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DAWN Brand makers tell tales of innovation

Intikhab Rana | December 06, 2019



LAHORE: Master brand makers and image builders from home and abroad on Wednesday explained in the first session of the AdAsia Lahore 2019 how they did marvels with innovative techniques instead of following the routine.

<https://www.dawn.com/news/1520444>

DAWN Women leaders challenges highlighted

The Newspaper's Staff Reporter | December 05, 2019



LAHORE: A meaningful session of the AdAsia on women who were in powerful positions in the advertising industry highlighted some of the challenges they faced in their lives and how they helped resolve them.

BEDO's Attiya Zaidi, while introducing the panel, said inclusive organisations scored better, yet the number of women leading organisations around the world remains very low, especially in countries like Pakistan. The panel included Dr Zeelam Munir, CEO and MD of English Biscuit Manufacturers, Seema Jafar, creative director and CEO of Bond Advertising, Frieha Altaf, CEO Catwalk PR & Event Management.

<https://www.dawn.com/news/1520438/women-leaders-challenges-highlighted>

AdAsia
LAHORE 2019

 **SYNTAX**
COMMUNICATIONS

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DAWN

'See the value in diversity', says CEO EBM on the importance of inclusivity at the workplace

In a session under AdAsia 2019, Dr Zeelaf Munir shares how diversity becomes a catalyst for business innovation.

— Updated Dec 06, 2019 02:33pm

Studies show that successful businesses extend staunch support to all practices that encourage diversity and inclusivity across the board.

<https://www.dawn.com/news/1520589>

DAWN

30 years on, AdAsia moot returns to Lahore

Munir Munir | Updated December 06, 2019



LAHORE: Former senator and federal minister Javed Jahbar has said that advertising is a mirror of socio-cultural realities of any society and holding on good values, traditions, standards and ideals not only shape society but human society at large that promotes humanism in its most sublime sense.

<https://www.dawn.com/news/1520300/30-years-on-adasia-moot-returns-to-lahore>

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DAWN

AdAsia Lahore starts today

The Newspaper's Staff Reporter | December 03, 2019



LAHORE: Returning to Pakistan after 30 years, the three-day AdAsia Lahore 2019 will start at Alhamra Arts Council here on Tuesday.

AdAsia is Asia's largest and most prestigious ad congress held every two years under the auspices of the Asian Federation of Advertising Associations (AFAA). Its theme is 'Celebrasian: Celebration of Advertising and Creativity in Asia'.

Chief Minister Usman Buzdar will open the AdAsia 2019, the 31st Advertising Congress.

Prime Minister Imran Khan is also expected to attend the event.

<https://www.dawn.com/news/1520089/adasia-lahore-starts-today>

AURORA

Auristas at AdAsia 2019: Day one

@pkadadotcom

Aurora

AdAsia kicks off



Several awards are announced by AFAA, the first of which is the Asia Leadership Award, which goes to Khawar Butt, Founder & Chairman of English Biscuit Manufacturers (EBM); his daughter Dr Zoelaf Minar, receives the award on his behalf and introduces EBM's new logo to the audience. "This new corporate identity celebrates our brand-purpose: nourishing lives, hearts and communities," she says. The Hall of Fame Award goes to Javed Jabbar, while merit awards are given to Sajjad Ali and Tariq Rashid (Secretary General, P&A).

<https://aurora.dawn.com/news/1143606/adasia-kicks-off?fbclid=IwAR0fR7L83pwwjX-wQBbKMPwvrs3Ba0p3oEmvbxTaWnZ0XqvnvqaNdrvfc>

AdAsia
LAHORE 2019

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COMMUNICATIONS

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IMAGES

Day 1 of AdAsia Lahore puts marketers on the frontlines of social change

By Iqbal Khan

(HAKAWAT)

The event will return tomorrow and the day after with a string of captivating talks and sessions.



Marketers will return tomorrow and the day after with a string of captivating talks and sessions.

The first day of AdAsia Lahore 2019 opened to a captivated audience, with the energy only getting better with time. The conference returns to Pakistan after three long decades, and brings with it a set of gurus, veteran marketers, entertainment wizzes and more.



<https://images.dawn.com/news/1184144>

IMAGES

Trailblazing women talk about smashing the glass ceiling on Day 2 of AdAsia Lahore

By Iqbal Khan

When they're faced with an unbreakable responsibility towards change, it's time to lead.



A panel featuring women who've broken the glass ceiling of AdAsia Lahore.

In the three decades that AdAsia hasn't come to Pakistan, the very face of marketing has changed – and Pakistani marketers have changed, too.

While the first day of the AdAsia Lahore 2019 focused on a marketer's responsibility towards change, the second opened with how that change can be found.



<https://images.dawn.com/news/1184152>

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INTERNATIONAL
THE NEWS

AdAsia 2019 concludes: Social media awash with fake news: Dr Alvi



LAHORE: President Dr Arif Alvi has said the mass media has attained central place in people's lives today, though the social media content has made it difficult for people to distinguish between fake and true information.

<https://www.thenews.com.pk/print/579190-adasia-2019-concludes-social-media-awash-with-fake-news-dr-alvi>

INTERNATIONAL
THE NEWS

Ad Asia Lahore 2019: US-China rivalry a threat to advertising, other industries, says Sir Martin Sorrell



LAHORE: Sir Martin Sorrell, global digital media trailblazer, cautioned on Tuesday that the US-China trade rivalry could potentially pose a threat to advertising and other big industries; it might undermine economic recovery and slow down global economic growth in 2020 if the dispute lingered on.

<https://www.thenews.com.pk/print/578315-ad-asia-lahore-2019>

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INTERNATIONAL
THE NEWS

AdAsia set to open today



LAHORE: The 31st Asian advertising Congress, AdAsia 2019 is set to open today (Tuesday) at Alhamra cultural complex. The first day features world class speakers including Richard Quest, Sir Martin Sorrel and Yasuharu Sasaki. Pakistani speakers include Ali Rez, Atiqa Odho and Fawad Khan. AdAsia is Asia's most prestigious advertising and marketing communications conference organised biannually by Asian Federation of Advertising Associations. Started in 1955, AdAsia 2019 is the 31st advertising congress and the second one to take place in Pakistan. The first AdAsia in Pakistan was held in 1988. The theme for

<https://www.thenews.com.pk/print/577991-adasia-set-to-open-today>

INTERNATIONAL
THE NEWS

'Finding Lahore' to be launched on 5th



LAHORE: Three-time Gourmand Award winner and Pakistan's leading independent publishing house Markings Publishing, in association with Topical Printers, is all set to launch "FINDING LAHORE", by photographer Anna Zuberi, at AdAsia Lahore 2019 on December 5.

<https://www.thenews.com.pk/print/577862-finding-lahore-to-be-launched-on-5th>

AdAsia
LAHORE 2019



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INTERNATIONAL
THE NEWS

Three-day AdAsia Congress begins in Lahore tomorrow

Listen

LAHORE: The three-day Asian Advertising Congress - AdAsia 2019, will start at Alhamra Lahore from Tuesday, Dec 3, 2019.

<https://www.thenews.com.pk/print/577224-three-day-adasia-congress-begins-in-lahore-tomorrow>

INTERNATIONAL
THE NEWS

Randi Zuckerberg finds Pakistan friendliest country

Listen



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.

<https://www.thenews.com.pk/print/579199-randi-zuckerberg-finds-pakistan-friendliest-country>

AdAsia
LAHORE 2019

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Friha Altaf, Dr. Zeelaf Munir and Seema Jaffer



On the second day of the conference, a session on 'Women and Power Panel' was moderated by Ms Atifa Siki while the panelists included Dr Zeelaf Munir of English Biscuit Manufacturer, Friha Altaf, CEO of Catwalk Production and Seema Jaffer, CEO of Bond Advertising. Recalling her time in the '80s, Friha Altaf shared that in a post-Zia Pakistan, the amount of freedom that exists today seems absurd and that all the things she did were complete no-nos.

<https://www.thenews.com.pk/tns/detail/579526-flash-your-style>



Inspirational industry leader Khawar Masood Butt bags the 'AFAA Leadership Award' at AdAsia 2019

By BR Web Desk on December 9, 2019

- The accolade was bestowed to honor his significant contributions to the marketing and advertising industry over the past few decades.
- Khawar Masood Butt is seen as the force behind EBM's growth to become one of the fastest-growing food companies in the country.



