



Barong is the traditional dance of Balinese people  
performed at AdAsia Bali 2017

# ANNUAL REPORT 2017

GABUNGAN PERSATUAN - PERSATUAN PENGIKLANAN ASIA  
PPM-020-14-30052017

**Secretariat office:**

2-96, Jalan Prima SG 3/2, Taman Prima Sri Gombak, 68100 Batu Caves, Selangor. Malaysia.  
Tel: 603-61868066 | Fax: 603-61862066

## ABOUT AFAA

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### Asian Federation of Advertising Associations (AFAA)

Founded in 1978, AFAA has representations in 20 Asian locations (Japan, Korea, Taipei, Thailand, Vietnam, Malaysia, Indonesia, Bangladesh, India, Nepal, Pakistan, USA, Hong Kong, Macau and China). Its primary objectives are to unify all Asian associations involved in the various aspects of advertising and upgrade the standards, ethics, and practices of advertising and to bring about a meaningful contribution from advertising activities to both regional and national socio-economic development. Under its auspices, AdAsia (biennially), DigiAsia (biennially), and the AFAA FASTTRACK, a professional training programme (annually) are held.

## AFAA OBJECTIVE

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- To unify all Asian associations involved in the various aspects of advertising as a profession and as a business.
- To upgrade standards, ethics and practices of advertising and thus bring about a more meaningful contribution from advertising and other related activities to both regional and national socio-economic development.
- To contribute programs to secure a better understanding of advertising and its functions in our respective countries.
- To take all steps to undertake, improve, systematize and co – ordinate manpower development programs in the region.
- To centralise data and information relating to advertising and marketing on a regional basis.
- To set up the necessary mechanism for future Asian advertising congresses.
- To assist in the development/implementation of socially / economically oriented (public service) programs on a national or regional basis.
- To foster self-regulation.
- To devise and implement education programs explaining the social and economic aspects of advertising.



**Raymond So**

**MESSAGE AND  
REVIEW OF  
ACTIVITIES  
OF ASIAN  
FEDERATION OF  
ADVERTISING  
ASSOCIATIONS**

## CHAIRMAN'S MESSAGE

I am very happy to report that 2017 was a very fruitful year for AFAA and we achieved our set objectives with satisfactory results. The focus for 2017 was to continue raising AFAA awareness and presence in the region, building an image of the leading Asian industry body. We also wanted to enlarge AFAA's geographic representation and provide stronger support to promote current AFAA regional events to make them influential.

We have gained four new Regular Members: China Advertising Association of Commerce, Hong Kong Association of Interactive Marketing, Malaysian Association of Accredited Advertising Agencies and Advertising Association of Nepal. The Jang Media Group of Pakistan joined as new Corporate Member, expanding our Corporate Member representation of media groups. In terms of geographic coverage, we were joined by The Asian American Advertising Federation, first as Associate Member and then upgraded to Regular Member. The Association of Communication Agencies of Mauritius also joined as our first Affiliate Member. The establishment of Affiliate Membership was a new AFAA initiative to facilitate new economy or underdeveloped country associations to participate in AFAA activities with a commitment to become a Regular Member after a three year trial membership period. We have managed to expand our membership coverage to 20 locations during 2017. There are still challenges in our membership development and we'll continue our expansion program in 2018.

On August 26, 2017, AFAA signed a strategic agreement with the Ad Stars Creative Festival. Both parties will work together to promote the upgrade and development of Asian Creativity during Ad Stars Creative Festival which was held in Busan, Korea for the past ten years.

We have also taken a more active role in participation of our local member events, including the Olive Crown Creative Award in India, the ECI Award in China, The Macau

International Advertising Festival, and Nepal Crity Award. We have successfully raised the AFAA profile in the countries we visited and provide endorsement to the local events organized by our members.

AFAA continued our commitment in Asian talent development and conducted our FastTrack talent development program in Kuala Lumpur Malaysia with over 30 participants from many Asian countries. FastTrack had been very successful and well-praised by our members as it helped to unleash the potential of their young managers and promoted loyalty in their career. We are going to continue this program and make it available to members as special local training upon request.

