



DEC 34  
5 2019 Alhamra  
Lahore  
Arts  
Council

# AdAsia Lahore, 2019 Day 3





# Pakistan emerging as a huge developing market: Alvi

Deplores 'fake news' in media

By Our Staff Reporter

LAHORE: President Dr Arif Alvi says the clouds hovering over Pakistan owing to security situation and bad publicity are slowly dissipating and the country is emerging as a huge developing market.

He said Pakistan's good, honest leadership was now leading the country to become a safe place and in this regard referred to the recent visits of Prince William, his wife Kate Middleton and Queen Maxima of the Netherlands, who visited Lahore's bazaars and interviewed shopkeepers in a secure environment.

Speaking at the concluding session of the three-day AdAsia Advertising Congress based on the theme: "Celebrasian: Celebration of Advertising and Creativity in Asia" at the Alhamra Hall on Thursday, the president said he could see excitement in the eyes of foreign delegates and hoped

they would become Pakistan's ambassadors to the world.

Asserting that truth played a great role in advertising, Dr Alvi regretted there was

a great amount of fake news in the media. He said the newspapers had now become reflectors of opinion and less of news because news had been taken over by the

television channels.

"The print news is 24 hours late, television news may be late by two hours as there is still some editorial control, but digital news is instantaneous and without any editorial control," he commented.

Some two decades back, the president said, 90 per cent of the information, news and advertisements were real and fake part could be picked, but still people were defrauded.

Referring to digital media information on elections in India, he said, 80pc of the information was fake.

"Tables are turned now and it is increasingly becoming difficult to differentiate what is right and what is wrong," he said.

Mr Alvi said he was confused about tomorrow's world; whether it would be closer to truth or not. He said that he also found himself confused while differentiating between news and advertisement in the guise of news.

AdAsia Organising Committee chairman Sarmad Ali said the conference would help advertising industry to flourish in Pakistan.



LAHORE: President Dr Arif Alvi addressing the concluding session of the three-day AdAsia Advertising Congress at Alhamra.—White Star

Publication: Dawn  
Stations: Khi, Lhr, Isb  
Date: Dec 06, 2019



# Pakistan emerging as a huge developing market: Alvi

Deplores 'fake news' in media

By Our Staff Reporter

LAHORE: President Dr Arif Alvi says the clouds hovering over Pakistan owing to security situation and bad publicity are slowly dissipating and the country is emerging as a huge developing market.

He said Pakistan's good, honest leadership was now leading the country to become a safe place and in this regard referred to the recent visits of Prince William, his wife Kate Middleton and Queen Maxima of the Netherlands, who visited Lahore's bazaars and interviewed shopkeepers in a secure environment.

Speaking at the concluding session of the three-day AdAsia Advertising Congress based on the theme: "Celebrasian: Celebration of Advertising and Creativity in Asia" at the Alhamra Hall on Thursday, the president said he could see excitement in the eyes of foreign delegates and hoped

they would become Pakistan's ambassadors to the world.

Asserting that truth played a great role in advertising, Dr Alvi regretted there was

a great amount of fake news in the media. He said the newspapers had now become reflectors of opinion and less of news because news had been taken over by the

television channels.

"The print news is 24 hours late, television news may be late by two hours as there is still some editorial control, but digital news is instantaneous and without any editorial control," he commented.

Some two decades back, the president said, 90 per cent of the information, news and advertisements were real and fake part could be picked, but still people were defrauded.

Referring to digital media information on elections in India, he said, 80pc of the information was fake.

"Tables are turned now and it is increasingly becoming difficult to differentiate what is right and what is wrong," he said.

Mr Alvi said he was confused about tomorrow's world; whether it would be closer to truth or not. He said that he also found himself confused while differentiating between news and advertisement in the guise of news.

AdAsia Organising Committee chairman Sarmad Ali said the conference would help advertising industry to flourish in Pakistan.



LAHORE: President Dr Arif Alvi addressing the concluding session of the three-day AdAsia Advertising Congress at Alhamra.—White Star

Publication: Dawn  
Stations: Khi, Lhr, Isb  
Date: Dec 06, 2019







LAHORE: President Arif Alvi addressing the concluding session of AdAsia Conference 2019 on Thursday. Asian Federation of Advertising Agencies Chairman Raymond Si, Pakistan Advertising Association Chairman Waqar B. Hossain, Sanjiv Jha and Saad Ali were also present. —The News Photo

### AdAsia 2019 concludes

## Social media awash with fake news: Dr Alvi

Believes fake news make it difficult to find out reality; says wrong image created about Pakistan in past being removed now; mass media have central place in people's lives; terms Pakistan an emerging market for investors

