



PAKISTAN HOTELS ASSOCIATION¹

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

PHA Secretariat Report to the Executive Committee on matters taken up during to January to April, 2019:

- 1. January 02, 2019:** The Executive Committee Meeting of Association was held at Karachi Marriott Hotel.
- 2. January 14, 2019:** A Seminar hosted by British Council and NAVTTC Avari Tower Karachi. Program aimed at engaging senior stakeholders and employers to brief them about changes in the apprenticeship law, make them aware of the Handbook recently launched by British Council and NAVTTC.
- 3. January 17, 2019:** A meeting was called on by the Commissioner Karachi inviting major hotels representatives on January 17, 2019 at office of the Commissioner, Karachi Division, Club Road, Karachi. Meeting was presided by Mr. Iftikhar Ali Shalwani, Commissioner Karachi Division, who welcomed the participants (representatives of hotels in Karachi and PHA Members with Secretary General) and expressed the main vision of doing all to bring back old glory of Karachi and beautify the city of Karachi and a beginning with renewed resolve to make the city as ideal tourist destination as of pearl of Asia. By reason of this, the major hotels have pivotal role to play to bring the vision in concrete reality.

It was mutually decided that to market the city of Karachi, we all need to work as a team and this is the idea initiated by high-ups, which needs to be materialized in reality. Commissioner desired that the hotel managements, as key stakeholders, should come forward and help the government out for uplifting of the infrastructure of Karachi.

The representatives of hotel managements had floated different ideas / proposals / thoughts for consideration to improve the tourism in Karachi and to help improve the soft image of the country in the world.

- 4. January 29, 2019:** Sector Skill Council Hospitality Meeting at Pearl-Continental Hotel Karachi Karachi with the objective to share the progress of SSCH 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. Participants included Director General, Executive Director, and Director of NAVTTC, Hashoo Foundations, PHA EC Members with Secretary General, COTHM, SKILSTON, APRA and other stakeholders.



5. **February 13, 2019:** SZABIST Graduation Ceremony in the partnership with TVET Sector Support Program held at Karachi Marriott Hotel attended by members of Pakistan Hotels Association, Pakistan Food Association and from TVET programs, i.e NAVTTC, GIZ etc.
6. **February 14, 2019:** Annual Event of TVET Advisory Forum Sindh at Karachi Marriott Hotel in collaboration with GIZ.
7. **March 06, 2019:** Validation of the Jobs Sector Profile in Hospitality Organized by: National Vocational and Technical Training Commission at Committee Room, Head Quarter, NAVTTC Supported by: TVET Sector Support Program. Participant were amongst leading industrialist and members of relevant associations from hospitality sector in Pakistan. Agenda included Presentation on SSC-updates/progress, Background of the Sectorial Profile, presentation of findings of skills gap analysis and profiling Input from stakeholders and finally discussions on re-constitution of SSCs were held.
7. **March 22, 2019** the meeting of the National Tourism Coordination Board (NTCB) was held in the Ministry of Overseas Pakistanis and Human Resources Development, Pak Secretariat, Islamabad headed by Mr. Zulfiqar Bukhari, Chairman NTCB. All important concerned on tourism are part of this Board including Chairman, Board of Investment, Secretary IPC Division, Provincial Tourism Ministers/Secretaries, Chairman, TAAP, Chairman, PHA, Chairman PATO, and others. In this meeting 09 Working Groups were approved and Mr. Mustansir Zakir has been taken in Regulatory & Policy Reforms Working Group. (Minutes attached).
8. **March 26, 2019:** TVET meeting at FPCCI Karachi was held for discussions on establishment of TVET Committee. TVET Sector Support Program, GIZ Pakistan through its stakeholders aims to improve private sector participation in the TVET for enhancing access to quality skills development that meets the demands of the labor market. The Business and Industrial Associations (BIA's) play an important role to strengthen the TVET system for serving industry requirements of skilled human resources. Updates on private sector engagement, concept of TVET Committees in BIA's and way forward for establishment of TVET Committees was discussed in detail. Meeting was attended by all stakeholders including hospitality industry reps, i.e. PHA Members and Secretary General.
9. **April 2-3, 2019:** Pakistan Tourism Summit 2019 was held at Jinnah Convention Centre on 2-3 April, 2019, whereby all stake holders of travel and tourism industry participated, national leadership, business and corporate sector, social influencers and civil society along with international stakeholders. The Summit was organized by Landmark Communications, a team of annual tourism EXPO in Pakistan since years. Key note sessions on Pakistan Tourism Industry and Way Forward were commenced during the Summit inviting all concerned including PHA Chairman and Members to participate, i.e. Mr. Mustansir Zakir, Mr. Haseeb Gardezi, Mr. Byram Avari and Mr. Aziz Boolani. First day of Summit, all participants were invited for a dinner hosted by the President of Pakistan at Serena Islamabad Hotel and second day, Prime Minister addressed the audience.



