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Press Release**AdAsia comes to Pakistan after 30 years:
Logo and creative identity unveiled at a ceremony in
Lahore.**

The logo unveiling ceremony of AdAsia 2019 —Asian Advertising Congress, was held at Faletti's Hotel, Lahore, on Sunday. AdAsia is the largest and most prestigious advertising congress in Asia, organized bi-annually by the Asian Federation of Advertising Associations (AFAA). Started off in 1958, AdAsia 2019 is the 31st advertising congress that is being hosted by Pakistan in Lahore from December 2-5 this year. It is the second AdAsia to be held in Pakistan. In 1989 Pakistan hosted the 16th AdAsia which was a roaring success.

The logo which has been designed by well known Pakistani communication practitioner Shahzad Nawaz was unveiled by the AdAsia Organizing Committee and Pakistan Advertising Association (PAA) to the creative & marketing communication industry of the country.

"It is an honour for Pakistan to host AdAsia 2019 after 30 years," said Sarmad Ali, Chairman Organizing Committee, AdAsia 2019 Lahore. "We have had a tremendous event 30 years ago which is still talked about in the advertising circles and we hope to bring the same magic back but in a bigger and better way."

AdAsia 2019 will be a motivating and stimulating Congress with diverse topics and speakers from all walks of life, each sharing their experiences and helping others to learn from those.

Sharing his views about the Congress, President PAA, Ali Mandviwalla staged "AdAsia Lahore will focus on technology and communication in the new world. It will serve as a platform for global leaders to share the practices that lead industries in their regions so that we can benefit from it and help them in areas of our strengths. The congress will be a great learning experience for not just the creative industry but for all."

Speaking at the event, Shahzad Nawaz, termed AdAsia to be a dream project, "it is a matter of great honor for me to be selected for this exciting opportunity and I can't wait to showcase Pakistan to the world."



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The theme for the Congress is 'Celebrasian: Celebration of Advertising and Creativity in Asia', and the communication has been designed keeping the theme and design elements from Pakistan in mind. The logo unveiled sets the tone of the entire communication of AdAsia 2019 in Lahore, which is vibrant, fresh yet culturally embedded taking elements from our region of Asia.

For the AdAsia Lahore this year, Pakistan is set to celebrate advertising and communications by bringing the most inspirational speakers to Lahore. The Congress is expected to feature more than 1000 participants from advertising and creative communications from around the world, majorly Asia and more particularly South Asia.

Prime Minister of Pakistan, Mr. Imran Khan, has been invited to inaugurate the event. While, the Federal Minister for Finance and Revenue, Mr Asad Umar, has also been invited as Guest Speaker. international speakers like Peter Draper, Former Marketing Director of Manchester United and Richard Quest, CNN Chief Business Correspondent, have already agreed to speak at the Congress .

At the conclusion of the event an MOU was signed formally appointing Shahzad Nawaz as the creative consultant to the Congress.

* END *

**ADASIA**
LAHORE 2019

TO DOWNLOAD A HIGH RESOLUTION LOGO OF ADASIA 2019, PLEASE VISIT THE FOLLOWING LINK:

www.adasialahore.com/logo

OR EMAIL US:

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