**By Faizan Rangwani**  
LAHORE: President Dr Arif Alvi has said the mass media has attained several place in people's lives today, though the social media content has made it difficult for people by spreading the latest news and information. While addressing the concluding session of three-day AdAsia 2019 conference at Alhamra on Thursday, he drew a comparison among different mediums such as print, electronic and social and digital media. He said in today's world, newspapers play the role of space-keepers. He said the electronic media disseminates information within two hours anywhere, with some editorial controls still existing there. However, he added, the social media is being used for sharing the latest news within two days, though it lacks any editorial control over there. The president regretted that a lot of fake news were also being uploaded to the social media these days. He cited an example from the Indian election, saying that 80pc of the reports related to polls in India on the social media were not true. The president said that newspapers carrying advertisements of various brands were actually selling their own products and further stated that it was difficult to identify difference between an advertisement and news. Dr Arif Alvi said the

## Social media awash with fake news

While formulating the message of the AdAsia 2019 conference, the president said through these programmes, a lot could be learnt. Such conferences enable us to benefit from the experience of one another. He said that these events would also help explore new opportunities in the industry related to advertisement. Chairman Organising Committee of the Conference of the Advertising Association of Pakistan, Saad Ali, in his address, expressed gratitude to the president over his arrival and also thanked the Punjab government for its cooperation in holding of the conference. Jared Jabben, who was the senior schoolmaster, president, told the gathering that Dr Arif Alvi, even in his school days, was a very determined person. He said he was a registered voter at the constituency from where Dr Arif Alvi had won twice, adding that he had voted for him on both occasions. He said the world was moving towards truth and called for efforts toward formal advertisement strategies with the motive of presenting the truth to the market. While formulating the message of the AdAsia 2019 conference, the president said through these programmes, a lot could be learnt. Such conferences enable us to benefit from the experience of one another. He said that these events would also help explore new opportunities in the industry related to advertisement. Chairman Organising Committee of the Conference of the Advertising Association of Pakistan, Saad Ali, in his address, expressed gratitude to the president over his arrival and also thanked the Punjab government for its cooperation in holding of the conference. Jared Jabben, who was the senior schoolmaster, president, told the gathering that Dr Arif Alvi, even in his school days, was a very determined person. He said he was a registered voter at the constituency from where Dr Arif Alvi had won twice, adding that he had voted for him on both occasions. He said the world was moving towards truth and called for efforts toward formal advertisement strategies with the motive of presenting the truth to the market. While formulating the message of the AdAsia 2019 conference, the president said through these programmes, a lot could be learnt. Such conferences enable us to benefit from the experience of one another. He said that these events would also help explore new opportunities in the industry related to advertisement. Chairman Organising Committee of the Conference of the Advertising Association of Pakistan, Saad Ali, in his address, expressed gratitude to the president over his arrival and also thanked the Punjab government for its cooperation in holding of the conference. Jared Jabben, who was the senior schoolmaster, president, told the gathering that Dr Arif Alvi, even in his school days, was a very determined person. He said he was a registered voter at the constituency from where Dr Arif Alvi had won twice, adding that he had voted for him on both occasions. He said the world was moving towards truth and called for efforts toward formal advertisement strategies with the motive of presenting the truth to the market.

Publication: The News  
Stations: Khi, Lhr, Isb  
Date: Dec 06, 2019



## Randi Zuckerberg finds Pakistan friendliest country

Praises country for producing great women like Malala and Benazir; believes even successful technology needs periodic upgrades to stay ahead of competitors; says it's high time to invest in video

By Mansoor Ahmad

LAHORE: The third and final day of AdAsia 2019 belonged to Randi Zuckerberg, sister of Facebook founder Mark Zuckerberg. She kept the fully packed hall spell-bound during her one-hour lecture, describing Pakistan as the friendliest country.

She justified her praise for Pakistani nation by citing the names of Malala, Youssouf and Benazir Bhutto, the great women produced by it. This, she added, shows that Pakistan is a country that really honours its women. She said it was a surprise for her to know that Pakistan is the preferred supplier of quality soccer balls to the world. This way, she added, Pakistan is known in all soccer playing countries. Randi revealed that she is also a fan of cricket, which is very close to the hearts of Pakistanis. After showering more praise on Pakistani nation, she started her own story.

Randi said as a child and growing girl, she had a passion for singing. She said she would have studied that art, but for her parents, who wanted her to study at Harvard, from where she graduated. In a lighter vein she pointed out that Mark, her more famous brother, could not graduate from Harvard (He is a college dropout). She said after graduation, she went from California to New York to work at an advertisement agency.

She said while she was settled in New York, she got a phone call from her brother Mark, imploring her to come back to Silicon Valley as he needed help in marketing. She said the invitation meant to work with the family and for free, and she was not prepared to do that. She went to California with the intention of staying there for a week. When she went there, she saw a bunch of youngsters locked in a room day and night, eating cupcakes and brandy. Their passion was overwhelming. They had the

idea of connecting people. They were locked in Hukapan where they worked tirelessly and kept to themselves only. She said that instead of one week, she stayed there for 10 years.

"When we started, we were a 12-member team. Today, Facebook has 102 offices with thousands of employees.

"As the chief marketing officer of Facebook, my budget was nothing. You have to work on passion project, exploring it day and night."

Randi Zuckerberg said during these experimentations, some funny inventions were made. She said one colleague invented a mobile lock that locked the phone on jumping. She said to unlock it, the person had to jump the same way. Many, she added, failed and numerous users were forced to go to Apple to get their phones unlocked.

