



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 January, 2023 to March, 2023 and Association representation:

- 1. January 11, 2023:** The Executive Committee Meeting of PHA was held at Pearl-Continental Hotel Karachi for review and discussions on various agenda items related to Hotel Industry.
- 2. February 06, 2023:** Invitation from Consul General of Sri Lanka in Karachi for a reception at Karachi Marriott Hotel for 75th Anniversary of Sri Lanka's Independence and 75th Anniversary of Diplomatic Relations between Pakistan and Sri Lanka for Chairman, PHA.
- 3. February 11, 2023:** Department of Tourism, Government of Balochistan organized a Seminar on Baluchistan Tourism and Investment at the Pakistan International Maritime Expo & Conference at Karachi Expo Centre attended by PHA EC Members. Mr. Anwar Qureshi, Mr. Zulfiqar Malik and Mr. Fazal Ellahi Kushtiwala.
- 4. February 11, 2023:** One of Association's Members, M/s. Dreamworld Limited invited PHA Chairman, Mr. Mustansir Zakir for Global Diplomats Business Networking Event at Convention Centre, Dreamworld Resorts, Karachi. Due to receive late, could not be attended. Dreamworld arranged this event in collaboration with Pakistan Britain Business Council in association with Consul General of Qatar to explore various opportunities for the growth of trade, travel and tourism industries and to promote Blue Tourism in Pakistan.
- 5. March 16, 2023:** Pakistan Tourism Development Corporation (PTDC) with the technical assistance of the World Bank Group engaged a team of international and national experts to develop National Tourism Competitiveness Index and invited stakeholders for this purpose. A Dissemination Event of NTCI was hold at The World Bank Pakistan Office Islamabad. PHA nominated its members, Mr. Hameed Kidwai, Barrister Mansoor Ali Shah and Mr. Aurangzeb Malik of Samsons Group of Companies. It was a very good exercise organized by the World Bank and the main focus was to digitize the data of the tourists choosing our hotels and other hospitality entities. Mr. Kidwai raised query about the strategies or policy of World Bank for rising cost bank interest and loans, relief from the FBR to which no conquer response received from the World Bank and / or PTDC.

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

Fouzia Azhar
Secretary General