<https://www.brecorder.com/2019/12/09/551659/inspirational-industry-leader-khawar-masood-butt-bags-the-afaa-leadership-award-at-adasia-2019/>

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BUSINESS
RECORDER

3-day AdAsia 2019 opens in Lahore

By HAMID WALEED on December 4, 2019



The Asian Federation of Advertising Associations (AFAA) bestowed its prestigious "Leadership Award" to the founder and Chairman of English Biscuit Manufacturers (EBM), Khawar Masood Butt, during its conference in Lahore.

<https://www.brecorder.com/2019/12/04/550180/three-day-adasia-2019-opens-in-lahore/>

BUSINESS
RECORDER

AdAsia Lahore achieves its objectives: Javed Jabbar

RECORDER REPORT on December 6, 2019



Former Information Minister and Honorary 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.

<https://www.brecorder.com/2019/12/06/550876/adasia-lahore-achieves-its-objectives-javed-jabbar/>

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BUSINESS
RECORDER

Zuckerberg holds AdAsia audience spellbound

By HAMID WALEED on December 6, 2019



The three-day AdAsia Lahore 2019 concluded here on Thursday, featuring some extraordinary international advertising industry figures including Randi Zuckerberg from Zuckerberg Media, Tom Goodwin from Zenith Media, Julian Boulding from thenetworkone, Edward Park from Ware, Angela N G from the Association of

<https://www.brecorder.com/2019/12/06/550873/zuckerberg-holds-adasia-audience-spellbound/>

BUSINESS
RECORDER

AdAsia 2019 concludes: Pakistan is now safe and stable, says Alvi

By MUHAMMAD SALEEM on December 6, 2019



President Dr. Arif Alvi on Thursday said that Pakistan is now safe and stable and moving forward.

<https://www.brecorder.com/2019/12/06/550872/adasia-2019-concludes-pakistan-is-now-safe-and-stable-says-alvi/>

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TRIBUNE

EBM's powerhouse Dr Zeelaf Munir encourages women to 'break all the ceilings'

BY SAMINA KHAYAL BAIG
Business Reporter
EBM
The Business Magazine



AdAsia is one of the largest and most prestigious advertising congresses in Asia, organized bi-annually, since 1989, by the Asian Federation of Advertising Associations (AFAA). This three-day event opened at Alhamra Arts Council on Tuesday, 3rd December 2019 and marked the 10th AdAsia conference. AdAsia Congress '19 is the annual time that Pakistan has gotten the opportunity to host this eminent event; the first time was way back in 1989. The theme for the AdAsia congress is 'Celebrating Creativity of Advertising and Creativity in Asia', and the communication was carefully designed keeping the local culture and other design elements from Pakistan in mind.

<https://tribune.com.pk/story/2112273/1-ebms-dr-zeelaf-munir-encourages-women-to-break-all-the-ceilings/>

BUSINESS
RECORDER

Samina Baig gets standing ovation at AdAsia

BY HAMID WALEED | December 5, 2019



Participants of AdAsia 2019 extended a standing ovation to Pakistani mountaineer Samina Khayat Baig on the second day of the gathering at Alhamra Art Council on Wednesday.

<https://www.brecorder.com/2019/12/05/550512/samina-baig-gets-standing-ovation-at-adasia/>

AdAsia
LAHORE 2019



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EBM's founder wins prestigious AFAA award



LAHORE (PR) The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and chairman of English Brand Marketing (EBM) – Khawar Masood Butt, during its conference in Lahore. The accolade was presented in recognition of his tireless contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zohaf Munir received this award on behalf of Khawar Butt. Khawar Masood Butt has continued to make remarkable contributions to the nation's cultural and commercial progress.

<https://nation.com.pk/04-Dec-2019/ebm-s-founder-wins-prestigious-afaa-award>



Khawar Masood Butt, bags the AFAA Leadership Award at AdAsia

Share Like 110 Share Tweet 10 Print 10



STAFF REPORT
3:10 PM | December 09, 2019

<https://nation.com.pk/09-Dec-2019/khawar-masood-butt-bags-the-afaa-leadership-award-at-adasia>

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Pakistan
OBSERVER

AdAsia 2019 key platform for global leaders to share business practices AdAsia is largest, most prestigious advertising congress in Asia, organized bi-annually, since 1958, by AFAA

By **amir** December 1, 2019

27

Meanwhile, our correspondent Amir Khan reports that the Asian Federation of Advertising Associations (AFAA) has also conferred its 'Leadership Award' on the Chairman of English Biscuit Manufacturers (EBM) - Khawar Masood Butt, during its conference in Lahore. This award was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM - Dr. Zedat Muijir received this award on behalf of Khawar Butt.

<https://pakobserver.net/adasia-2019-key-platform-for-global-leaders-to-share-business-practices-adasia-is-largest-most-prestigious-advertising-congress-in-asia-organized-bi-annually-since-1958-by-afaa/>

Pakistan
OBSERVER

EBM's founder Khawar wins AFAA award Pakistan beyond what Western media presents: Sarmad

By **amir** December 4, 2019

17



The Asian Federation of Advertising Associations (AFAA) has conferred its 'Leadership Award' on the Chairman of English Biscuit Manufacturers (EBM) - Khawar Masood Butt, during its conference in Lahore. This award was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his good

<https://pakobserver.net/ebms-founder-khawar-wins-afaa-award-pakistan-beyond-what-western-media-presents-sarmad/>

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Pakistan
OBSERVER

Soft image through AdAsia

By admin - December 6, 2019

99



Pakistan
OBSERVER



Editorial

THE three-day AdAsia 2019 Conference that concluded in Lahore proved to be a remarkable success as it achieved, among other things, the most desired objective of promoting Pakistan's soft image in the backdrop of negative portrayal of the country by some sections of the international media. The conference brought together about 800 delegates from around the world including some of the prominent names in the world of

<https://pakobserver.net/soft-image-through-adasia/>

Associated
Press of
Pakistan

3-day AdAsia Congress underway

December 4, 2019

99



LAHORE, Dec 4 (APP): The 3-day Asian Advertising Congress, AdAsia 2019, continued here on second day at Alhamra Hall on Wednesday.

<https://www.app.com.pk/3-day-adasia-congress-underway/>

AdAsia
LAHORE 2019

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Daily Times

Finding Lahore by Amna Zuberi launched at AdAsia 2019

* The book launch session at AdAsia Lahore 2019 was opened with an introduction on the afternoon by Shehbaz Nawaz who invited an stage Markings CEO Kevin Armit

Staff Report

04 Dec 2019



Three-time Gourmand Award winner and Pakistan's leading independent publishing house Markings Publishing, in association with Topical Printers, launched the pictorial book Finding Lahore by photographer Amna Zuberi at AdAsia Lahore on Thursday.

<https://dailytimes.com.pk/513972/finding-lahore-by-amna-zuberi-launched-at-adasia-2019/>

Daily Pakistan

EBM's founder Khawar Masood Butt wins AFAA award at AdAsia 2019

DY Web Desk

04 Dec 2019



English Biscuits' (EBM) CEO - Dr. Zaid Malik received the AFAA Leadership Award, on behalf of EBM's founder - Khawar Masood Butt. The Chairman of AFAA - Raymond So presented the award, during the AdAsia 2019 in Lahore, along with Chairman AFA - Waqar Hashmi and Chairman of AdAsia 2019 - Samad Ali.

LAHORE- The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious Leadership Award to the founder and Chairman of English Biscuit Manufacturers (EBM) - Mr Khawar Masood Butt, during its conference in Lahore.

<https://en.dailypakistan.com.pk/04-Dec-2019/ebm-s-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019>

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Ads should be meaningful, truthful, says Dr Arif Alvi

The Frontier Post | December 5, 2019

By Staff

LAHORE: President Dr Arif Alvi on Thursday said that marketing, including advertisement strategies play a crucial role in developing perceptions as these contribute, subtly and indirectly.

Addressing the concluding session of the AdAsia 2019 here at Alhamra, he said that marketing strategies should be inspired to achieve the reality approach of selling products. "Reality is not that you prove but the reality is what it was and what it is," he added. The President said that world was moving towards truth, therefore ads should be made to announce the advertisement strategies for presenting the truth about products being sold in the market.