Randi said since her passion was music, she launched a live Facebook band. She said at the time of launch, there were only two viewers and those were her parents. She said it was a complete flop. A week after the Facebook live launch, she got a call from a very famous singing celebrity, who offered to perform on Facebook live. At first, she thought it was a joke, but she did perform. After that she said many showbiz and sports celebrities appeared on Facebook live and the site clicked to a huge success. She said only four months after the launch, President Barack Obama expressed the desire to use Facebook live to connect with people. This site is now used by 2.5 billion people in the world, she added. She also revealed that Twitter team emerged as startups of Facebook programme.

She said after this thumping success, she left Facebook and people wondered why she had left. She said she had a very complicated relationship with Facebook. Randi said she did not want

to be the only woman in the Silicon Valley setup. She said she wanted to do something for women. A word of advice from her was that when you come up with an idea, it is not necessary that it would be accepted by the users. It could flop as well. She said even a successful technology needs periodic upgrades to stay ahead of competitors.

She revealed that she had two adorable sons, but when they commanded Siri to do things for them, she got worried that her sons would grow up thinking that they can be bossy with women. On the second thought, she realised that in their later life, her sons would go to women for any information they want. She said today everything is media. She said every company now has a content. She said it is now time to invest in video. She asks mobile users to control its use. "None of us would change the world if we constantly remain glued to our phones," she concludes.

Hukapan, according to one definition, is abbreviation where each word stands for a virtue. H is for heavenly, your spirit is strong. U is for unique, your love of life. K is for keen, your sense of honesty. A is for articulate, a regular wordsmith. P is for pioneer, your adventuresome spirit. A is for adventure, take a new one today. N is for noble, your regal bearing.

Randi Jayne Zuckerberg is an American businesswoman. She is the former director of market development and spokesperson for Facebook, and a sister of the company's co-founder and Chief Executive Officer (CEO) Mark Zuckerberg. Prior to working at Facebook, she was a journalist on Forbes on Fox. Randi Zuckerberg was born in Dobbs Ferry, New York and graduated from Harvard with a degree in Psychology in the early 2000s. She rose to prominence as an internet entrepreneur, appearing on Forbes on Fox.

Publication: The News  
Stations: Khi, Lhr, Isb  
Date: Dec 06, 2019



## Zuckerberg holds AdAsia audience spellbound

HAMID WALEED

LAHORE: The three-day AdAsia Lahore 2019 concluded here on Thursday, featuring some extraordinary international advertising industry figures including Randy Zuckerberg from Zuckerberg Media, Tom Goodwin from Zenith Media, Julian Boulding from thenetworkone, Edward Pank from Warc, Angela NG from the Association of Advertising Agents of Macau and Kim Nackhoi from Korea Federation of Advertising Association.

Randi called Pakistan as one of the most familiar countries in the world. She appreciated the production of soccer balls in Pakistan, saying her husband had told her that you are going to a country which knows the real definition of the word 'football'. She said she was happy to be in a country which appreciates her love for cricket. She also appreciated Malala Yusufzai and called her 'incredible woman' in the world and finally she paid her tributes to Benazir Bhutto for being the first Muslim world woman prime minister. She said she is a mother of three kids like Benazir Bhutto. "It is an honour to be in a country that believes in women empowerment."

She said she had a dream of becoming an opera singer but her parents were doctors by profession and they forced her to study something more serious subject. Being a graduate from the Harvard University, she said her brother Mark Zuckerberg, founder of the facebook, hired her being a marketing and advertising professional. "He told me that he was going to start a little project called the facebook and I really need someone who understands marketing," she said. "Let me translate it. What he really meant was that he wanted someone to work for free."

Randi said she had thought at the very initial stage of joining Mark at the facebook project that she would give him advice for one week and come back to her own life and own career. "However, my original plan ended up 10 years later I was still working at facebook with my brother in California."

She said there was a tiny little office in California right above the Chinese restaurant but there were tens and thousands of employees and offices all over the world and a publicly-traded company. She said she kept marketing facebook for 15 years and her first year the marketing budget was one box of T-shirts.



LAHORE: Randy Zuckerberg delivers a lively presentation at the AdAsia Lahore 2019, here on Thursday.—Recorder photo

She said she had started a rock band on facebook, which could not prove a success story. The other one was facebook live with Randy Zuckerberg. "My first video was watched by only two people; my mom and dad. I thought the idea of 'facebook live' is dead." However, she added, something out of the blue happened and she got a call from a pop star with a request to be on her live show at facebook. "In January 2011, we had the first-ever facebook live broadcast and millions of peoples were tuned in." She said she had also invited the group of engineers working on the idea of twitter. It was followed by another call from the White House suggesting that President Barack Obama wanted to use facebook live, she added enthusiastically.

She also spoke at length about merits and demerits of social media and advised her audience to minimize excessively use of electronic gadgets. She said she has initiated a project 'Zuckerberg Institute' recently for leadership coaching. She also sang for the audience at the end of her presentation.