The highlight of 2017 is the AdAsia held in Bali, Indonesia. AFAA Executive Committee and Indonesian AdAsia Organizers worked hand in hand to put together a great congress and promoted it extensively throughout Asia. AdAsia Bali was first class in terms of program, speakers, administration and social events. It raised the standard and quality of AdAsia as the top Asian Advertising regional congress. Over 1,500 delegates had a wonderful and memorable three days congress in the beautiful island of Bali. We look forward to AdAsia 2019 in Lahore, Pakistan to be another great success. During AdAsia Bali, we were also happy to grant the hosting right of AdAsia 2021 to Macau after they demonstrated the commitment and capability to host the event. AdAsia will continue to provide a high level forum for advertising elites to gather and share insights in the industry.

On behalf of the AFAA Executive Committee, I would like to thank all our friends and partners for their continual support. Thank you for your confidence in us and we'll continue to service our members and build the AFAA leadership in Asia. We have many new plans for 2018 and sincerely hope to share good news of these initiatives with our members and friends as soon as possible.

**Viva Advertising!**

**Sincerely yours,  
Raymond So**

## AFAA EXCOM MEMBERS



**CHAIRMAN**  
**Raymond So**  
Taipei Association of  
Advertising Agencies



**VICE CHAIRMAN**  
**Srinivasan K. Swamy**  
Advertising Council of India



**CHIEF STRATEGY OFFICER**  
**Ramesh Narayan**  
Advertising Council of India



**CHIEF REVENUE OFFICER**  
**Lee Soon Dong**  
Korea Federation of Advertising  
Associations



**CHIEF KNOWLEDGE OFFICER**  
**Bharat Avalani**  
Connecting Dots Consultancy



**CHIEF MARKETING OFFICER**  
**Harris Thajeb**  
Komisi Periklanan Indonesia



**IMMEDIATE PAST  
CHAIRMAN & ADVISOR**  
**Pradeep Guha**  
Advertising Council of India

## MEMBERSHIP



### REGULAR MEMBERS

#### **Advertising Council of India**

c/o Advertising Agencies Association of India (AAAI)

B-502, Marathon Futurex  
N M Joshi Marg, Lower Parel  
Mumbai 400013, India

Srinivasan K Swamy - AFAA Vice Chairman  
Pradeep Guha  
Ramesh Narayan

#### **Vietnam Advertising Association**

Unit 606, 6th Floor, SAVINA Building  
1 Dinh Le, Hoan Kiem, Ha No  
Vietnam

Dinh Quang Ngu - President  
Ngu Quang Dinh  
Son Truong Nguyen

#### **The Association of Accredited Advertising Agents Malaysia**

Unit 706, Block B  
Pusat Dagangan Phileo Damansara 1  
9, Jalan 16/11, Off Jalan Damansara  
46350 Petaling Jaya, Malaysia

Dato' Johnny Mun  
Andrew Lee - President

#### **Pakistan Advertising Association**

Plot No: St 4, Block -3  
Gulshan Flyover, Opp: T.O.Clinic  
Rashid Minhas Road, Gulshan-e-Ibal  
75300 Karachi

Waqar H Haidri - Vice Chairman

#### **Dewan Periklanan Indonesia**

Jl.Raya Fatmawati No.15H  
Kebayoran Baru  
12140 Jakarta Selatan, Indonesia

Sancoyo Antariko - Chairman  
RTS Masli - Executiv Director

#### **Japan Advertising Federation**

7-4-17, Ginza Chuo-Ku  
104-0061 Tokyo, Japan

Yukiyasu Nagasaki - Executive Director  
Yoshihiro Nakai - Director (Secretary General)

#### **Korea Federaion of Advertising Associations**

9F, Korea Advertising Culture Center Bldg  
137, Olympic-ro 35-gil  
Songpa-gu, Seoul 05510 South Korea.

Lee Soon Dong - Chairman  
Seung Jin Choi - Secretary General

#### **Taipei Association of Advertising Agencies**

21f, 161 SongDe Rd  
110 Taipei

Evan Teng - Chairman  
Jonathon Chen  
Raymond So - AFAA Chairman



## MEMBERSHIP



### REGULAR MEMBERS

#### **The Advertising Association of Thailand**

12/14, Prachaniwet 1 Road  
Lardyao, Chatuchak  
10900 ,Bangkok,Thailand

Ms. On-Usa Lamliengpol - Chairman

#### **The Association of Advertising Agents of Macau**

Avenida Praia Grande  
No.10 369-371 EDF  
Keng Ou 16 Andar D, Macau

Keyvin Bi -Vice Chairman

#### **Association of Advertising Agents of Bangladesh**

Ms.Geeteara Safiya Chodhury  
Farhan Nazim Choudhury

#### **Advertising Association of Nepal**

Siddhicharan Marga, Shantinagar  
Kathmandu, P.O.Box 8944, Nepal

Santosh Shreshta  
Bharat Lal Nyachhyop

#### **China Advertising Association of Commerce**

Honglingjin Park  
No. 5, Hou Balizhuang  
Chao Yang District  
Beijing, China 100025