<https://thefrontierpost.com/ads-should-be-meaningful-truthful-says-dr-arif-alvi/>



Pakistan is one of the friendliest countries: Randi Zuckerberg



Randi Zuckerberg: Photo: Twitter

LAHORE: The third and final day of AdAsia 2019 belonged to Randi Zuckerberg, sister of Facebook founder Mark Zuckerberg, who during her hour-long keynote address, kept the audience spell-bound while describing Pakistan as one of the friendliest countries.

<https://www.geo.tv/latest/260405-pakistan-is-one-of-the-friendliest-countries-randi-zuckerberg>

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LOW
SAMAA

President Alvi heads to Lahore for two-day visit

Alhamra Station
December 4, 2019



President Arif Alvi will be heading to Lahore for a two-day visit today (Wednesday).

He will meet acting Punjab Governor Chandray Pervaiz Elahi as well as Chief Minister Usman Buzdar.

The president will attend the Ad Asia Conference at the Expo Centre on Thursday and give the inaugural address.

<https://www.samaa.tv/news/2019/12/president-alvi-heads-to-lahore-for-two-day-visit/>

BrandSynario

EBM's Founder – Khawar Masood Butt Wins the Prestigious AFAA Award at AdAsia 2019

By Free Press | Dec 4, 2019



The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore.

<https://www.brandsynario.com/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

AdAsia
LAHORE 2019

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COMMUNICATIONS

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BrandSynario



The opening ceremony of AdAsia 19 kicked off with the National Anthem of Pakistan, followed by the traditional dance and music to represent Pakistan's culture. The notable speakers on the first day included Saadat Ali, Richard Quira, Sir Martin Scowell, Ali Raza, Farooq Khan, Anqi Chinn, Yasuharu Suzuki, Javed Jaffer and Raymond So. The day ended with a surprise appearance by Pakistan's biggest superstar Farooq Khan. We have compiled the first day highlights for you in this album.

<https://www.brandsynario.com/adasia-lahore-2019-day-1/>

MONTHLY
BRANDS



Home > Brand Updates & Reviews
EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

© December 4, 2019

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The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was

<https://www.monthlybrands.com.pk/brand-updates-reviews/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

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EBM's founder – Khawar Masood Butt gets the prestigious AFAA award at AdAsia 2019

Posted on December 3, 2019 by Siddiqi



The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. The accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good

governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

<http://tradechronicle.com/ebms-founder-khawar-masood-butt-gets-the-prestigious-afaa-award-at-adasia-2019/>



EBM's Founder – Khawar Masood Butt Wins The Prestigious AFAA Award At AdAsia 2019

Business News

December 3, 2019 | ADASIA | LAHORE CONFERENCE

The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious Leadership Award to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

<https://bnews99.com/2019/12/03/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

OYEYEAH!

EBM's founder – Khawar Masood Butt wins prestigious AFAA award at AdAsia 2019

The Founder of EBM expressed his gratitude to the stalwarts of the Advertising and marketing world for acknowledging his efforts and vision that inspired EBM's growth over the years.

Open in new window | Share on Facebook | 34 views | 0 comments



<https://www.oyeyeah.com/events/ebms-founder-khawar-masood-butt-wins-prestigious-afaa-award-at-adasia-2019/>

MEDIABITES

BIG NEWS: EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

By Mediabites | December 4, 2019



The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

<http://mediabites.com.pk/2019/12/big-news-ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

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MEDIABITES

AdAsia Lahore inaugurates the 31st edition! Highlights from the Day 1

by Webdotes - December 11, 2019

10 1200

Like 0



AdAsia Lahore inaugurated the 31st edition of this prestigious congress with host, creative maestro Shanzad Nawaz leading us through a countdown, welcome notes from Chairman and PAA Waqar Haidri,

<http://mediabites.com.pk/2019/12/adasia-lahore-inaugurates-the-31st-edition-highlights-from-the-day-1/>

NUT

EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

by admin - December 11, 2019



<http://newsupdatetimes.com/2019/12/11198/>

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NUT
EBM's founder – Khawar Masood Butt
wins the prestigious AFAA award at
AdAsia 2019

by admin | December 3, 2019



<http://newsupdatetimes.com/2019/12/11198/>

biz Today
English Biscuit's founder – Khawar
Masood Butt wins prestigious AFAA
award

Posted on December 3, 2019 (UTC)



<https://www.biztoday.news/2019/12/03/english-biscuits-founder-khawar-masood-butt-wins-prestigious-afaa-award/>

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EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

by FAROOQ HALEEM • 3 DECEMBER • NEWS • 5 VIEWS



The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

<http://informal.pk/2019/12/03/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>



EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

BY ZAIB ABBASI • DECEMBER 3, 2019

28 0



(Last Updated On: December 3, 2019)

The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

<https://www.muzent.com/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

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BUSINESS
EBM's Founder Khawar Masood Butt Wins The Prestigious AFAA Award At AdAsia 2019

The Advertiser Federation of Advertising Associations (AFAA) has bestowed its prestigious Leadership Award to the Founder and Chairman of English Biscuit Manufacturers (EBM) - Mr. Khawar Masood Butt during his honorarium in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO-EMO of EBM - Dr. Zahid Nauri received this award on behalf of Mr. Khawar Butt.

<https://theazb.com/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>



<http://proasiatic.pk/2019/12/03/ebms-founder-wins-afaa-award-at-adasia-2019/>

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Cliff Pakistan
A DIGITAL PAKISTAN / AWARENESS

EBM founder Khawar Masood wins the AFFA Award at AdAsia2019

Posted on December 3, 2019 by Cliff Pakistan



English Biscuits' (EBM) CEO - Dr. Zeelaf Munir received the AFFA Leadership Award, on behalf of EBM's founder - Khawar Masood Butt. The Chairman of AFAA - Raymond Sa presented this award, during the AdAsia 2019 in Lahore, along with Chairman PAA - Waqar Haidi and Chairman of AdAsia 2019 - Sameer Ali.

Lahore (Cliff News) Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) - Mr. Khawar Masood Butt, during its

<https://cliffpakistan.wordpress.com/2019/12/03/ebm-founder-khawar-masood-wins-the-affa-award-at-adasia2019/>

Infopaktel.com

EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

by Press Release | December 3, 2019

Lahore: 3rd December, 2019 – The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

<https://infopaktel.com/2019/12/ebms-founder-khawar-masood-butt-wins-the-prestigious-affa-award-at-adasia-2019.html>

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<http://www.cnctalks.com/2019/12/03/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>



Ads should be meaningful, truthful: Dr Arif Alvi

December 3, 2019



LAHORE, Dec 3 (APP) President Dr Arif Alvi on Thursday said that marketing including advertisement strategies play a crucial role in developing politicians as they possess ideas, skills and creativity.

<https://www.app.com.pk/ads-should-be-meaningful-truthful-dr-arif-alvi/>

The Dayspring EBM's Founder – Khawar Masood Butt wins The prestigious AFAA award at AdAsia 2019

December 3, 2019



Islamabad, 3rd December, 2019 – The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in

<https://www.thedayspring.com.pk/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>



EBM's Founder – Khawar Masood Butt wins The prestigious AFAA award at AdAsia 2019



The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his

<http://www.reporterpk.com/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

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MediaChowk.com

EBM aligns with AdAsia 2019 as Presenting Sponsor



EBM aligns with AdAsia 2019 as Presenting Sponsor

EBM, the makers of Peek Freans signed the presenting sponsorship agreement for AdAsia 2019 which is being held at Lahore from December 2-5 this year. The MOU was signed yesterday by Dr Zeelaf Munir, Managing Director & CEO, EBM and Sarinad Ali, Chairman Adasia 2019 as well as Seema Jaffer, vice chairman PAA.

<https://www.mediachowk.com/ebm-aligns-with-adasia-2019-as-presenting-sponsor/>

MediaChowk.com

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<https://www.mediachowk.com/ebm-aligns-with-adasia-2019-as-presenting-sponsor/>

AdAsia
LAHORE 2019

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AdAsia 2019 Begins in Alhamra Arts Council, Lahore!

AdAsia 2019 begins in Alhamra Arts Council, Lahore

Entirest businessmen from across the country graced the event

ADMINISTRATOR | 11/12/2019 12:04:20 PM

AdAsia 2019 opened in Alhamra Arts Council, Lahore on December 3, 2019. It began with an inauguration speech by the speakers and other notable delegates. The theme for the Congress this year is "Celebrasian": Celebration of Advertising and Creativity in Asia.