10. April 08, 2019: The second meeting of the National Tourism Coordination Board (NTCB) was held on April 08, 2019, attended by Mr. Zakir. For this meeting Association submitted its proposal to the Convener of the Working Group, Ms. Midhat Shahzad, Secretary Tourism, AJK with copy to Mr. Zulfikhar Bukhari, Chairman NTCB. Mr. Zakir would brief members on it.

11. April 10, 2019: The Executive Committee Meeting of PHA was held at Hotel Mehran Karachi.

12. April 11, 2019: FPCCI Standing Committee on Hotels 2019 and Tourism Development 2019, both held jointly at Yasin Malik Board Room of FPCCI, Clifton Karachi. Mr. Mohammad Anwar Qureshi, Convener of SC on Hotels and Mr. Mustansir Zakir, Convener of SC on Tourism Development convened the meetings.

13. April 17, 2019: The launching Ceremony of School of Health and Food Sciences was held at Regent Plaza Hotel, initiated by COTHM Pakistan in collaboration with internationally acclaimed awarding body Highfield UK at COTHM Karachi Campus attended by PHA Members and Secretary General.

14. April 25, 2019: Sector Skill Council on Hospitality's First Coordination Meeting was arranged by All Pakistan Restaurants Association (APRA) held at Lal Qila Restaurant, Sharea Faisal, Karachi with the agenda of Annual Activity work plan development and resource planning according to the TORs, finalization of official office location for HHSC Karachi and finalization of the Council Manager for Karachi Division. Meeting was attended by Secretary General, PHA, Executive Committee Members of PHA, Karachi Association of Sweets and Nimco (KASAN), Travel Agents Association (TAAP), National Alliance for Safe Food (NAFS), Chef Association of Pakistan (CAP), NAVTTC and GIZ Pakistan representatives.

15. April 29, 2019: The Directorate General of Trade Organizations (DGTO), Ministry of Commerce in collaboration with Pakistan Knitwear & Sweater Exporters Association (PAKSEA) organized 5th DGTO Consultative Session for Capacity building of Secretary General & Office-bearers of Trade Organizations (TOs) on April 29, 2019 at Pearl-Continental Hotel Karachi.

The Consultative Session aims at to create awareness on the role and performance of licensed Trade Organizations of Pakistan. For supporting TOs in improving compliance, special focus on capacity building of Secretaries General and Office-bearers of Chambers / Associations, legal aspects on functioning of trade bodies, particularly the provisions relating to licensing, post-licensing, renewal and conduct of annual elections were shared with the participants.

In this Session, Secretary Generals and Office-bearers of 05 Coordinating Trade Organizations, 11 Chambers of Commerce & Industries, 02 Small Chambers and 35 Associations were invited. It was a whole day program starting from 9.00 am by registration of participants, opening remarks by the Chairman, Pakistan Knitwear & Sweater Exporters Association, keynote address by Mr. Waqar Ahmad Shah, Director



General, DGTO followed by presentations by Coordinating Trade Organizations, and views by newly Licensed Trade Organizations. After lunch break, session continued presentation by DGTO on Overview of Trade Organizations, Technical Session by Deputy Director, DGTO and Faisalabad Chamber of Commerce & Industry. Session ended with closing remarks by Secretary General, Pakistan Knitwear & Sweater Exporters Association followed by Certificate Distribution and presentation of Souvenirs & Group Photo per attached.

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

Thanks and regards

Fouzia Azhar
Secretary General
Pakistan Hotels Association