Wang Xin- Vice President & Secretary General

#### **Hong Kong Association of Interactive Marketing Ltd**

Unit 805, 8/F, Westley Square  
48 Hoi Yen Road, Kwun Tong  
Hong Kong

Ralph Szeto - Chairman

#### **Asian American Advertising Federation**

6230 Wilshire Blvd  
Suite # 1216, Los Angeles,  
CA 90048, USA

Jay Kim

## MEMBERSHIP

**afaa**  
CORPORATE MEMBERS

**Dentsu Inc**

1-8-1, Higashi-Shimbashi  
Minato-ku  
105-7001 Tokyo, Japan

Kunihiro Matsushima

**Hakuhodo Inc**

Akasaka Biz Tower  
5-3-1 Akasaka, Minato-ku  
Tokyo 107-6322, Japan

Shuntaro Ito

**Jang Media Group**

Al-Rahman Building  
1.1 Chandrigar Road  
Karachi, Pakistan

Sarmad Ali

## MEMBERSHIP

### **afaa** INDIVIDUAL MEMBERS

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**Mrs Geeteara Safiya Choudhury**

Adcomm Limited  
11- Love Road (3rd Floor)  
Tejgaon 1/A  
1208 Dhaka, Bangladesh

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**Bharat Avalani**

Founder & CEO  
Connecting Dots Consultancy  
126, SS 21/31, Damansara Utama,  
47400 Petaling Jaya, Malaysia

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**Tran Hoang**

Vietnam Marcom Co.Ltd  
Garden Plaza 2, AA 22 5-Ton Dat Tien Street  
Phu My Hung Dist 7  
Ho Chin Minh City, Vietnam

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**Ravin Lama**

International Media Network Nepal Pvt Ltd  
APAC House, Singha Durbar Baidhyakhana Road  
Anam Nagar, Kathmandu, Nepal

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**Shakya Ujaya**

Outreach Nepal Pvt Ltd  
Jwagal, Kupondole Lalitpur, Nepal

### **afaa** ASSOCIATE MEMBERS

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**Dr. Owen Jia**

ECI Awards  
Room 1703, Building No.15  
West Jianwai SOHO  
39, Dongsanhuan Road, Chaoyang District  
Beijing, China



## MEMBERSHIP

### **afaa** AFFILIATE MEMBER

**Bineswar Sookloll**  
Association of Communication Agencies of Mauritius

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### **afaa** HONORARY MEMBERS

**Senyon Kim**  
Sonyon Communications Inc.  
Paradise Building  
186-210 Changchung-Dong, Chung Ku  
100-392, Seoul, South Korea

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**Guotam Rakshit**  
Advertising Council of India  
c/o Advertising Agencies association of India (AAAI)  
35 Maker Tower 'F' 3rd Floor, Cuffee Parade  
400 005 Mumbai, India

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**Longmen Hu**  
Counselor, Dentsu (Taiwan) Inc  
13F, 68 Sec 3 Nanking E Rd  
10489 Taipei, Taiwan

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**Yong Poh Shin**  
Royal Selangor (S) Pte Ltd  
River Valley Road  
01-01 Clarke Quay  
179020 Singapore

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**Peter A. Das**  
Ancom Berhad,  
2A, Jalan 13/2, Seksyen 13  
46200 Petaling Jaya, Malaysia

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**Indra Abidin**  
Jakarta, Indonesia

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**Shuzo Ishikawa**  
Japan

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**Vinit Suraphongchai**  
Thailand



# FINANCIAL STATEMENTS

## 31 DECEMBER 2017

Opening performance at AdAsia Bali, Indonesia 2017

**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**  
**GABUNGAN PERSATUAN - PERSATUAN PENGIKLANAN ASIA**  
(Registered in Malaysia : PPM-020-14-30052017)

