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**PAHORE** 2019 AdAsia is the largest and most prestigious advertising and marketing communications congress in Asia. It is organized bi-annually by the Asian Federation of Advertising Associations (AFAA). Starting in 1958, AdAsia Lahore 2019 is the 31st edition of this exciting conference and the second AdAsia to take place in Pakistan. The first AdAsia in Pakistan was held in Lahore in 1989.

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Pakistan stands on the land that has seen many empires prevail and as each of them turned to dust this land only soaked in more richness, of arts, culture and history.

From the Mehergarh, Harrapa, Indus Valley and the Ghandaran civilizations, modern-day Pakistan consists of land and areas that goes back to 7000 years. This land has nurtured the roots of some of the biggest living religions from Buddhism, Hinduism, Islam and Sikhism. Given its rich history and unique geography, Pakistan is a true kaleidoscope of Asia.



It is blessed with all four seasons and a landscape that covers from snow-capped lofty mountains to mysterious deserts, magnificent sea, mighty rivers including the Indus all the way to great plains. The country has a diverse culture and is home to more than fifteen ethnic communities. Its people are hospitable, cordial and warm.

Today, it is a thriving country with a great promise of the future with more than 54% of its population under the age of 25 years.





AdAsia is supported by the Federal Government of



AdAsia is supported by the Provincial Government of Punjab





## AdAsia Lahore 2019 logo

takes inspiration from the eastern calligraphic arts, a classic tradition of the subcontinent and the middle east in which animal and birds are drawn with alphabets. This logo combines it with Pakistani folk culture's 'truck art' color palette. The logo features a peacock with 15 distinct tail feathers in variegated plumage.

The contemporary logo identity of AdAsia Lahore 2019 becomes first in 61 years history of the congress editions that a conference logo has been rendered in the National Language of the host country. In our case, Urdu-the national language of Pakistan.

> The 15 tail feathers of the Peacock represent the fifteen members of AFAA.





ABOVE: Illustrated examples from various eras and artists' calligraphic art from Persia, and the Indo-Pak, Subcontinent.



Popular Pakistani Truck Art Plying the national highways of Pakistan, the local cargo and transport trucks are beautifully hand-painted in oil colours. Each truck is a moving canvas.

# The symbol of Peacock for AdAsia Lahore 2019

The Peacock was chosen as the symbol of AdAsia Lahore 2019 to represent the diversity and harmony in the Asian continent.

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Velcome back af 30 years

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## Kush-aam'deed.

That's our word for welcome in Urdu\* literally in English, 'delighted to see you! and in Lahore, we'd say to you, **'Ji-aayaan-Nuu'** meaning 'welcome' in English,

And that is precisely our sentiment for you as we extend to you our invite to come to **AdAsia 2019** being held in Lahore- the cultural capital of Pakistan. A place where you'd hear **Kush-aam'deed** and **Ji-Ayaan-Nuu** everywhere you go!

# Th<mark>Adasia</mark> rganising committee welcomes you to HAHORE BAKISTAN

Ask anyone who has been to Lahore, and they would tell you one of the two famous adages, or possibly both, 'Lahore is Lahore' or, 'If you haven't seen Lahore, you are yet to be born'. Both hold true for the uniqueness and the diversity that the city has to offer. Lahore maybe a name on the milestone for many but mis fortunate are those who come to Lahore only to leave in the setting sun unaffected of its glory. Lahore embodies heat and dust, sun-kissed mornings and aromatic evenings.



Pakistan's national language, Urdu (Pronounced, 'Urr-do') is perhaps a true representation of this year's conference theme 'Celebrasian' as Urdu is a beautiful melange of Turkish, Arabic, Persian and <u>Hindi Languages</u>. No one has been able to escape the magic and the spell of Lahore. Fond mentions and romance with this city is almost proverbial. From Rudyard Kipling who spent his time in Lahore to Bapsi Sidhwa, or Lahore born Mohsin Hamid and many more prolific writers and poets, Lahore has been in their writings- Lahore comes alive in their writings sometimes as an analogy, a metaphor, a simile and then as the larger-than-life beloved itself.

Lahore is the epitome of an adage, 'Alongside the seas, it is the trade that flourishes, and alongside rivers, culture and the arts'. Home to the great river Ravi, Lahore has mysticism, love and belonging exuding in its air.



(TRANSLATED FROM A PUNJABI POEM ON LAHORE)

Please tell me, in the city of Lahore how many are the doors, and how many the windows? And tell me also how many of its bricks are broken, and how many are whole? Tell how many wells have water that is sweet, and how many that is brackish? Think well before you answer me: how many of its beauties are wedded and how many are maiden?

### Let me tell you:

the city of Lahore has doors upon the thousands, and **thousands of windows too** The bricks that lovers have stepped on and passed over only those are broken, the rest are intact.