<https://www.hipinpakistan.com/news/1158622>

24Pakistan

Trailblazing women talk about smashing the glass ceiling on Day 2 of AdAsia Lahore

December 05, 2019 | 17



<http://www.24pakistan.com/lifestyle/trailblazing-women-talk-about-smashing-the-glass-ceiling-on-day-2-of-adasia-lahore/43696-news>

#Digital

Siddysays

ADASIA2019: DR. ZEELAF MUNIR'S VISION ON CREATING AN INCLUSIVE WORK CULTURE



When we see a successful person, as human nature dictates, we either admire them or envy them. We put them on a pedestal and mistakenly assume that they've always been on that elevated level. We ignore the possibility that they must have indeed faced their own share of struggles and challenges and that the reason that they have reached such

<https://www.siddysays.com/adasia2019-dr-zeelaf-munirs-vision-on-creating-an-inclusive-work-culture/>

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EBM's Founder – Khawar Masood Butt wins The prestigious AFAA award at AdAsia 2019

By **Kazim Raza Rizvi** 04-Dec-2019

Islamabad: The Asian Federation of Advertising Associations (AFAA) has bestowed its prestigious 'Leadership Award' to the founder and Chairman of English Biscuit Manufacturers (EBM) – Mr. Khawar Masood Butt, during its conference in Lahore. This accolade was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successful growth over the years. The CEO & MD of EBM – Dr. Zeelaf Munir received this award on behalf of Mr. Khawar Butt.

<https://customnews.pk/2019/12/04/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

#Digital

Digital Spartans

Latest trending news from Pakistan

EBM's founder – Khawar Masood Butt wins the prestigious AFAA award at AdAsia 2019

By Web Desk | December 1, 2019



Lahore, 01st December, 2019 – The Asian Federation of Advertising Agencies (AFAA) has bestowed its prestigious Leadership Award to the founder and Chairman of EBM (Advertising Agency) Mr. KHAWAR MASOOD BUTT during its 20th anniversary ceremony. This gesture was presented in recognition of his tremendous contributions to the marketing and advertising industry of Pakistan as well as his vision and good governance resulting in EBM's successive growth over the years. The CEO & MD of EBM – Dr. Ghaffar Khan conveyed his appreciation to Mr. Khawar Butt.

<https://digitalspartans.pk/ebms-founder-khawar-masood-butt-wins-the-prestigious-afaa-award-at-adasia-2019/>

LAHORE TIMES

EBM aligns with Ad Asia as presenting sponsor



LAHORE – EBM, the makers of Peak Treats, signed the presenting sponsorship agreement for AdAsia 2019 which is being held at Lahore from December 25th this year.

The move was signed yesterday by Dr. Zeeshan Hameed, Managing Director & CEO, EBM and Farooq Ali, Chairman AdAsia 2019 as well as Syed Ali Jaffer, Vice-Chairman AFAA.

EBM has been taking worldwide delights for Pakistani consumers under the brand name Peak Treats since 1998. As one of the pioneers of the industry, as well as a dominating market leader, EBM continues to innovate concepts of the three-traitor product, quality, and communication.

<https://lahoretimes.co/2019/12/01/ebm-aligns-with-ad-asia-as-presenting-sponsor/>

#Digital



LAHORE: December 04 – Dr. Zeelaf Munir, CEO EBM takes part in the panel discussion on women empowerment at the 31st AdAsia 2019 Congress. APP photo by Zahid Ch



APP76-64
LAHORE: December 04 – Dr. Zeelaf Munir, CEO EBM takes part in the panel discussion on women empowerment at the 31st AdAsia 2019 Congress. APP photo by Zahid Ch.

APP76-64
LAHORE: December 04 – Dr. Zeelaf Munir, CEO EBM takes part in the panel discussion on women empowerment at the 31st AdAsia 2019 Congress. APP photo by Zahid Ch.

<https://photo.app.com.pk/photo/2019/12/lahore-december-04-%C2%96-dr-zeelaf-munir-ceo-ebm-takes-part-in-the-panel-discussion-on-women-empowerment-at-the-31st-adasia-2019-congress-app-photo-by-zahid-ch/>

PakAlumni Worldwide

AdAsia 2019: Asia's Biggest Advertising Industry Conference in Lahore, Pakistan

On December 2, 3, 4 and 5, 2019, Pakistan played host to AdAsia 2019 after a gap of 30 years. It is the largest and most prestigious advertising industry conference in Asia, organized annually by the Asian Federation of Advertising Associations (AFAA). It drew attendees from all over the world to Lahore, Pakistan. This conference has always played a role when Pakistan's economic condition is industry together could not be held elsewhere after a long period of withdrawal from the world economy. The only advertising event that has not and growing at double digit rates except.

CELEBRASIAN

ADASIA
LAHORE 2019

<http://www.pakalumni.com/m/blogpost?id=1119293%3ABlogPost%3A127823>

#Digital



AdAsia 2019: Asia's Biggest Advertising Industry Conference in Lahore, Pakistan

On December 2, 3, & 4, 2019, Pakistan played host to AdAsia 2019 after a gap of 30 years. It is the largest and most prestigious advertising industry conference in Asia - organized bi-annually by the Asian Federation of Advertising Agencies (AFAA). It drew attendees from all over the world to Lahore, Pakistan. The conference has been held at a time when Pakistan's \$1 billion+ creative industry is in the midst of a major shakeout after a long period of rapid double-digit growth over the turn of the century. The only advertising segment that is still growing at double-digit rates is digital.



<https://www.siasat.pk/forums/threads/adasia-2019-asias-biggest-advertising-industry-conference-in-lahore-pakistan.731049/>

South Asia Investor Review

AdAsia 2019: Asia's Biggest Advertising Industry Conference in Lahore, Pakistan

December 10, 2019

On December 2, 3, & 4, 2019, Pakistan played host to AdAsia 2019 after a gap of 30 years. It is the largest and most prestigious advertising industry conference in Asia - organized annually by the Asian Federation of Advertising Agencies (AFAA). It drew attendees from all over the world to Lahore, Pakistan. The conference has been held at a time when Pakistan's \$1 billion+ creative industry is in the midst of a major shakeout after a long period of rapid double-digit growth over the turn of the century. The only advertising segment that is still growing at double-digit rates is digital.



<https://www.southasiainvestor.com/2019/12/adasia-2019-asias-biggest-advertising.html>

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Richard Quest in conversation with Sir Martin Sorrell – AdAsia Lahore



<http://zemtv.com.pk/2019/12/05/richard-quest-in-conversation-with-sir-martin-sorrell-adasia-lahore/>

branding in asia

AdAsia 2019 Opens in Pakistan With Randi Zuckerberg and Sir Martin Sorrell Slated to Present > AdAsia Lahore 2019 – Branding in Asia

AdAsia Lahore 2019 – Branding in Asia



<https://brandinginasia.com/adasia-2019-opens-in-lahore-with-randi-zuckerberg-and-sir-martin-sorrell-slated-to-present/adasia-lahore-2019-branding-in-asia/>

AdAsia
LAHORE 2019



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3-day AdAsia 2019 Begins Tomorrow

3 days ago | Monday, December 2019 | 10:04 PM



The three-day 31st Asian Advertising Congress, AdAsia 2019, will begin here at Alhamra Hall from tomorrow (Tuesday)

<https://www.urdupoint.com/en/pakistan/3-day-adasia-2019-begins-tomorrow-776769.html>



Randi Zuckerberg sang praises of Pakistan at AdAsia 2019; Called Pakistan the friendliest country.

Randi, sister of the founder of Facebook Mark Zuckerberg during her two-day key-note address on the last day of AdAsia 2019 in Lahore described Pakistan as one of the friendliest countries. Her descriptions about Pakistan mesmerized the audience, as she continued to speak highly of the country maligned by false notions.