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**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**  
(Registered in Malaysia : PPM-020-14-30052017)

## **EXECUTIVE COMMITTEE & AUDITORS AS AT 31 DECEMBER 2017**

### **CHAIRMAN**

- **So Hung Raymond**

### **VICE - CHAIRMAN**

- **Krishnaswamy Srinivasan**

### **HON. SECRETARY**

- **Mathew Jacob Mathew**

### **EXECUTIVE MEMBERS**

- **Bharat Avalani**
- **Ramesh Narayan**
- **Soon Dong Lee**
- **Haris Thajeb**
- **Pradeep Guha**

### **AUDITORS**

**Jayasangar & Co.(AF 1907)**  
Chartered Accountants  
L11-1, 11th Floor,  
Menara Sentral Vista,  
Jalan Sultan Abdul Samad,  
50470 Brickfields,  
Kuala Lumpur.  
Malaysia

### **REGISTERED OFFICE**

**Asian Federation Of Advertising Associations**

**Gabungan Persatuan - Persatuan Pengiklanan Asia**

67 Lengkok Aminuddin Baki,  
Taman Tun Dr. Ismail  
60000, Kuala Lumpur.  
Malaysia

**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**  
(Registered in Malaysia : PPM-020-14-30052017)**FOR THE FINANCIAL PERIOD ENDED 31 DECEMBER 2017**  
**STATEMENT BY EXECUTIVE COMMITTEE**

I, the undersigned, being the Chairman of the Association, do hereby state that, in the opinion of the Executive Committee, the accompanying financial statements set out on pages 13 to 20 are drawn up in accordance with the approved Accounting Standards in Malaysia, so as to give a true and fair view of the financial position of the Association as at 31 December 2017 and of its financial performance and the cash flows for the financial period then ended.

On behalf of the Executive Committee



**So Hung Raymond**  
**Chairman**

Date : 18th April 2018  
Kuala Lumpur, Malaysia

**JAYASANGAR & CO. (AF : 1907)**  
**Chartered Accountants**  
(Member of Malaysian Institute of Accountants)

L 11-1, Menara Sentral Vista, Jalan Sultan Abdul Samad, Brickfields, 50470, Kuala Lumpur

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ASIAN  
FEDERATION OF ADVERTISING ASSOCIATIONS**

**Report on the Financial Statements**

We have audited the financial statements of Asian Federation of Advertising Associations, which comprise the statement of financial position as at 31 December 2017, and the statement of income and expenditure and statement of receipts and payments for the financial period then ended, and a summary of significant accounting policies and other explanatory notes, as set out on pages 13 to 20.

**Management Committees' Responsibility for the Financial Statements**

The Executive Committee of Association is responsible for the preparation and fair presentation of these audited financial statements in accordance with the Approved Accounting Standards in Malaysia. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

**Auditors' Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with approved standards on auditing in Malaysia. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.


An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on our judgement, including the assessment of risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to Association preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Association internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Executive Committee, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, the financial statements have been properly drawn up in accordance with Approved Accounting Standards in Malaysia so as to give a true and fair view of the financial position of Association as at 31 December 2017 and of its financial performance and cash flows for the financial period then ended.

  
**JAYASANGAR & CO**  
AF: 1907  
Chartered Accountants

  
**B. JAYASANGAR CA(M), CPA**  
2561/06/19(J)  
Chartered Accountants

**Kuala Lumpur, Malaysia**  
**Date : 18th April 2018**

**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**  
(Registered in Malaysia : PPM-020-14-30052017)

**STATEMENT OF FINANCIAL POSITION  
AS AT 31 DECEMBER 2017**

	Note	2017 RM
<b>CURRENT ASSETS</b>		
Sundry receivables	3	115,950
Monies held in trust	4	49,330
<b>TOTAL ASSETS</b>		<b>165,280</b>
<b>FINANCED BY:</b>		
Balance as at the beginning of financial period		-
Surplus of Income Over Expenditure		143,798
Balance as at the end of financial period		143,798
<b>CURRENT LIABILITY</b>		
Other payables	5	21,482
<b>TOTAL LIABILITY</b>		<b>21,482</b>
<b>TOTAL EQUITY AND LIABILITY</b>		<b>165,280</b>



