PHA joined and identified the regulatory constraints that are impeding its growth and daily operations surrounding the hotel industry.

4. **May 03, 2023:** A Talk Show on News One TV Channel was arranged for Coastal Tourism Balochistan to identify issues to be considered for developing a resilient tourism ecosystem and other relevant factors and role of PHA. Show was attended by Association Chairman, Mr. Mustansir Zakir along with other stakeholders of Tourism Industry.

5. **May 04, 2023:** An invitation of World Bank through FPCCI for a virtual meeting to discuss changes in GST definition and current economic challenges faced by the private sector. Purpose of meeting was to seek views from the private sector to reach GST harmonization. On behalf of Association, its Chairman, Mr. Mustansir Zakir, Member Mr. Saleem Ullah Shaikh, COO of Arabian Sea Enterprises Limited and another Member Mr. Mohammad Khurshid, Director Taxation, Hashoo Group of Hotels participated in the meeting.

6. **June 02, 2023:** Stakeholder' Consultation Meeting for World Bank study on "Development of Coastal and Marine Recreational Areas for Supporting Coastal Livelihoods. A Program for Women in Coastal Tourism arranged by M/s. Blue Net at their City Office in Business Centre PECHS Block-6, Shahrah-E-Faisal, Karachi. On behalf of Association, Secretary General attended the meeting.

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7. **June 27, 2023:** On invitation of Mr. Feyaz Ali Shah, newly appointed Managing Director of Sindh Tourism Development Corporation, a meeting was held in his Office attended by Mr. Mustansir Zakir, Chairman PHA and Secretary General PHA. Possibility to promote tourism in Sindh was discussed in detail through Inter-Provincial tourism, Religious tourism, Heritage tourism as Sindh Province is enriched with all these attractions. Mr. Feyaz Ali Shah and Mr. Mustansir Zakir also deliberated way forward to promote Sindh Tourism through display of STDC Tour Packages, brochures at hotels tourist guide counters, arranging tour group visits and MD, STDC offered hoteliers group to visit STDC hotels / motels and resorts at different locations etc. M.D. STDC desired to get PHA Membership and proceed further for better arrangements in this regards.

While concluding the meeting, Mr. Feyaz Ali Shah presented traditional gifts of STDC Souvenirs, brochures and Ajrak to PHA Chairman and Secretary General. Thanks to MD, STDC for his kind hospitality.

8. **July 26, 2023:** FPCCI Export Trophy Award at Pearl-Continental Hotel Karachi attended by Chairman PHA, Mr. Mustansir Zakir.

9. **August 04-05 2023:** PTDC Cabinet Division invited PHA Nominations for 3rd D-8 Ministerial Meeting preceded by 4th D-8 Senior Officials meeting on Tourism Cooperation held Pearl-Continental Hotel Bhurban. Association nominated its Senior Vice Chairman, Mr. Akram Farid, EC Member Mr. Nadeem Riaz Chaudhry and former Senior Vice Chairman, Barrister Mansoor Ali Shah, who attended the meetings.

10. **September 15, 2023:** A meeting of Board of Investment, Islamabad with Zoom was held on BOI agreed Reforms on Hospitality and Tourism, received from private sector. BOI invited nominations for this meeting and Chairman, Mr. Mustansir Zakir, Mr. Dinshaw Avari and Mr. Mohd. Khurshid, Head of Taxation & Finance Professional from Hashoo Group attended the meeting.

11. **September 27, 2023:** PHA Executive Committee Meeting followed by Annual General Meeting at Pearl-Continental Hotel Karachi.

12. **September 27, 2023:** Sindh Tourism Development Corporation (STDC) invitation for World Tourism Day Event at Mohatta Palace Museum Karachi attended by PHA Members.

13. **October 11, 2023:** A signing Ceremony was held for handing over of Federal Department of PTDC assets to the Government of Sindh at STDC Office in Clifton Karachi attended by Mr. Aftabur Rehman Rana, M.D. PTDC, who specially came to Karachi and handed over the signed documents to MD, STDC, Mr. Feyyaz Ali Shah, whereby seven properties of federal government were handed over to the provincial government. The caretaker Provincial Minister Tourism Mr. Wali Mohammad and senior officials of federal and provincial tourism department were also present in this event. On behalf of PHA, its Secretary General and Executive Committee Member Mr. Ather Bhutto attended the ceremony followed by lunch.

