



# PAKISTAN HOTELS ASSOCIATION

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

## PHA Secretariat Report to the Executive Committee on matters taken up during October to December, 2018:

1. **October 02-04, 2018:** A Pakistan Hotels Association made its presence at Pakistan Travel Mart 2018 from its Stall at Hall No. 4. On invitation of M/s. Landmark Communication, its CEO Mr. Muhammad Ali Hamdani and his team in making the event a great success.

Despite the paucity of time and resources, Association achieved a positive impact for its presence at PTM 2018, receiving many visitors of consequence. Seniors from the Hotel Industry, COTHM, PITHM, Tourism Administration, Travel Trade and Senior Travel Agents from Sindh, Punjab and Khyber Pakhtunkhwa came looking in for us and aspiring young men and women came to get better acquainted with Pakistan Tourism and discussed ways and means of entering it as stakeholders. Eminent Vendors of Tourism Support Services also visited our stall.

Conference on Pakistan's Hospitality Industry was held on 3rd October, 2018 at PTM 2018 inviting Guests of Honors, i.e. KPK Senior Tourism Minister Mr. Atif Khan, Sindh Tourism Minister Syed Sardar Ali Shah, and Mr. Fida Khan Fida, Tourism Minister Gilgit Baltistan. From hospitality Industry, following Panelists attended the Conference:

### First Session:

1. Mr. Byram D. Avari, Chairman, Avair Hotels Limited
2. Mr. Aziz Boolani, CEO Serena Hotels in Pakistan and
3. Mr. Haseeb A. Gardezi, COO, Hospitality Division, Hashoo Group

### Second Session:

4. Mr. Mirza Mansoor Ahmad, General Manager, Movenpick Hotel Karachi
5. Mr. Azeem Qureashi, General Manager, Beach Luxury Hotel, Karachi
6. Mr. Rehan Faiz Pirzada, Cluster General Manager, Karachi Marriott Hotel
7. Mr. Grant Raubenheimer, VP Operations, Avair Hotels Limited
8. Mr. Ahmed Shafiq, CEO, COTHM

PTM 2018 concluded with a celebration of Gala Dinner held at Pearl-Continental Hotel Karachi on October 04, 2018. A festive celebration was showcased with troupes from Malaysia, Thailand, Gilgit Baltistan and KPK, who entertained guests with their artistic forms of dances to display their culture through traditional dances and singing. Different speakers at dinner highlighted the importance of tourism for the socio-economic uplift of Pakistan.



**2. October 25, 2018:** Focus Group Discussions were held at Movenpick Hotel Karachi organized by the Consortium for Development Policy, Research (CDPR) to review the SME Policy of Pakistan, understand the constraints faced by SMEs in Pakistan, discuss SME priorities for the reform agenda and discuss potential solutions and implementation plans as USAID is undertaking Pakistan SMEA 5 year project aimed at improvement of financial and operating performance of SMEs in selected high-performing industrial, manufacturing and services sectors including hospitality industry. Program was attended by the Secretary General PHA. Later on PHA submitted a detailed letter to the Team Lead CDPR, Lahore highlighting hotel industry issues, its potential solutions and constraints hindering the growth of hospitality industry of Pakistan.

**3. November 14, 2018:** PHA Senior Vice Chairman and General Manager, Hotel Mehran, Mr. Jehan Zeb, resigned from both positions due to his health issues and to move back to his home town. Pakistan Hotels Association in recognition of his great services and cooperation at all times, arranged a farewell get together at Karachi Marriott Hotel attended by PHA Executive Committee and members. Mr. Jehan Zeb is also a former Chairman of PHA in the year 2011 and has been Executive Committee Member many times with his valuable participation and regular attendance at Association meetings. Mr. Mustansir Zakir, Chairman PHA and Mr. Zubair Surti, former Chairman presented him bouquet and gifts and Mr. Mansoor Akbar Ali updated members about his career and achievements with hotel industry. PHA wish him all the best and pray for his health and prosperity. Aameen

**4. November 19, 2018:** Mr. Mustansir Zakir, Chairman, Pakistan Hotels Association attended the second meeting of Task Force on Tourism held on November 19, 2018 at PM Secretariat, Islamabad, meeting was chaired by the Prime Minister and a presentation was made to PM on TORs for Tourism Promotion and it is encouraging to mention here that major points, which were recommended by PHA were included in this presentation. PM also talked about few more issues, most of which were also part of PHA Talking Points for the meeting, i.e. Promotion of Eco Tourism, Ease of Visa, Development of additional and present tourism sites, Promotion of Religious tourism, New Training Institution and their affiliation with world recognized institutions, Target marketing for promotion of tourism, E-portal, use of social media, Documentary films on tourist sites of Pakistan, and Emphases on environment etc. etc.

Follow up meetings are to be held for implementation aspect and for this purpose, Association would participate with its members cooperation and their valuable input / data to support hotel industry focal points in this regard. We look forward to develop Tourism and Hotel Industry of Pakistan for its economic, social and cultural values.

**5. November 30, 2018:** M/s. Skill Development Council Karachi in collaboration with TVET Sector Support Program held Award Distribution Ceremony at Karachi Marriott Hotel showcasing the success stories of SDC Karachi. Federal Minister for Education and Professional Training was the Chief Guest of the event, duly attended by PHA Members including Mr. Ather Bhutto.



6. **December 04, 2018:** The Consul General of the Federal Republic of Germany, in co-operation with the TVET Sector Support Program invited for a Networking Dinner on Cooperative Vocational Training (CVT) at the German Consulate General. 92-A/7, Block 5, Clifton, Karachi. Dinner was attended by Chairman PHA, Mr. Mustansir Zakir and Mr. Ather Bhutto, Executive Committee Member of Association.

7. **December 13, 2018:** NAVTTC invited for Provincial Skills Competition 2018 held at Aman Institute of Vocational Training (Amantech)", Korangi Karachi. Invitation was circulated of PHA Members for their participation.

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

Thanks and regards

Fouzia Azhar  
Secretary General  
Pakistan Hotels Association