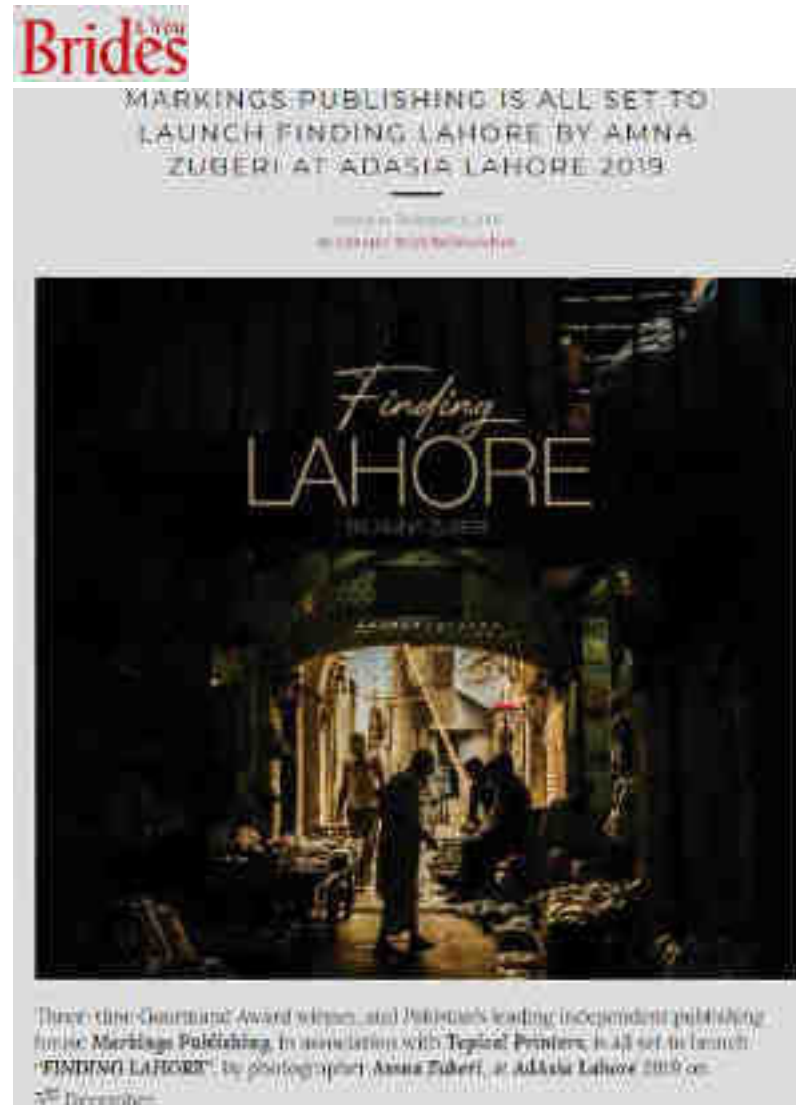


Randi specifically praised the women this country produced and said, "Pakistan has grown up women such as Malala Yousafzai and Benazir Bhutto." Adding to this, she said, "This shows that Pakistan is a country that really honours its women!"

<https://pink.parlo.com/randi-zuckerberg-on-pakistan/>

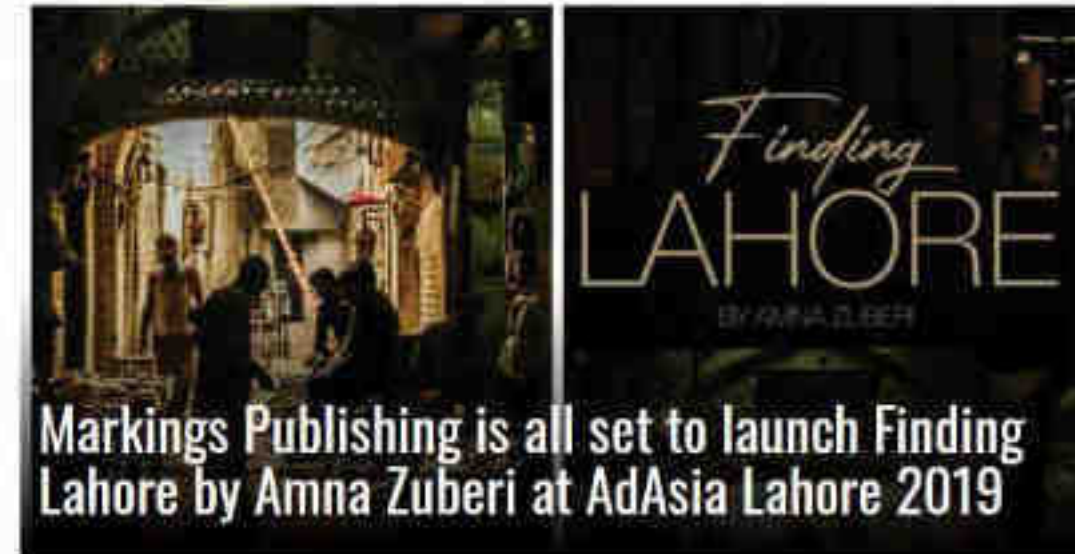
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<https://bridesandyou.com/2019/12/02/markings-publishing-is-all-set-to-launch-finding-lahore-by-amna-zuberi-at-adasia-lahore-2019/>

Times of Pakistan



Three-time Gourmand Award winner, and Pakistan's leading independent publishing house Markings Publishing, in association with Topical Printers, is all set to launch "FINDING LAHORE" by photographer Amna Zuberi, at AdAsia Lahore 2019 on 27 December.

"FINDING LAHORE" is a digital art book, by Amna Zuberi, that focuses on the rights and exploits the magic and the stories that are so intricately woven within the historical fabric of Lahore.

<https://timesofpakistan.pk/education/2019/12/02/amna-zuberi-at-adasia-lahore-2019/108770/>

AdAsia
LAHORE 2019

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Synergyzer

Congratulations on organizing the 31st edition of AdAsia. The theme for this year is 'Celebrasian'. What is the idea behind it?

'Celebrasian' is a celebration of everything Asian.

It is the celebration of Asian advertising, Asian marketing, Asian media and Asian brands. Asia is a continent where one can find tremendous diversity in cultures but at the same time, immense unanimity in values as well. From the Far East – Indonesia, Malaysia, Thailand, Singapore and China – to South Asia – Pakistan, Bangladesh, Sri Lanka, Nepal and India to Central Asia – Uzbekistan, Turkmenistan, Tajikistan etc. as well as the Middle East; the values and morals are the same; respect for elders, close-knitted family systems, respect for teachers and the quest for knowledge. So Celebrasian is a celebration of our contrasts as well as our commonalities.

Also it is celebration of the fact that Asia, as a continent, has finally arrived. This century is being termed as the Asian Century and we need to celebrate this immensely.

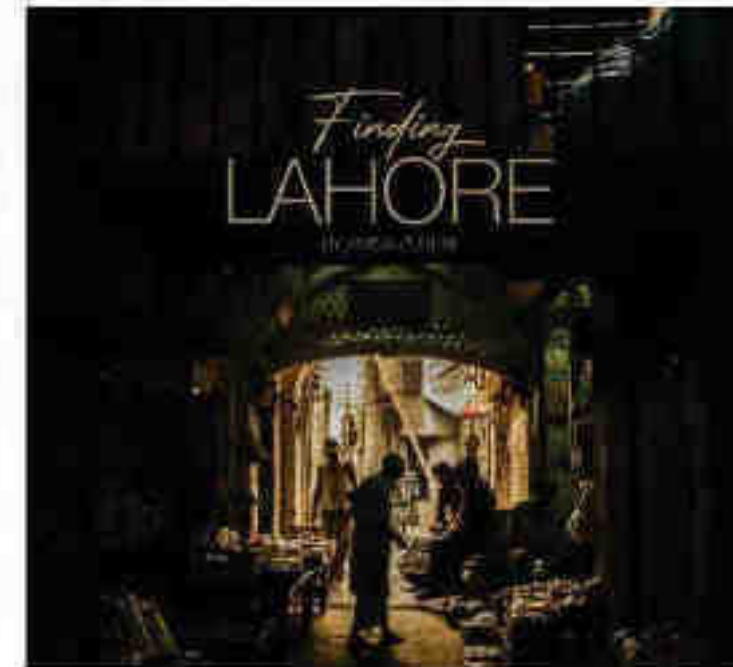
<http://www.synergyzer.com/sarmad-ali-chair-organizing-committee-adasia-lahore-2019-on-the-importance-of-adasia-returning-to-pakistan-after-30-years/>

AdAsia
LAHORE 2019

DEC 34
5 2019
Alhamra
Lahore
Arts
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MARKINGS PUBLISHING IS ALL SET TO LAUNCH FINDING LAHORE BY AMNA ZUBERI AT ADASIA LAHORE 2019



Tizen (the Samsung) Award winner, and Pakistan's leading independent publishing house *Markings Publishing*, in association with *Topical Printers*, is all set to launch "*FINDING LAHORE*" by photographer *Amna Zuberi* at *AdAsia Lahore 2019* on 5th December.