Publication: Business Recorder

Stations: Khi, Lhr, Isb

Date: Dec 06, 2019



Print

DEC 34  
5 2019  
Alhamra  
Lahore  
Arts  
Council

## AdAsia Lahore achieves its objectives: Javed Jabbar

### RECORDER REPORT

LAHORE: Former Information Minister and Honourary Chairman of the Organizing Committee of AdAsia Lahore 2019 said on Thursday that AdAsia has achieved its objective by ensuring some outstanding features, including presentations and the range of people who have come from Europe, United States, Japan, Korea, Singapore and Malaysia.

He said the objective of the conference was to offer content that is enriching, informative and educative. "I think Pakistan itself has brought together a remarkable set of perspectives on evolving issues and most of those issues are very common to all humanity, and particularly to Asia," he added.

He said he was very happy with the quality of presentation and participation. It will make an effective contribution towards the image building of Pakistan because all the delegates who have come from outside seemed extremely charmed and impressed by Pakistan.

They have influence in their countries in terms of writings and making movies and they would carry back the message of Pakistan being a very dynamic, hospitable and friendly country.

He suggested that the government should do even more of what it is already doing, as the value of every single dollar invested in this event would give it dollar ten worth of return. It should actively invest and support such events, he stressed.

Publication: Business Recorder

Stations: Khi, Lhr, Isb

Date: Dec 06, 2019

**AdAsia**  
LAHORE 2019





### AdAsia 2019 concludes

## Pakistan is now safe and stable, says Alvi

**MUHAMMAD SALEEM**  
LAHORE: President Dr Arif Alvi on Thursday said that Pakistan is now safe and stable and moving forward.

Addressing the participants of concluding session of the Asian Advertising Congress, AdAsia 2019, at Alhamra Hall here, the President said, "Today is digital age where checking fake news is a challenging task; different means of communication are also working with the spirit of competition and sometimes there appears fake news."

Alvi maintained that with population of 200 million, Pakistan is a big market where there is huge potential. Tourism is one of the sectors with huge potential. There are tourist spots in northern areas, he said. He hoped that the participants of the moot would serve as ambassadors of Pakistan in their respective countries. He said in advertisement money-back term is of vital importance and the guarantee of return of money is vital for any other sector.

Other speakers said that advertisement worked as a mirror for economic reality as well as socio-cultural realities.

Ad was part of the media content. Advertisement industry had been passing through many phases in the past; however, it was expected that the industry would rise again to its heights, they said. They said that the conference would help the industry to promote culture of positive working not only in the country but in the world also. Around 900 delegates from advertising and creative communications from the country and around the world participated in the conference.

AdAsia 2019 was hosted jointly by the Asian Federation of Advertising Agencies (AFAA) and Pakistan Advertising Association (PAA). AdAsia is a prestigious bi-annual international advertising conferences series held by AFAA. The 30th and previous edition of AdAsia was held in Bali in 2017.

The 16th Asian Advertising Congress was held in Lahore in 1989 which was attended by over 800 leading advertising and media specialists from around the world.

Earlier, President Dr Arif Alvi, while chairing the 16th meeting of the Board of

Governors (BoGs) of National School of Public Policy (NSPP) stressed the need for establishing a close collaboration with training institutions of excellence in the world to learn from best global practices and emerge as an internationally competitive training institute.

Different items of agenda, including ratification of decisions taken during 15th meeting were discussed and decisions were taken after thorough deliberations for the smooth and efficient functioning of the institution.

Terming training of the faculty as important, the President said that through training they could learn and employ modern training techniques and tools to further improve the existing models.

"The vision of NSPP as an excellent institution imparting training to the civil servants must be maintained," he said. He emphasized the need to involve private sector to benefit from its input and experiences.

Rector, NSPP Azmat Ranjha, briefed the participants of the meeting about the efforts being made for further enhancing the quality of training at NSPP.

- Publication: Business Recorder
- Stations: Khi, Lhr, Isb
- Date: Dec 06, 2019



# Advertisements should be meaningful, truthful: President

OUR STAFF REPORTER  
LAHORE

President Dr Arif Alvi Thursday stressed the need for adopting realistic approach of selling products saying that marketing strategies should be modified to show the reality.

"Reality is not what you show; reality is what it was and what it is," he remarked while addressing the con-

**People believe in ads and products are sold through them these days**

cluding session of the AdAsia Lahore 2019 here at Alhamra. President said that marketing including advertisement strategies played a crucial role in developing perceptions as these contained ideas, skills and creativity.

While urging the marketing companies to adopt a realistic approach

of selling products, the president said that world was moving towards truth and therefore efforts should be made to formulate the advertisement strategies for presenting the truth about products being sold in the market.

He said that the meaning of words had been changed through advertisements. "People believe in advertisements and products are sold through them these days. Therefore, advertisements should be meaningful and truthful", he said, adding that media had been changed and a greater volume of fake news were being reported in today's world.

Dr Arif Alvi said that media had undergone a significant change. "Nowadays newspapers have become opinion-makers, whereas the electronic media disseminated news within not more than two hours while the social media was being used as a platform to share the latest news within no time without any editorial control", he observed.

