CEC Meeting

Meeting Date: December 19th, 2024

Attendees

CEC Members	Secretariat
1. Umair Nizam	1. Nadeem Malik

2. Raheel Iqbal
3. Haris Naseer
4. Dr.Sonia Saleem
5. Nadia Iqbal
6. Munaf Majeed
7. Salman Dar
8. Hassan Bin Rizwan
9. Sheikh Abdul Qadir
10. Usman Akbar
11. Abdul Wahab Ahmed
12. Zohaib Khan (former Chairman)

Agenda

- Approval of previous minutes
- CEC Objectives and directions for next three months
- Members code of conduct – approval required
- Brand Committee – Performance report
- Approval for Events – LEAP , GITEX, APICTA, US Roadshows etc
- TOR & KPI of committee for CEC approval
- Approval of MoU with Innovista
- Summary of meeting with Pakistan's Consulate General of Jeddah
- E Performance Report & KPI
- HR Committee - Performance Report & KPI
- Gaming Committee - Performance Report & KPI
- Other matters (with permission of the Chair)

Discussion Items:

The meeting initiated with a recitation of Tilawat-e-Quran.

Approval of previous minutes

The previous meeting minutes were approved.

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Objectives & Strategic discussions:

The Secretary General (SG) – Nadeem Malik outlined key objectives and discussions planned for the next three months for the CEC. Members emphasized the need for improved communication, proactive responses, and better accessibility of meeting records. A central folder for sub-committee minutes will be created for easier access.

Code of Conduct

SG provided background on the proposed Code of Conduct and clarified that the Industry Engagement (IE) Committee is responsible for it. The Governance Committee had previously approved the Code of Conduct, and final CEC approval was pending.

Members highlighted the urgency of establishing the Code of Conduct to address unethical practices and suggested collaboration with relevant stakeholders. A grievance committee was proposed to handle complaints, with possible actions including membership suspension or termination. The Governance Committee will review and present a final draft for CEC approval.

Engagement with HBL:

A follow-up discussion was held regarding the relationship with HBL. Key points included:

- HBL's interest in increasing accounts among P@SHA members.
- Suggestions to make HBL the "preferred bank" through initiatives such as featuring them in publications and CXO events.
- Concerns over HBL's expectations exceeding contractual deliverables.
- Recommendations to explore alternative banking partners while continuing engagement within contract scope.
- Ensuring member data confidentiality and compliance with agreed terms.

It was agreed that the Governance and Brand Committees will review the contract and compliance requirements. Meanwhile, engagement with HBL will continue through mutually beneficial programs.

Brand & Global Outreach Committee Progress

Key Focus Areas:

- Enhancing P@SHA's visibility through branding, media outreach, partnerships, and industry engagement.
- Strengthening relationships with diplomatic channels and regional/global industry organizations.
- Executing key international and local events, including LEAP, GITEX, P@SHA ICT Awards, and APICTA.
- Implementing a digital marketing strategy to boost engagement and media presence.
- Strengthening collaborations with ministries and international partners.

Event Planning & Delegations:

- Pakistan Night at LEAP 2025 (Budget: PKR 42 million) – A joint event with PSEB, with P@SHA taking the lead.

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- Plans for high-profile events, including APICTA and GITEX Dubai 2025.

Resource & Budgeting Requirements:
- Hiring positions for digital media, communications, events, and partnerships.
- Need for sponsorship and fundraising support for key initiatives.
- Budget approvals sought for various outreach activities, international delegations, and website revamp.

Decision-Making Authority:
- The Brand Committee Chairperson requested approval for full decision-making authority regarding financial planning, initiatives, and partnerships, within the committee's strategic objectives and budget.

Approvals Requested
- Finalization of the Code of Conduct.
- Strategic engagement approach with HBL.
- Execution of key international and local events.
- Branding and outreach initiatives, including digital marketing campaigns and partnerships.
- Budget allocations and sponsorship efforts for Pakistan Night at LEAP 2025.
- Decision-making authority for the Brand Committee Chairperson.

The meeting ended with a note of thanks to the Chairman and members.

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