<https://celebdhaba.com/markings-publishing-is-all-set-to-launch-finding-lahore-by-amna-zuberi-at-adasia-lahore-2019/>

SYNTAX
COMMUNICATIONS

Edelman Affiliate

Global Village Space

Randi Zuckerberg calls Pakistan a friendly country to visit

The year 2019 has been glorious for Pakistan in hosting high profile foreign visits and bagging appreciation globally for hospitality and friendliness. The latest to appreciate Pakistan is Randi Zuckerberg, the sister of Mark Zuckerberg.

News Desk - December 5, 2019

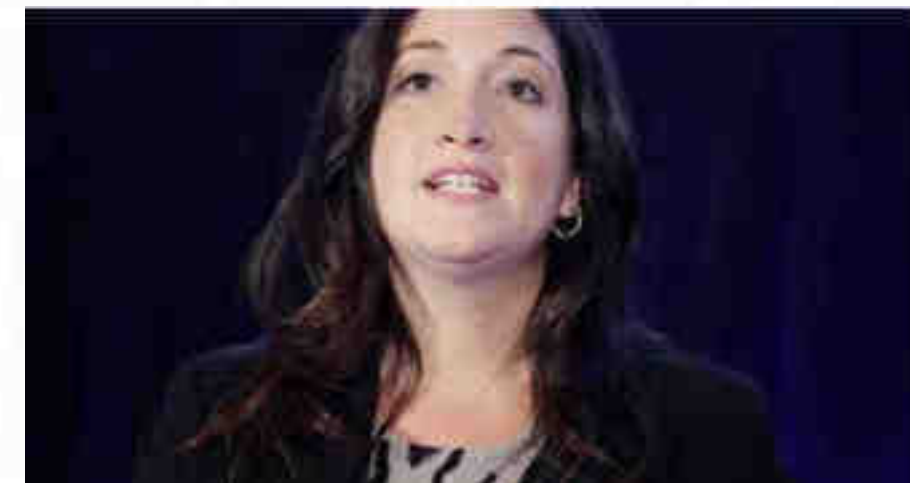


<https://www.globalvillagespace.com/randi-zuckerberg-calls-pakistan-a-friendly-country-to-visit/>

Times of Islamabad

Randi Zuckerberg, sister of CEO Facebook amazing remarks about Pakistan, it's hilarious

7 Dec, 2019



ISLAMABAD - Randi Zuckerberg, CEO of Zuckerberg Media link and sister of social media giant Facebook's CEO Mark Zuckerberg, described Pakistan as one of the friendliest countries during her address at AdAsia 2019 in Lahore.

A video of Zuckerberg singing during the AdAsia 2019 has also gone viral on internet.

<https://timesofislamabad.com/07-Dec-2019/randi-zuckerberg-sister-of-ceo-facebook-amazing-remarks-about-pakistan-it-s-hilarious>

#Digital



DIGITAL MARKETING MUST BE MEANINGFUL & TRUTHFUL: PRESIDENT ARIF ALVI

Addressing the concluding session of the AdAsia Lahore 2019 here at Alhamra, he said that marketing strategies should be modified to achieve the realistic approach of selling products. "Reality is not that you show but the reality is what it was and what it is," he added.

The president said that world was moving towards truth; 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 would be meaningful and truthful, he added. The media had been changed and a greater volume of fake news were being reported in today's world, he added.

Dr Arif Alvi said that a significant change could be seen in the media as nowadays newspapers had 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 added.

<https://www.suchtv.pk/pakistan/general/item/92014-digital-marketing-must-be-meaningful-truthful-president-arif-alvi.html>

24 Pakistan

Final day of AdAsia Lahore puts creativity and innovativeness front and centre



Mark Zuckerberg, CEO of Facebook, stated Facebook with pride for Pakistan's culture and people and praised its founder Mark Zuckerberg. He's the single greatest innovator and tech genius that dropped out.

She assessed the story of how digital media became a force to be reckoned with for marketers through her own experiences in the field.

"15 years ago my marketing budget for a whole year was one line of \$1000," she told the audience. She shared through her years with Facebook. "It's really amazing to see how far the world has come in 15 years," she added.

<http://www.24pakistan.com/lifestyle/final-day-of-adasia-lahore-puts-creativity-and-innovativeness-front-and-centre/43834-news>

#Digital



Mark Zuckerberg's Sister Calls Pakistan One of the Friendliest Countries in the World

Propakistani.com/News



Facebook founder Mark Zuckerberg's sister, Randi Zuckerberg, has described Pakistan as one of the friendliest countries in the world.

She made these remarks while speaking on the third and final day of the AdAsia 2019 conference in Lahore. During her one-hour lecture, she kept the jam-packed hall involved with her mesmerizing words.

<https://propakistani.pk/2019/12/06/mark-zuckerbergs-sister-calls-pakistan-one-of-the-friendliest-countries-in-the-world/>



Mark Zuckerberg's sister finds Pakistan to be a friendly country



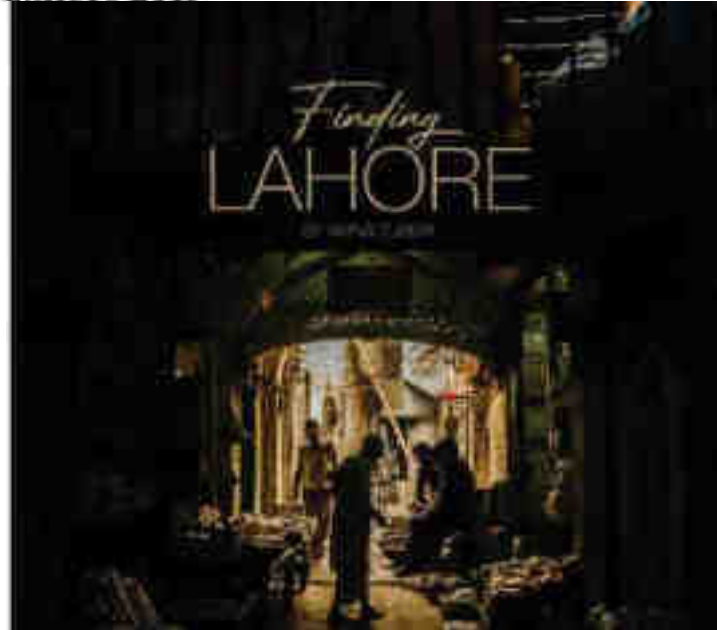
Sister of Facebook founder Mark Zuckerberg, Randi Zuckerberg described Pakistan as one of the friendliest countries in the world.

Addressing a session during the AdAsia 2019 conference in Lahore, she kept the hall involved with her mesmerizing words.

<https://thecurrent.pk/life/mark-zuckerbergs-sister-randi-finds-pakistan-to-be-a-friendly-country/>

#Digital

Daily Times
Markings Publishing is all set to launch
Finding Lahore by Amna Zuberi at AdAsia
Lahore 2019



Three-time Pulitzer Prize winner and national leading independent publishing house Markings Publishing, in association with digital features, is all set to launch Finding Lahore, by photographer Amna Zuberi, at AdAsia Lahore 2019 on Thursday. Finding Lahore is a personal book by Amna Zuberi, that focuses on the forgotten stories, the rough Architecture that are immediately visible in the historical fabric of Lahore. Three-time recipient of the National Book Award and Pakistan's leading independent publishing house Markings was founded by Zuberi. Amna is also a writer, a publisher, a poet, and a designer. She has a history of exploring, indeed, in a unique way, Markings continues to experiment and release books with Markings Publishing, under the motto of Markings Publishing and culture from the Markings House.