The president said that newspapers carrying advertisements of various brands were actually selling their own products, adding that it was difficult to identify difference between advertisement and news. He said that it was also



Reality is not what you show; reality is what it was and what it is

a difficult task to identify natural and unnatural advertisements.

He said that foreign delegates enjoyed Lahore's cultural diversity and history, adding that Duke and Duchess of Cambridge Prince William and Kate Middleton and Queen Maxima of the Netherlands recently visited the historic places in the provincial capital and enjoyed its cultural diversity. He said that Pakistan had become a safe place.

Dr Alvi said that there were huge investment opportunities in the country as Pakistan's market was developing, changing and expanding. The honest leadership in the country was committed to bringing about development and prosperity, he added.

The president hoped that the foreign delegates, after returning to their countries, would paint a true image of Pakistan.

Earlier, he appreciated the role of AdAsia Lahore 2019 in organizing such a programme for promoting various trends of advertisement and said that such programmes would help explore new opportunities in the advertisement industry.

Also, President Dr Arif Alvi Thursday urged the management of Nation-

al School of Public Policy (NSPP) to maintain a close liaison with training institutes of excellence in the world to learn from best global practices. This, he said, was vital to emerge as an internationally competitive training institute.

Chairing the 16th meeting of the Board of Governors of NSPP in Lahore, the president said that NSPP must maintain its image of an excellent institution imparting training to the civil servants.

The meeting discussed various items of agenda, including ratification of decisions taken during 15th meeting. Decisions were made accordingly after thorough deliberation for the smooth and efficient functioning of the institution.

Emphasizing the need to involve private sector to benefit from its input and experiences, the president said that said the training of the faculty was of paramount importance so that they could learn and employ modern training techniques and tools to further improve the existing models.

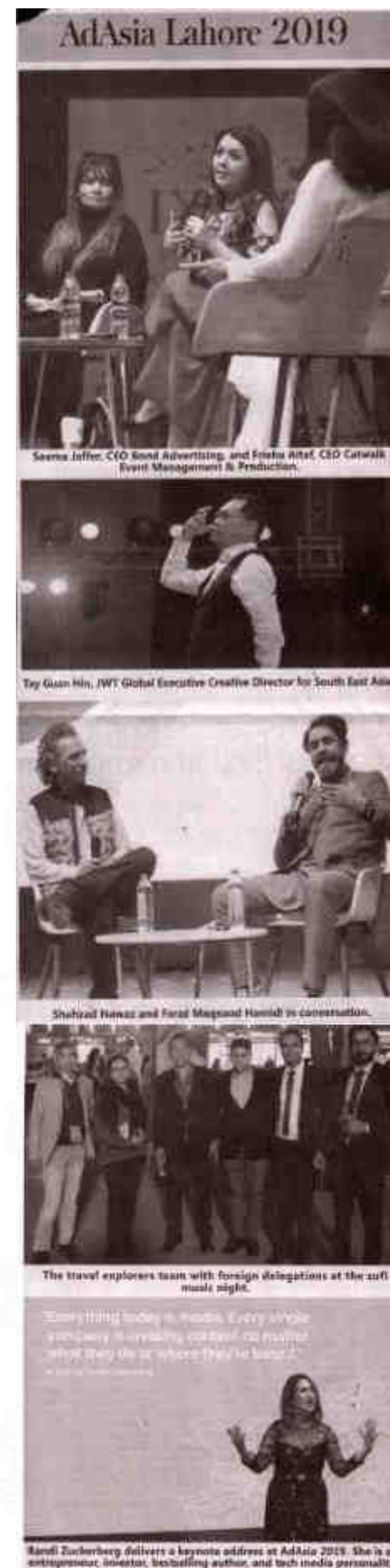
Earlier, Rector NSPP Azmat Ranjha, briefed the meeting about the efforts being made for further enhancing the quality of training at NSPP.

- Publication: The Nation
- Stations: Khi, Lhr, Isb
- Date: Dec 06, 2019



Print

DEC 34  
5 2019  
Alhamra  
Lahore  
Arts  
Council



- Publication: Pakistan Observer
- Stations: Khi, Lhr, Isb, Muz, Pes, Quet
- Date: Dec 06, 2019

AdAsia  
LAHORE 2019





## Advertising need of an hour: Dr Arif Alvi

# Honest leadership brings good name to country: President

AMRAIZ KHAN

LAHORE

President of Pakistan Dr. Arif Alvi has said that due to the honest and sincere leadership Pakistan's bad image in the World is being spoiled. Now Pakistan has become a safe point for investors from across the globe.

He was addressing the closing ceremony of 3 days AdAsia conference 2019 held in Lahore on Thursday. He said that foreigners like British Prince William and Princess Kate and Princess of Holland during their recent visit to Pakistan had termed the Lahore city as beautiful and historic city. President said that advertising has become a need of an hour but there must be truth in it.

Chairman Organizing Committee AdAsia Sarmad Ali, Chairman Pakistan Advertising Association, Waqar Haideri, Honorary chairman Javed Jabbar and foreign delegates were also present on the occasion.