14. **October 20, 2023:** Chef Association of Pakistan and COTHM celebrated International Chefs Day 2023 with different culinary institutions and industry professional for the recognition of Chefs and to promote Pakistani Culinary Industry.



Event was held at Pearl-Continental Hotel Karachi widely attended by almost all Hotels General Managers, Chefs, restaurants, hoteliers, food and beverage companies, educators, and other stakeholders of Pakistan's hospitality, culinary, travel and tourism industry including Secretary General PHA.

15. October 20, 2023: Pakistan Institute of Tourism & Hotel Management (PITHM) also celebrated International Chefs Day at its premises, whereby prominent hoteliers / members of association attended the event.

16. October 20, 2023: National Vocational & Technical Commission (NAVTTTC) in collaboration with TVET Sector Support Program supported by GIZ Germany organized a Consultative Session with Industry at Faletti's Hotel Lahore to discuss and identify highly demanded occupations and the green and digital skills to ascertain current and future needs of the labor market. PHA nominated two of its members, Barrister Mansoor Ali Shah, former Senior Vice Chairman PHA and Director Samsons Group / Samsons Inn Hotel Swat, Malam Jabba and Ms. Saba Farrukh, Managing Director of Saffron D'or Hotel Lahore to attend and participate on behalf of Pakistan Hotels Association.

17. December 02, 2023: A delegation consisting of Mr. Azmat Hafeez Shaikh, Assoc. CIPD UK / Director, Sindh Technical Education & Vocational Training Authority (STEVTA) Sindh along with Dr. Hari Pardhan EU Consultant visited PHA Office. Meeting was held as a follow up of Sector Skill Council on Hospitality by EU Ex-Post Evaluation team, who visited Sindh to review the result and effectiveness of GIZ TVET Sector Support Program from 2017 to 2022.

Secretary General, PHA shared details of Sector Skill Council on Hospitality with the objective to build the progress and way forward of SSCH at provincial level and to finalize the modalities for making SSCH effective mechanism of matching industry needs for Skilled Workforce with training providers, need of industry support, internships and job placement. Meeting concluded with a vote of thanks and Dr. Pardhan appreciated the information and assured to get in touch on SSCH follow up to move forward.

18. December 11, 2023: PTDC invited for Sustainable Mountain Tourism Conference held on International Mountain Day 2023 at Pakistan National Council of Arts, Islamabad. Association Members Mr. Haseeb A. Gardezi and Mian Akram Farid, Senior Vice Chairman participated in the Conference.

19. December 12, 2023: On receipt of an invitation from the Director General, Culture & Tourism Authority of KPK Province for Chitral Symposium in Peshawar, Association nominated Mr. Arif Korai, Front Office Manager, Peshawar Serena Hotel to attend on behalf of Pakistan Hotels Association.

20. December 14, 2023: Sindh Tourism Development Corporation (STDC) arranged a Conference on draft Sindh Tourism Policy inviting all stakeholders to participate for overview and panel discussions on key policy initiatives to finalize the draft Policy. PHA nominated its members Mr. Dinshaw B. Avari of Avari Hotels Limited, Mr. Abdul Jabbar Rathod, Vice Chairman South PHA / Executive Director, Dreamworld Hotel & Resort and Mr. Ather Bhutto, PHA Executive Committee Member & Consultant/GM of Hotel Embassy Inn Karachi. Minutes were later shared with all stakeholders requested to provide their input / recommendations to incorporate in the proposed Tourism Policy.



21. **December 17, 2023:** College of Tourism & Hotel Management (COTHM) 8th Annual Convocation inviting PHA Members & Secretary General. Association nominated its Vice Chairman South, Mr. Abdul Jabbar Rathod and Executive Committee Member, Mr. Ather Bhutto to attend the convocation as Guest of Honor.

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

Fouzia Azhar
Secretary General