The wells from which beloved drew their water only they are sweet, the rest are brackish And the beauties who sit in a lover's embrace they are married,

and the rest are maiden.

- Ustad Daman



Ustad Daman (1911 – 1984) was a Punjabi poet from Lahore and of Lahore. He has been hailed as a writer and a mystic. Ustad Daman, whose real name was Chiragh Deen was the most celebrated Punjabi language poet during the time of British exit from India in 1947.







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#### Lahore Lahore Aie (Lahore is Lahore)

Urdu calligraphy is a great tradition of the Indo-persian culture and the subcontinent. One that you will notice being repeated as a feature across the art and architecture of Lahore. This calligraphic ligature especially designed as a tribute to the host city for AdAsia reads, 'Lahore is Lahore' in Urdu.

Student photography of the Walled City of Lahore

Picture credits and courtesy: WCLA, Walled City Lahore Authority According to popular myth, Lahore or Loh-awar (from the Sanskrit word 'awar' or fort) was founded by Lav or Loh, one of the sons of the legendary Rama. But Lahore as we know it today, takes this name with the earliest mention in 1021 A.D. Lahore owes its splendour to the Mughal emperors of the subcontinent.



Being the second largest city of Pakistan and home to nearly 10 million people, Lahore is all that one could wish for in a city. It has an exemplary melange of lifestyles and choices- from modern shopping malls to traditional markets and bazaars, an excellent public metro transport system to limo services and countless site seeing places to entertain.

Lahore is also known as the food capital of Pakistan for having a penchant for variety of authentic *desi* (local) and international cuisine to suit every taste bud.

Lahore is a city of poets. Not just giants like Allama Igbal or Faiz Ahmad Faiz, but a constellation of poets. Given half a chance, the average Lahoriite breaks into a couplet from an Urdu ghazal, or from Madho Lal Hussain or Bulleh Shah's mystical Punjabi verse, and readily confesses to writing poetry. But if one was to toss up the word 'Lahore' with eves closed, the city conjures up gardens and fragrances. Not only the formal Mughal Gardens with their obedient rows of fountains and cypresses, or the acreage of the club-strewn Lawrence Gardens, but the gardens in thousands of Lahore homes with their glory of spring flowers. The trees bloom in a carnival of iewel-colours-the defiant brilliance of bougainvillea and royal Poincianas.



AdAsia Lahore 2019 has put great emphasis on the selection of venues for the visiting delegates in order for them to truly enjoy their visit to the fabulous city of Lahore, Pakistan.



DECEMBER 3,4.5, 2019

The Three Days conference is being hosted at the Lahore International Expo Centre

Launched in 2010, situated in the heart of the city Lahore International Expo Centre is a 4,000-square-meter exhibition and convention centre. The facility consists of three fully functional halls as per international standards. During the three days of the conference, all facilities and amenities will be available to the delegates including media centres, coffee lounges, book and souvenir kiosks. full course banquet meal area, prayer areas, medical clinic and more.

- Refreshments/Tea/Coffee
- Full course Lunches
- Music/Entertainment



**DECEMBER 2, 2019** 

The historic and majestic Hazuri Bagh or the Royal Garden is the venue for the Opening Night of AdAsia Lahore 2019.

Hazuri Bagh is a historic garden from the Mogul period. It is situated in front of the main gates of the Badshahi Mosque at one end and the Lahore Fort's 'Alamgiri Darwaza' (Emperor Alamgir's gate) at the other. The gardens were originally used by Emperor Shahenshah Aurangzeb theruler of Kingdom of Punjab. Maharaja Ranjit Singh, the Lion of Punjab held his court at the Hazuri Bagh

- Full course Dinner
- Music/Entertainment



**DECEMBER 3, 2019** 

The Food Street is the heart of Walled City in old Lahore serving as the venue for an enchanting Sufi Music night.

A celebration of Lahore and mystic music is what this gala night is all about. With a three hour fusion of soul stirring rendition of musical performances in various genres of Folk and Modern music by tier-one Pakistani artists and singers. Titled 'Alif' (The Almighty) being held at the Food Street.

Full course DinnerMusic/Entertainment

## **DECEMBER 4, 2019**

Haveli Asif Jah is situated Chunna Mandi, near Kashmiri Gate Bazar, in the historic Lahore fort district.

Gala Night titled 'Bulleh Shah Night' - on the musical theme named after his famous poem 'Ki Jaan'na Mein Konn (Who am I) is all about unwinding and getting to know your new friends and colleagues. This Night will feature devotional form of music called 'Qawaali' with a choice of great food and entertainment.

- Full course Dinner
- Music/Entertainment



**DECEMBER 5, 2019** 

The historic and enchanting Governor of the Punjab House lawns is the venue for the Closing Night (Macau Night) of AdAsia Lahore 2019.