President said that at present different media of communication were working but some time information delivered by these media was not correct. Most of the newspapers carry contents comprising on opinions rather than news information. He said that there must be truth

in advertising. He was of the view that there is lot of different between the advertising of the years 1970 to 1980 and

is coming to us with no delay but there is no editorial control on these information.

Alvi believed that importance of advertising is doubled because its contents carry skills and ideas. He said that newspapers were selling their own products and it has become difficult to differentiate between news and advertising stuff and same is happening in the entertainment industry. Filmmakers were also focusing on Advertisement.

President welcomed foreign delegates and expressed his hope that they would have enjoyed their trip to Pakistan. He said, "I hope these foreign delegates will become Ambassador of Pakistan when they will go back to their homelands". He appreciated the services of the management of the conference and said that it will be beautiful addition in the development of advertisement sector in the country. He said, by holding such events we can learn from each

other.

Chairman Organizing Committee, Sarmad Ali while speaking on the occasion said that AdAsia was held in Lahore in 1989 and after around 30 years now it has become possible to hold such mega event. He said that holding of such event will strengthen the field of advertising in the country. Javed Jabbar and other participants also spoke on the occasion.



President Dr Arif Alvi addressing the closing ceremony of AdAsia Conference in Lahore.

present.

President said that media is reflection of the society. Advertising is sum of contacts, today peoples like possibilities which are close to realities. President said that advertising actually promotes the importance of the products. News of newspapers reaches to us with the delay of 24 hours while news of TV channels is late by two hours but news of digital media

Publication: Pakistan  
Observer

Stations: Khi, Lhr, Isb,  
Muz, Pes, Quet

Date: Dec 06, 2019



## AdAsia will boost Pakistan's soft image across globe: Speakers

AMRAIZ KHAN

LAHORE

Holding AdAsia conference 2019 in Lahore will portray a soft image of Pakistan at international level, local as well as International speakers of the conference claimed on Saturday.

AdAsia which was held in Pakistan after 30 years gathered more than 150 speakers from around 16 countries. Credit goes to Sarmad Ali who is chairman AdAsia Lahore 2019 and President Pakistan Chapter International Advertising Association who made all arrangements to hold such a mega event in the provincial capital.

It will provide opportunity to promote media industry and minimize the crisis which was being faced by the media industry currently. "I am hopeful that this conference will also help the media industry of Pakistan to create job opportunities for the youngsters", said Sarmad Ali. He said that International Advertising experts have visited the conference and they have shared their experiences with the participants and it will help to take our media industry towards growth. It was not so easy to come out of the crisis we were passing through but such events provide you the opportunity to grow. To a question that whether this conference will help or not to minimize the unemployment in the field of media industry, he said, "Yes I am hopeful".

To another question Mr. Ali said that

there were two Pakistanis, one is shown by the western media and peoples build their opinion while other is real Pakistan. Till the time you will not visit Pakistan you cannot establish your opinion. After having built their opinion by watching western Media when they peoples visit Pakistan their opinion is entirely changed. They become Ambassador of Pakistan and go back. He said that one of his friend

Arola was asked by his government to



Sarmad Ali



visit Pakistan but he flatly refused and did not visit after some time he visited Pakistan and after witnessing the realities now a days he is Honorary Counsel for Pakistan in Finland. He further quoted another example of Richard Austin Quest the anchor of CNN and said that he was speaker of the conference. While sharing his experiences with the participants he said that he had a very different stance regarding Pakistan but on his visit and seeing things with his eyes he has changed his perception about Pakistan. Sarmad appreciated the role of Punjab government in holding the con-

ference and said that different approvals and permissions were granted smoothly.

Deputy CEO Zong Niaz Malik said that conference was a long way bringing and bridging a lot of peoples from the field of advertisement and media on the same platform. He said that it will create of image of Pakistan at international level especially for Lahore which is an historic city.

He said, "We are so glad and honored to have multiple speakers who have come on board and provided their insights, comments and speeches with regards the way forward in terms of advertisement and what will be going on in the upcoming years. Mr. Malik was of the view that holding of the conference would definitely leave impact on the employment in media industry.

He said that these were small steps forward and when we would put all the things in bigger picture it will all make sense. He said that it is definitely a step forward towards getting peoples on board and marketing Pakistan and the potential itself and hopefully business will come gradually.

Jonathon Chen Director Taipei Association of Advertising Agencies said, "Though I have many Pakistani friends already but after visiting Pakistan my perception about Pakistan has been changed totally". To be very honestly I had very different perception regarding Pakistan but after my visit I found Pakistani peoples very hospitable and I appreciate the efforts made to hold conference in Pakistan.