**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**  
(Registered in Malaysia : PPM-020-14-30052017)

**STATEMENT OF INCOME AND EXPENDITURE  
FOR THE FINANCIAL PERIOD FROM 30 MAY 2017 (Date of registration)  
TO 31 DECEMBER 2017**

	30.05.2017 to 31.12.2017
<b>INCOME</b>	<b>317,200</b>
<b>LESS : EXPENDITURE</b>	
Auditors' remuneration	5,000
Bank charges	151
Fast Track training	104,641
General expenses	1,157
Meeting expenses	16,347
Postage and courier	10
Pre-operating expenses	16,558
Printing, stationery and photocopying	1,228
Professional fee	10,450
Publication	2,090
Secretarial and accountancy fee	11,200
Tax fees	3,000
Telephone, fax and email	1,050
Travelling and transport	520
<b>Total expenses</b>	<b>173,402</b>
<b>Surplus of Income over Expenditure</b>	<b>143,798</b>

**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**  
(Registered in Malaysia : PPM-020-14-30052017)

**STATEMENT OF CHANGES IN ACCUMULATED FUND  
FOR THE FINANCIAL PERIOD FROM 30 MAY 2017 (Date of registration)  
TO 31 DECEMBER 2017**

	Surplus of Income Over Expenditure	Total
	RM	RM
At date of registration	-	-
Surplus for the financial period	143,798	143,798
As at 31 December 2017	143,798	143,798

**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**  
 (Registered in Malaysia : PPM-020-14-30052017)

**STATEMENT OF RECEIPTS AND PAYMENTS  
FOR THE FINANCIAL PERIOD FROM 30 MAY 2017 (Date of registration)  
TO 31 DECEMBER 2017**

	30.05.2017 to 31.12.2017
	RM
Opening balance as at beginning of the financial period Monies held in trust	-
<b>RECEIPTS</b>	
Ad Stars 2017 endorsement fee	42,079
Fast Track training	116,456
Subscription	42,715
Subscription received in advance	12,919
Others	563
	214,732
<b>PAYMENTS</b>	
Bank charges	151
Fast Track training	104,641
General expenses	1,157
Meeting expenses	16,347
Postage and courier	10
Pre-operating expenses	16,558
Printing, Stationery and Photocopying	1,228
Professional fee	10,450
Publication	2,090
Secretarial and accountancy fee	11,200
Telephone, fax and email	1,050
Travelling and transport	520
	165,402
Closing balance as at 31 December 2017 Monies held in trust	49,330

**NOTES TO THE FINANCIAL STATEMENT  
FOR THE FINANCIAL PERIOD ENDED 31 DECEMBER 2017****1 GENERAL INFORMATION**

The principal objective of the Association is to unify all Asian associations involved in the various aspects of advertising as a profession and as a business.

The registered office and principal place of operation of the Association is located at 67 Lengkok Aminuddin Baki, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

The financials statements are presented in Ringgit Malaysia (RM).

**2 SIGNIFICANT ACCOUNTING POLICIES****2.1 Basis of preparation**

The financial statements of the Association have been prepared under the historical cost convention and in accordance with the applicable Approved Accounting Standards in Malaysia.

**2.2 Summary of significant accounting policies****(a) Financial instrument**

Financial instruments are recognised in the statement of financial position when the Association has become a party to the contractual provisions of the instrument. Financial instruments are classified as liabilities or equity in accordance with the substance of the contractual arrangement. Interest, dividends, gains and losses relating to a financial instrument classified as a liability, are reported as expenses or income. Distributions to holders of financial instruments classified as equity are charged directly in equity. Financial instruments are offset when the Association has a legally enforceable right to offset and intends to settle either on a net basis or to realise the asset and settle the liability simultaneously.

**(b) Cash and cash equivalents**

For the purposes of the cash flow statements, cash and cash equivalents include cash on hand and at bank including Monies Held In Trust which have an insignificant risk of changes in value.

**(c) Receivables**

Receivables are carried at anticipated realisable values. Bad debts are written off when identified. An estimate is made for doubtful debt based on a review of all outstanding amounts as at the financial position date.

**(d) Payables**

Other payables are stated at cost which is the fair value of the consideration to be paid in the future for goods and services rendered.