<https://dailytimes.com.pk/511841/markings-publishing-is-all-set-to-launch-finding-lahore-by-amna-zuberi-at-adasia-lahore-2019/>



ایڈیشیا کانفرنس : پاکستان اب امرقی ہوئی مارکیٹ بن چکا ہے ، ڈاکٹر عارف علوی



لاہور : صدر مصلحت ڈاکٹر عارف علوی نے کہا ہے کہ پاکستان اب امرقی ہوئی مارکیٹ بن چکا ہے ، میرٹھی منہ میں اسٹیج مخالف ہیں پاکستانی مسلم بن کر جائیں گے۔ ان خیالات کا اظہار انہوں نے لاہور میں گذشتہ جمعے روزہ ایڈیشیا کانفرنس کی افتتاحی تقریب سے اہمیت مسان کسبھی خطاب کرتے ہوئے کیا۔ تقریب کے مطابق 30 سال بعد لاہور میں منعقد ہونے والی انٹیمپریں تھیں روزہ ایڈیشیا کانفرنس اپنی رکنوں کے ساتھ انعام پڑھو گی۔ کانفرنس میں میرٹھی منہ میں کی نامی اتحاد سے شرکت کی ، اجلاس سے انہوں نے اپنی رائے میں بتایا کہ میں پاکستان کی ترقی کے لیے ایڈیشیا کانفرنس میں شرکت میرٹھی منہ میں پاکستان سے متاثر ہونے والے ہیں۔

<https://urdu.arynews.tv/dr-arif-alvi-add-asia-conference/>

اردو پوائنٹ

ایڈیشنل کانفرنس کے کامیاب انعقاد سے پاکستان ایک دفتر بھر مثبت تصویریں آگیا ہے، پاکستان اپنی طاقت کے
عالم سے دنیا میں نمایاں مقام رکھتا ہے، ایسے پروگراموں نے پاکستان

لاہور۔ 5 دسمبر (اردو پوائنٹ اخبار تازہ ترین - اے پی پی۔ 05 دسمبر 2019ء) سینئر آف
گلوبل اینڈ اسٹریٹجک سٹڈی کے صدر مہمجر جنرل (ر) سید خالد محمود، چیئرمین جموں کشمیر ڈیو من
رائٹس کمیشن جلیوں زمان نے کہا ہے کہ ایڈیشنل انعام کے کامیاب انعقاد سے پاکستان ایک دفتر
بھر مثبت خبروں میں آگیا ہے۔ پاکستان کا صحیح چہرہ میڈیا کے ذریعے دنیا کو دکھانے کا موقع ملا
ہے جو کہ خوش آئند بات ہے۔

<https://www.urdupoint.com/daily/livenews/2019-12-05/news-2167825.html>

نیو ID نیوز

مارک زکر برگ کی بہن پاکستان کی گرویدہ، دوستانہ ملک قرار دیدیا

ایڈیشنل 2019ء کا حیرت اور آفری زندگیوں کے بانی مارک زکر برگ کی ہمیشہ ریڈی زکر برگ کے نام پر ماموں نے اپنے
نقاب میں پاکستان کی سب سے تعریف کرتے ہوئے اسے دوستانہ ملک قرار دیا۔

اپنے ایک گفتے دورانے کے نقاب میں ریڈی زکر برگ نے تمام مائٹن کو مہوت سے کہا اور کہا کہ پاکستان نے ہمیں ملا
یوسفی اور بظہر مہو بھی فائین ہیں، ان سے ظاہر ہوتا ہے کہ یہ ملک اپنی فائین کی تقنی عزت اور قدر کرتا ہے۔

فائین یک باقی مارک زکر برگ کی ہمیشہ لے انکھت کیا کہ ہو کر کت کی دلدادہ ہیں اور یہ جان کر حیران ہیں کہ پاکستان دنیا بھر میں
قبیال برآمد کرنے والا ملک بھی ہے۔

اپنے گچھن کے ہاتھ میں بات کرتے ہوئے ریڈی زکر برگ نے کہا کہ انھیں گھوڑی کا بہت شوق تھا اور آٹ کی تعمیر
مائل کرنا پانچ تھیں لیکن مارن کی فائین تھی کہ میں یاد دہاؤں سنی ہوں۔ انہوں نے مزید بتایا کہ گرویدہ کے بعد وہ ایک
ایڈیٹنگ ایجنسی میں کام کرنے گئے کیلوریات سے نیویارک بھی گئے۔

<https://www.neonetwork.pk/07-Dec-2019/77804>

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بول

پاکستان ایک محفوظ اور مستحکم ملک ہے، عارف علوی



جسٹس مسطکت لاکڑ عارف علوی نے کہا ہے کہ پاکستان شہر ملکی سوانحیہ کو اپنے منقولات اور کشش ملک ہے۔
تخصیصات کے مطابق لاہور میں پیدائشی اکثریت کے ساتھ ہی سیکشن سے خطبات کرتے ہوئے جسد مسطکت لاکڑ عارف
علوی نے کہا کہ پاکستان ایک مستحکم ملک ہے، نوع ہر کہ شہر ملیکی مستویں ویس جاکر پاکستانی سفیر کا کردار ادا
کریں گے۔
جسد مسطکت لاکڑ عارف علوی نے کہا کہ پاکستان 20 کروڑ آبادی کے ساتھ ایک بڑے ماریجٹ سے لڑ رہا ہے اور اس کے ساتھ ہی مستحکم
پاکستان میں غیر ملکی سرمایہ کاری ہے۔
لاکڑ عارف علوی نے کہا کہ 1970 اور 1980 کی دہائی کے دوران تشہیر کا تقابل جانے لیا جانے لگا ہے اور تشہیر میں
زیادہ فروغ دیکھنے لگے گئے۔

<https://www.bolnews.com/urdu/?p=38034>

جنگ

امریکا چین تنازع، ایڈورٹائزنگ سمیت بڑی
انڈسٹریوں کو خطرہ درپیش ہے، سرما رٹن سورل



آخر میں ایڈورٹائزنگ میں بے مثال خدمات کے اعتراف میں خاور
مسعود بٹ (انگلش بسکٹ مینوفیکچرز) کو ایوارڈ سے نوازا گیا ان
کی عدم موجودگی میں یہ ایوارڈ انکی بیٹی ڈاکٹر زلیف منیر نے
وصول کیا۔

<https://jang.com.pk/news/707041-topstory>

جنگ 31 ویں ایشین ایڈورٹائزنگ ایڈ ایشیا کانفرنس آج الحمراء ہال میں شروع ہوگی



لاہور (نیوز ڈیسک) پاکستان میں 31 ویں ایشین ایڈورٹائزنگ ایڈ ایشیا کانفرنس 2019ء آج سے الحمراء ہال میں شروع ہو رہی ہے۔ وزیراعلیٰ پنجاب عثمان بزدار ایڈ ایشیا کا افتتاح کریں گے۔ پاکستان سمیت دنیا بھر سے ایک ہزار سے زائد ایڈورٹائزنگ و مارکیٹنگ ایجنسیوں کے عہدیداران و تخلیقی میڈیا ماہرین شرکت کریں گے۔

<https://jang.com.pk/news/706657-topstory>

جنگ ایڈ ایشیا کل الحمراء میں شروع ہوگی، ملکی و غیرملکی شخصیات خطاب کریں گی



لاہور (ویب ڈیسک) لاہور کے نگر خصوصی این روڈ ایڈ ایشیا کانفرنس کل الحمراء آرٹس کونسل میں شروع ہوگی جس کے افتتاحی سیشن سے وزیراعظم عمران خان جبکہ اختتامی سیشن سے صدر مملکت عارف علوی خطاب کریں گے۔

<https://jang.com.pk/news/706298-topstory>

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نوائے وقت

انگلش بسکٹ کے بانی خاور مسعود بٹ کے لیے ایڈ ایشیا 2019 لیڈرشپ ایوارڈ

04 Dec 2019



ایف اے اے (AFAA) کی جانب سے انگلش بسکٹ ٹیبلو گریڈنگ کے ہالی وڈ میں ہونے والے اجلاس میں، خاور مسعود بٹ نے ایڈ ایشیا 2019 لیڈرشپ ایوارڈ سے نوازا گیا۔ انٹرنیشنل پبلسٹی پاکستان میں ڈیجیٹل اور ایڈوائسنگ کی صنعت کے لیے نئے عملی کاموں کے دوران ان کے وہیٹ اور گورننس کے صنعت میں دی گئے ہیں اور اسے ایف بی ایف کے گورنرسوں کے دوران کامیابی سے ترقی کی مثال

