

Employee News Briefing

06-September -2024

News Coverage of CCP Press Release “CCP and PAS to enhance collaboration for competition law compliance”



**BUSINESS
RECORDER**
Founded by M.A. Zuberi

CCP, PAS enhancing collaboration to promote self-regulation

RECORDER REPORT

ISLAMABAD: The Competition Commission of Pakistan (CCP) and the Pakistan Advertisers Society (PAS) expand their collaboration promoting self-regulation in order to deter deceptive marketing practices in Pakistan and ensure due compliance with the Competition Law.

During the recent visit of PAS's Executive Council to CCP, discussions were held for enhancing collaboration to promote self-regulation and ensure compliance with Competition Law, particularly in the area of deceptive marketing. During the meeting, the PAS delegation provided an overview of the role it has been playing in arbitration also among its member organizations which include various leading undertakings in the beverages, telecom, insurance, automobile, pharmaceutical sectors.

Commending PAS's efforts, Salman Amin, Member CCP, encouraged PAS to expand its membership to benefit all sectors of the economy, particularly through the self-regulatory code that has been developed in compliance with the Competition Law. He stated that the recent collaboration between the CCP and PAS has added value for the other undertakings also to become the member of the PAS. These recent collaboration includes the trainings and joint advocacy sessions held for member organisations of PAS. It was also discussed that, if needed, sector-specific sessions will also be conducted by CCP, with sector specialists and resource persons provided by CCP as well as PAS.

Qamar Abbas, Executive Director of PAS, highlighted that the PAS's membership includes leading local and international brands from various sectors, collectively accounting for 85% of Pakistan's total advertising expenditure. He also shared insights into the Code of Advertising Practice (COAP), which has been developed in line with the CCP's compliance framework, highlighting the significant benefits it has brought to the sector. He also mentioned that as per the code, arbitration among its members has, in turn, reduced the need for regulatory intervention by the CCP.

The CCP delegation was represented by the Member CCP along with Shahzad Hussain, Director General, and Maryam Zafar, Director. Whereas, PAS was represented by Vice Chair Ms Asima Haq (Unilever), Qamar Abbas (PAS), Arif Aziz (Jazz), Shahzain Munir (English Biscuit Manufacturers), Syed Usman Qaiser (Jubilee Life Insurance), and Ms Afsheen Rizavi (PAS).

CCP, PAS to enhance collaboration for competition law compliance

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Read more: <https://islamabadpost.com.pk/ccp-pas-to-enhance-collaboration-for-competition-law-compliance/>

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<https://www.dailyparliamenttimes.com/2024/09/05/ccp-and-pas-to-enhance-collaboration-for-competition-law-compliance/>

CCP, Pakistan Advertisers Society Collaborate to Deter Deceptive Marketing Practices in Pakistan

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This recent collaboration includes the training and joint advocacy sessions held for member organizations of PAS. It was also discussed that, if needed, sector-specific sessions will also be conducted by CCP, with sector specialists and resource persons provided by CCP as well as PAS.

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Read more: <https://propakistani.pk/2024/09/05/ccp-pakistan-advertisers-society-collaborate-to-deter-deceptive-marketing-practices-in-pakistan/>



CCP, PAS join forces to tackle deceptive marketing practices in Pakistan

The Competition Commission of Pakistan (CCP) and the Pakistan Advertisers Society (PAS) are expanding their collaboration to promote self-regulation, aiming to deter deceptive marketing practices in Pakistan and ensure compliance with competition law.

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During the meeting, the PAS delegation provided an overview of the role it has been playing in arbitration among its member organizations.

These member organizations represent a diverse range of leading enterprises spanning sectors such as beverages, telecommunications, insurance, automotive, and pharmaceuticals.

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Read more: <https://mettisglobal.news/ccp-pas-join-forces-to-tackle-deceptive-marketing-practices-in-pakistan/>



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Read more: <https://www.telecoalert.com/2024/09/06/ccp-and-pas-to-enhance-collaboration-for-competition-law-compliance/>



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اسلام آباد کیپٹن کمیشن اور ایڈورٹائزنگ سوسائٹی میں مذاکرات کے بعد شرکاء کا گروپ فوٹو

کیپٹن کمیشن اور ایڈورٹائزنگ سوسائٹی کے مابین بڑھاپے پر اتفاق

پاکستان ایڈورٹائزنگ سوسائٹی کی ایگزیکٹو کونسل کے اراکین کیپٹن کمیشن کا دورہ

ڈیجیٹل مارکیٹوں میں گمنان پننامت پر جیٹنگ کے طریقوں سے نمٹنے پر تبادلہ خیال

اسلام آباد (نامہ نگار خصوصی) کیپٹن کمیشن آف مارکیٹنگ کی روک تھام اور ایڈورٹائزنگ کمپنیوں میں پاکستان اور پاکستان ایڈورٹائزنگ سوسائٹی نے ایشیا سیلف ریگولیشن کو فروغ دینے کے لیے باہمی خدمات کی گراہ کن، فیئر شاپ اور فیئر واچ کوششوں کو (آئی سلف 6 بڑے نمبر 17)

17 اتفاق

بڑھاتے ہوئے اتفاق کیا ہے۔ اس سلسلے میں مشترکہ طور پر تربیتی اور پیشہ بلڈنگ کی ورکشاپس منعقد کی جائیں گی جن کا مقصد اشتہاری صنعت کے اندر کیپٹن کمیشن کے قوانین بارے آگاہی اور تفہیم پیدا کرنا ہے۔ اس سلسلے میں پاکستان ایڈورٹائزنگ سوسائٹی کی ایگزیکٹو کونسل کے اراکین نے کیپٹن کمیشن کا دورہ کیا۔ اجلاس میں سیلف ریگولیشن کے فروغ اور کیپٹن کمیشن کے قوانین کی تعمیل کو یقینی بنانے، اور ڈیجیٹل مارکیٹوں میں گمنان پننامت اور دھوکہ دہی کے پیغامات پر جیٹنگ مارکیٹنگ کے طریقوں سے نمٹنے پر تبادلہ خیال کیا گیا۔ ایڈورٹائزنگ سوسائٹی کے ایگزیکٹو ڈائریکٹر، قمر عباس نے کمپنوں کو سوسائٹی کے اراکین، اور مختلف شعبوں اور پاکستان کی اشتہاری صنعت بارے بریفنگ دی۔ انہوں نے سوسائٹی کے اپنے نافذ کردہ کوڈ آف ایڈورٹائزنگ ریگولیشن کے بارے میں بھی بتایا۔ اس کے علاوہ سوسائٹی ممبر کمپنیوں کے درمیان تنازعات کو حل کرنے کے لیے حاشی کی خدمت بھی فراہم کرتی ہے۔