**(e) Provision**

Provisions are recognised when the Association has a present obligation as a result of a past event and it is probable that an outflow of resources embodying economic benefits will be required to settle the obligation, and a reliable estimate of the amount can be made. Provisions are reviewed at each financial position date and adjusted to reflect the current best estimate. Where the effect of the time value of money is material, provisions are discounted using a current pre-tax rate that reflects, where appropriate, the risks specific to the liability. Where discounting is used, the increase in the provision due to the passage of time is recognised as finance cost.

**(f) Revenue recognition**

Revenue is recognised to the extent that it is probable that the economic benefits will flow to the Association and the revenue can be reliably measured. The following specific recognition criteria must also be met before revenue is recognised:

**(i) Subscription**

- Subscription is recognised on a receipts basis.
- Subscription received in relation to periods beyond the current financial period are shown in the statement of financial position as subscription received in advance under current liabilities.

**(ii) Other income**

Endorsement fee and contributions are recognised on an accrual basis

**(iii) Donations**

- Donations are recognised on a receipt basis.

**(g) Foreign currency transactions**

Transactions in foreign currencies are translated into Ringgit Malaysia, which is also the Association's functional currency at the exchange rates prevailing at the transaction dates or, where settlement has not yet taken place at the end of the financial year, at the approximate exchange rates prevailing at that date. All exchange gains and losses are taken up in the profit or loss.

**(h) Income Tax**

Income tax expense comprises current and deferred tax. Current tax and deferred tax are recognized in the statement of income and expenditure except to the extent that it relates to a business combination or items recognized directly in equity or other comprehensive income.

Current tax is expected tax payable or receivable on the taxable income or loss for the financial period, using tax rates enacted or substantively enacted by the end of the reporting financial year, and any adjustment to tax payable in respect of previous financial period



**ASIAN FEDERATION OF ADVERTISING ASSOCIATIONS**

(Registered in Malaysia : PPM-020-14-30052017)

**3 RECEIVABLES**

	2017 RM
Other receivables	
- Sundry deposit	115,950

**4 CASH AND CASH EQUIVALENTS**

	2017 RM
Monies held in trust	49,330

**5 PAYABLES**

	2017 RM
Other payables	
- Auditors' remuneration	5,000
- Subscription received in advance	12,919
- Sundry payables and accruals	563
- Tax fees	3,000
	21,482

**6 PRE OPERATING EXPENSES**

	2017 RM
General expenses	875
Meeting expenses	2,032
Postage and courier	137
Printing, stationery and photocopying	325
Publication	4,340
Secretarial and accountancy fee	8,000
Telephone, fax and email	750
Travelling and transport	79
	16,538

Date: 28th March 2018

### **Notice of Annual General Meeting**

NOTICE IS HEREBY GIVEN that the Annual General Meeting (AGM) of Asian Federation of Advertising Associations (AFAA) will be held as follows:

**Date : 28th May 2018**  
**Day : Monday**  
**Time : 10.01am**  
**Location : Hong Kong**  
**Venue : c/o CMRS Group**  
**Unit B, 2/F, North Point Industrial Building**  
**499 King's Road, North Point. Hong Kong**

### **AGENDA OF THE MEETING**

#### **1. WELCOME SPEECH**

By AFAA Chairman

#### **2. REPORTS AND ACCOUNTS**

To receive the Audited Financial Statements for the financial year ended 31st Dec 2017

#### **3. APPOINTMENT OF AUDITOR**

To appoint Messrs Jayasanger & Co (AF1907) Chartered Accountants based at No: L11-1, Menara Sentral Vista, Jalan Sultan Abdul Samad, Brickfields, 50470 Kuala Lumpur as Auditors of the AFAA for the financial year ending 31st Dec 2018 and to authorise the EXCOM to determine their remuneration

#### **4. CHANGE OF ADDRESS**

To seek approval of the Registrar of Society for the change of the Registered and Postal address for AFAA to: 8A, 8th Floor, Pearl Court, 61, Jalan Thamy Abdullah, 50470 Brickfields, Kuala Lumpur.

#### **5. ANY OTHER MATTERS**

BY ORDER OF THE AFAA EXECUTIVE COMMITTEE

James Selva  
Secretary  
Asian Federation of Advertising Associations

#### **Secretariat office:**

2-96, Jalan Prima SG 3/2, Taman Prima Sri Gombak, 68100  
Batu Caves, Selangor. Malaysia. Tel: 603-61868066 Fax: 603-61862066