<https://www.nawaiwaqt.com.pk/04-Dec-2019/1085626>

دنیا

Published on: 04 December, 2019

انگلش بسکٹ کے بانی خاور مسعود بٹ کیلئے ایڈ ایشیا لیڈرشپ ایوارڈ



ایف اے اے (AFAA) کی جانب سے انگلش بسکٹ ٹیبلو گریڈنگ کے ہالی وڈ میں ہونے والے اجلاس میں، خاور مسعود بٹ نے ایڈ ایشیا 2019 لیڈرشپ ایوارڈ سے نوازا گیا۔ انٹرنیشنل پبلسٹی پاکستان میں ڈیجیٹل اور ایڈوائسنگ کی صنعت کے لیے نئے عملی کاموں کے دوران ان کے وہیٹ اور گورننس کے صنعت میں دی گئے ہیں اور اسے ایف بی ایف کے گورنرسوں کے دوران کامیابی سے ترقی کی مثال

<http://dunya.com.pk/index.php/business/2019-12-04/1551699#.Xec60JMzbGg>

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پاکستان
بھارتیہ عوامی اذیتوں شامی

انٹرنیشنل جگت کے یاقی نامہ سمورہت کے لیے ایڈیٹوریل ایوارڈ 2019

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لاہور (پ ر) انٹرنیشنل ایڈیٹوریل ایوارڈ (AFAA) کی جانب سے "عالمی صنعتی سٹیج" کے جلی وینڈیجین، نامہ سمورہت کو لاہور میں پروفیسر ایڈیٹوریل ایوارڈ سے نوازا گیا۔ انہیں یہ ایوارڈ پاکستان میں مارکیٹنگ اور ایڈورٹائزنگ کی صنعت کے لیے نئے عملی خدمات کے علاوہ ان کے ویجین اور گورنمنٹس کے اہتمام میں دیا گیا ہے جس کی وجہ سے ای ٹی ایم نے کوششوں میں کے دوران کامیابی سے ترقی کی مثال کے لیے ہیں۔ نامہ سمورہت کی جانب سے یہ ایوارڈ انٹرنیشنل ایڈیٹوریل ایوارڈ کی جگہ لیا گیا اور

<https://dailypakistan.com.pk/04-Dec-2019/1058409>

اردو پوائنٹ
UrduPoint.com

ایڈیشیا کا 30 ویں ایڈیٹوریل ایوارڈ میں کامیاب اتحاد خوش آمد ہے، دنیا سرمایہ کاری کرنے پاکستان آنا چاہتی ہے، پاکستان کی لوگ ایڈورٹائزنگ انڈسٹری کے بیرون ممالک کی انڈسٹریوں سے رابطے پر رہے ہیں سینیٹر فیصل جاوید خان کی کانفرنس کے موقع پر اسٹیجیائی سے بات چیت

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لاہور۔ 5 دسمبر (اردو پوائنٹ اخبار تازہ ترین۔ اے پی پی۔ 05 دسمبر 2019ء) پاکستان تحریک انصاف کے مرکزی رہنما و سینیٹر فیصل جاوید خان نے کہا ہے کہ ایڈورٹائزنگ انڈسٹری ایک پاور فুল انڈسٹری ہے۔ ایڈیشیا کا 30 سالوں بعد لاہور میں کامیاب اتحاد خوش آمد ہے جس پر اس کی انتہائی مبارکباد پیش کرتے ہیں۔ ایڈیشیا کے پلیٹ فارم سے ملکی و بین الاقوامی انڈسٹری کے میڈیا کمیونیکیشن ایکسپٹ ایک پلیٹ فارم پر اکٹھے ہونے میں جس کے پورے نئے میناٹرات مرتب ہو گئے۔

<https://www.urdupoint.com/daily/livenews/2019-12-05/news-2168508.html>

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اردو پوائنٹ

سندھ کی خبریں اور تبصروں کا مرکز

ایڈ ایشیا کانفرنس کے کامیاب انعقاد سے پاکستان ایک دفعہ پھر مثبت خبریں سنیں آگیا ہے، پاکستان اپنی ثقافت کے حوالے سے دنیا میں نمایاں مقام رکھتا ہے، ایسے پروگرامز ہونے پائیں سب سے آگے بڑھیں ایڈ ایشیا کانفرنس کے صدر میجر فضل (ر) سید خالد محمود، چیئرمین جموں کشمیر بیومن رائٹس کمیشن جمالیوں زمان نے کہا ہے کہ ایڈ ایشیا کانفرنس کے کامیاب انعقاد سے پاکستان ایک دفعہ پھر مثبت خبریں سنیں آگیا ہے۔ پاکستان کا صحیح چہرہ میڈیا کے ذریعے دنیا کو دکھانے کا موقع ملا ہے جو کہ خوش آئند بات ہے۔

لاہور۔ 5 دسمبر (اردو پوائنٹ اخبارتازہ ترین - اے پی پی - 05 دسمبر 2019ء) سینیٹر آف گلبرگ ایڈ ایشیا کانفرنس کے صدر میجر فضل (ر) سید خالد محمود، چیئرمین جموں کشمیر بیومن رائٹس کمیشن جمالیوں زمان نے کہا ہے کہ ایڈ ایشیا کانفرنس کے کامیاب انعقاد سے پاکستان ایک دفعہ پھر مثبت خبریں سنیں آگیا ہے۔ پاکستان کا صحیح چہرہ میڈیا کے ذریعے دنیا کو دکھانے کا موقع ملا ہے جو کہ خوش آئند بات ہے۔

<https://www.urdupoint.com/daily/livenews/2019-12-05/news-2167825.html>

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پاکستان کی سب سے بڑی ایڈورٹائزنگ کانفرنس کا آغاز

03 Dec 2019 | 07:40 PM



ایشیائی لیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن کی جانب سے ایڈ ایشیا لیڈرشپ ایوارڈ سی ای او انجمن بسکٹ بال مسعودیہ ایڈ ایشیا ہال آف فیم ایوارڈ ساجد وفاقی ذمہ داریاں سید خالد محمود، چیئرمین ایڈ ایشیا سید علی ایڈ ایشیا سٹیٹس سیرٹ ایوارڈ ساجد وفاقی ذمہ داریاں سید خالد محمود، چیئرمین ایڈ ایشیا سید علی ایڈ ایشیا سٹیٹس سیرٹ ایوارڈ ساجد وفاقی ذمہ داریاں سید خالد محمود، چیئرمین ایڈ ایشیا

<https://www.city42.tv/03-Dec-2019/37450>

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سٹی 42 (محدث) پاکستان کی سب سے بڑی ایڈورٹائزنگ کانگریس کا آغاز۔ پہلے روز رنگا رنگ اختتامی تقریب،
ملکی اور بین الاقوامی پرنسٹن مائیکرو انڈیا انڈیا انڈیا کی شرکت۔

<https://www.city42.tv/03-Dec-2019/37450>



انگلش بینک کے بانی ٹاور سمیت کے لیے ایڈورٹائزنگ کانگریس 2019 ایڈورٹائزنگ

پاکستان کی سب سے بڑی ایڈورٹائزنگ کانگریس (Adasia) کی جانب سے انگلش بینک کے بانی ٹاور
سمیت دیگر سمیت ٹاور میں ایڈورٹائزنگ کانگریس کے انعقاد کے لیے ایڈورٹائزنگ کانگریس اور دیگر
سمیت کے لیے غیر معمولی خدمات کے لئے ان کے وہاں ایڈورٹائزنگ کانگریس کے انعقاد میں وہاں کے ایڈورٹائزنگ کانگریس کی

<http://newstimehd.tv/archives/10081>

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ایڈ ایشیا کانفرنس میں سے کیا ہے، کارپوریٹیشن کا یہ حوالہ دینا ہے اور ایڈ ایشیا میں ہونے والی یہ کانفرنس تیسری سالانہ ہے جس میں مختلف
سے آئے، ان کی پیشکش کر، اسے تجارت میں بحران کا موقع ملے گا۔ ان کی طرح کی کانفرنسیں بدستور اپنے ملک میں
پہنچائی گئی ہیں۔ ایڈ ایشیا کانفرنس میں سے کیا ہے، اس کا یہ ایڈ ایشیا میں ہونے والی کانفرنس ہے۔ دسمبر 2021 کی ہونے والی کانفرنس
جس میں آئے ہیں اور اس طرح کی کانفرنس سے قوموں کو اپنے ملک کی ایڈ ایشیا کانفرنس میں سے کیا ہے اور اس طرح دیکھنے کے
موقع ملتا ہے۔ ایڈ ایشیا کانفرنس میں ہونے والی اس کانفرنس سے لوگوں کے شعبہ سے منگوانے کا موقع ملتا ہے۔

<https://tinyurl.com/tkj3flb>

Thank You!



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