Publication: Pakistan Observer

Stations: Khi, Lhr, Isb, Muz, Pes, Quet

Date: Dec 06, 2019



Print



Publication: Daily Jang

Stations: Khi, Lhr, Isb,  
Mul, Quet

Date: Dec 06, 2019





لاہور: ایڈ ایشیا کانفرنس کے آخری روز ایڈ ایشیا کے چیئرمین سرد علی، سابق سینیٹر جاوید جبار، چیئرمین ایشین فیڈریشن آف ایڈورٹائزنگ مسٹریمنڈ سو، چیئرمین پاکستان ایڈورٹائزنگ ایسوسی ایشن وقار ایچ حیدری، سیمہ جعفر، سی ای او زوکر برگ میڈیا رینڈی زوکر برگ، نام گڈون، سلیمہ ہاشمی، راشد رانا، عدیلہ سلمان، مہوش رضوی، آمنہ زبیری، عثمان پیرزادہ، جو لین بولڈنگ، وسیم خان، ایبھیلا اسٹیلی، شہزاد انور، فرنیٹڈ ومار چادو، ایورڈ بینک او کم نیک ہوئی خطاب کر رہے ہیں



لاہور: ایڈ ایشیا کانفرنس 2019 کے اختتامی سیشن کے موقع پر صدر مملکت ڈاکٹر عارف علوی، ریمنڈ سو، سرد علی اور کانفرنس کے شرکاء قومی ترانے کے احترام میں کھڑے ہیں

Publication: Daily Jang

Stations: Khi, Lhr, Isb,  
Mul, Quet

Date: Dec 06, 2019





لاہور: صدر عارف علوی انڈیا کا گزشتہ سے خطاب کر رہے ہیں

## پاکستان ابھرتی مائیکٹس کیلئے سرمایہ کاروں کی کمی محفوظ مقابین چکا مملکت

مخلص اور ایمانداری قیادت کے باعث غلط تاثر زائل ہو رہا ہے، میڈیا پر معلومات بعض اوقات درست نہیں ہوتیں

ڈیجیٹل میڈیا پر خبریں مسلسل چلتی ہیں، ان پر ایڈیٹریل کنٹرول نہیں ہوتا، عارف علوی کا انڈیا کا گزشتہ سے خطاب

لاہور (مائیکرو جہان پاکستان) صدر مملکت ڈاکٹر عارف علوی نے کہا ہے کہ سرکاری میڈیا کے باعث پاکستان سرمایہ کاروں کے لئے محفوظ مقام بن چکا ہے۔ انڈیا کی ابھرتی مائیکٹس سے اور سرمایہ کاری کے مواقع فراہم ہو رہے ہیں۔ مخلص اور ایمانداری قیادت کے باعث غلط تاثر زائل ہو رہا ہے۔ میڈیا پر معلومات بعض اوقات درست نہیں ہوتیں۔ انڈیا میں ایڈیٹریل کنٹرول نہیں ہوتا، عارف علوی کا انڈیا کا گزشتہ سے خطاب۔

28 صدر مملکت

قائم جا کر وہیں تو بہت فرق ہے، میڈیا ایک طرح سے سانس کے آئینہ بھی ہوتا ہے، آج کے دور میں ایڈیٹریل کنٹرول کا تصور ہی نہیں ہے، اب دنیا ممالک کو دیکھتی ہے جو حقیقت کے قریب تر ہوئی ہیں اور یہ ایڈیٹریل کنٹرول سے ہی ممکن ہے، ایڈیٹریل کنٹرول کا شہید اور اصل مصنوعات کی اہمیت کو اپنا کر رہا ہے۔ اشارات کی خبریں نہیں دیکھتے تاحیر سے ہم تک پہنچتی ہیں، بجلی کی خبریں بھی بعض اوقات دیکھتے ہیں، یہت ہوتی ہیں لیکن ڈیجیٹل میڈیا پر خبریں مسلسل چل رہی ہوتی ہیں اور ان پر ایڈیٹریل کنٹرول نہیں ہوتا۔ انہوں نے کہا کہ اشارات بھی اس وقت اپنی پروڈکٹ بن رہے ہیں اور یہ بھی فرق کرنا مشکل ہو گیا ہے کہ یہ اور ایڈیٹریل کنٹرول میں کیا فرق ہے، اسی طرح انٹرنیٹ انٹرنیٹ میں بھی ایسا ہی ہو رہا ہے، کیونکہ فلم میں بھی ایڈیٹریل کنٹرول پر بہت زیادہ کنٹرول ہوتا ہے، انہوں نے غیر ملکی فنڈ کو خوش آمدید کہتے ہوئے امید ظاہر کی کہ وہ لاہور کی ثقافت سے لطف اندوز ہوں گے۔ پختہ پختہ آگیا تو تک سٹی ایڈیٹریل کنٹرول سے امید ظاہر کی کہ وہ لاہور کی ثقافت سے لطف اندوز ہوں گے۔ پختہ پختہ آگیا تو تک سٹی ایڈیٹریل کنٹرول سے امید ظاہر کی کہ وہ لاہور کی ثقافت سے لطف اندوز ہوں گے۔ پختہ پختہ آگیا تو تک سٹی ایڈیٹریل کنٹرول سے امید ظاہر کی کہ وہ لاہور کی ثقافت سے لطف اندوز ہوں گے۔



## ماریوسی کے دل چاہت چکے، پاکستانیوں کیلئے محفوظ ملک بن گیا عارف

ہمارا ملک بیس کروڑ کی آبادی کیساتھ بڑی مارکیٹ، غیر ملکی مندرجین واپس جا کر پاکستانی سفیر کا کردار ادا کریں گے  
آج کی دنیا اشتہاری رابطوں کا مجموعہ، ڈیجیٹل دور میں جمعی خبریں روکنا تہیج سے کم نہیں: ایڈیٹریا، کانفرنس سے خطاب

لاہور (نیوز ایجنسیاں) صدر مملکت عارف علوی نے کہا ہے کہ پاکستان ایک محفوظ اور مستحکم ملک ہے جو دنیا کو بدل رہا ہے ماریوسی کے بادل چھٹ چکے ہیں، ہم ترقی کی شاہراہ پر گامزن ہیں پاکستان 20 کروڑ آبادی کے ساتھ نہ صرف ایک بڑی... باقی صفحہ 4 بقعہ 22

یلتیہ: 22  
مارکیٹ سے ملکہ سیاحتی اعتبار سے بھی بڑا ملک ہے، شمالی علاقہ جات کی خوبصورتی کمال ہے توقع رکھتے ہیں کہ غیر ملکی مندوین واپس جا کر پاکستانی سفیر کا کردار ادا کرینگے آج کے دور میں مختلف ذرائع ابلاغ کام کر رہے ہیں، مقابلے کی فضا ہے بعض اوقات جمعی خبریں بھی چل جاتی ہیں، اخبارات میں خبروں کی بجائے زیادہ تر آرا ہوتی ہیں، ڈیجیٹل دور میں جمعی خبریں روکنا کسی چیلنج سے کم نہیں، آج کی دنیا ایڈورٹائزنگ رابطوں کا مجموعہ ہے، آج کل ایڈورٹائزنگ میں بھی بیک کا لفظ متاثر کن ہے، رقم کی واپسی کی ضمانت کسی بھی شعبہ میں ضروری ہے۔ ان خیالات کا اظہار انہوں نے لاہور میں ایڈیٹریا، کانفرنس سے خطاب کرتے ہوئے کیا۔ صدر مملکت نے مزید کہا کہ اشتہارات میں درست معلومات دی جانی چاہئیں۔ بھارتی انتخابات کے دوران سوشل میڈیا پر 80 فیصد جمعی خبریں پھیلائی گئیں۔ پاکستان گل وقوع کے اعتبار سے بڑی اہمیت کا حامل ہے۔ پاکستانیوں کیلئے پیشکش ملک بن رہا ہے۔ پاکستان غیر ملکی سفیروں کیلئے محفوظ ملک ہے۔ دنیا بھر سے آئے مندوین کا پاکستان میں خیر مقدم کرتے ہیں۔

Publication: Daily Nai Baat

Stations: Lahore

Date: Dec 06, 2019







## پاکستان اڈورنٹی مارکیٹ وسیع ہو گا کی توقع جو دہریہ عارف

میڈیا پردی جانہوالی معلومات بعض اوقات درست نہیں ہوتیں، اخبارات خبروں کے بجائے آرا پر مبنی ہوتے ہیں، تقریب سے خطاب سول سروس کی تربیت میں این ایس پی کا اہم کردار، جدید رجحانات کے لیے غیر ملکی اداروں سے بھی رابطہ کرنا چاہیے، اجلاس کی صدارت لاہور (کامرس رپورٹر خصوصی نمائندہ) صدر مملکت ڈاکٹر قیادت میسر ہونے کی وجہ سے پاکستان کے بارے میں بننے عارف علوی نے کہا ہے کہ وطن عزیز کو ایک مخلص اور ایماندار والا قلعہ تاش زل ہورہا ہے، پاکستان ایک بڑی ابھرتی ہوئی یہ بہتر سکیورٹی صورتحال (باقی صفحہ 4 بقیہ نمبر 44)

بقیہ 44 عارف علوی 92 نیوز

کے باعث سرمایہ کاروں کیلئے محفوظ مقام بن چکا ہے، گزشتہ روز الحمراء ہال میں ایڈ ایشیا کانفرنس لاہور 2019ء سے خطاب کرتے ہوئے صدر مملکت نے کہا کہ آج کے دور میں مختلف قسم کے ذرائع ابلاغ کام کر رہے ہیں، میڈیا پردی جانہوالی معلومات بعض اوقات درست نہیں ہوتی، آج کل زیادہ تر اخبارات خبروں کے بجائے آراء پر مبنی ہے، اشتہارات میں درست معلومات اور سچائی ہونی چاہئے، انہوں نے کہا کہ 80-1970ء کی ایڈورٹائزنگ کا اب کی ایڈورٹائزنگ سے تقابلی جائزہ لیں تو بہت فرق ہے، میڈیا ایک طرح سے معاشرے کا آئینہ بھی ہوتا ہے، آج کے دور میں ایڈورٹائزنگ رابطلوں کا مجموعہ ہے۔

Publication: Daily 92 News

Stations: Khi, Lhr, Isb

Date: Dec 06, 2019