Spread over 87 acres, the Governor's House is part of heritage building. It was acquired by the British during the Raj in 1853 from Khushaal Singh. Its sprawling lawns are one of the best kept horticultural marvels of Lahore.

Macau Night will be the formal closing night of AdAsia Lahore 2019.



Full course Dinner Music/Entertainment What good is celebrasian, if not celebrating with everything special towards the AdAsia Lahore 2019.

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We have worked out great packages and group discounts at seven participating conference hotels in Lahore for the duration of your stay with us in Pakistan. Stay tuned by following us on twitter or visit the conference website for Discount codes and instructions.

Where you choose to stay depends on your needs and budget. All participating conference hotels under our 'Lucky Seven' program are equipped to cater to the needs of their discerning customers.

However, you are encouraged to visit the hotel websites to make an informed decision.

## I PEARL CONTINENTAL HOTEL \* \* \* \* \*

Located on The Mall, Pearl Continental is the biggest hotel in Lahore that offers 5-star accommodation to all guests. The well-decorated rooms come with air conditioning, a flat-screen TV and a minibar. Guests can relax at the sauna, steam bath and outdoor pool or arrange day trips and car rentals at the tour desk. LUCKY (7) SEVEN is a specially desgined program for the delegates of AdAsia Lahore 2019 developed with seven participating hotels of Lahore as conference hotels. It is intended for and applicable to its delegates only. AdAsia Lahore 2019 registration code will be mandatory to avail preferred status for booking and for all packages, discounts and offers.

## 3 THE NISHAT HOTEL \* \* \* \* \*

The Nishat Hotel is situated within Emporium Mall, one of the biggest malls in Pakistan. The hotel offers 5-Star accommodation, with all rooms coming equipped with a flat screen TV and air conditioning. Guests can relax at the indoor swimming pool and fitness center. The hotel is 5 minutes drive away from the Expo Center.

## 2 AVARI LAHORE HOTEL \* \* \* \* \*

Located on The Mall, Avari Lahore is a 5-Star hotel. Each room here offers a comfrtable and fully appointed luxurious room with all the convenience of a home away from home including a flat-screen cable TV, minibar and tea/coffee maker. Avari Lahore is the winner of 7 consecutive World Travel Awards for Best Hotel in Pakistan.

## 4 FALETTI'S HOTEL \* \* \* \*

Faletti's is located at the Egerton Road, in close proximity to the Punjab Provincial Assembly Building and other major attractions of the city. Around 1 km from Lahore Zoo, 1.1 km from Alhamra Art Center and 1.7 km from Anarkali Bazaar, Feletti's Hotel gives you quick access to all kinds of entertainment the city has to offer.

## 5 UXUS GRAND HOTEL \* \* \*

Luxus Grand Hotel provides Deluxe Rooms and Luxury suites unparalleled. Business & leisure travelers alike appreciate the central location of the hotel, right on Mall Road - the heart of the city's business and food district. Guests can experience two state of the art cinemas, multiple cuisine restaurants, gym and swimming pool.

## 6 HOSPITALITY INN HOTEL \* \* \*

This upscale hotel is 3 km from the Lahore Museum and 17 km from the Airport. Polished rooms offer free Wi-Fi, flat-screens, sitting areas, and tea and coffee making equipment. Upgraded rooms grant access to a lounge with complimentary snacks and drinks. Suites add living rooms.

## 7 HOTEL ONE LAHORE HOTELS $\star \star \star$

If you are looking for economy and comfort, then pick from one of the many Hotel One properties available to you acorss Lahore. These contemporary hotels are budget hotels and are big on luxury and small on your wallet. Hotel One properties are owned and opereated by the Pearl Continental Hotel.



# AIRB&B

Airbnb is perfect for people who want a budget alternative to hotels with good quality of service and experience Lahore's famous hospitality with local hosts.



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AdAsia Lahore 2019 is all about learning, networking and sharing. An impressive line-up of world class speakers and achievers will share their stories, expereinces and learnings with the 1200 plus audience over three days.



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MACHADO

Global Chief Marketing Officer, Burger King



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## Peter **DRAPER**

Former Director Marketing, Manchester United



William DALRYMPLE

Historian & Author



Edward **PANK** 

Managing Director, WARC



Philip **THOMAS** 

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Tay Guan **HIN** 

Creative Change Catalyst of the APAC Global Advisory To find out about the detailed Speaker bios, schedules and their subjects, topics they will be speaking on, please visit our website **adasialahore.com** and go to the 'speakers section'.



Randi ZUKERBERG

CEO, Zukerberg Media & Former Director, Market Development, Facebook



SORRELL Chairman.

Chairman, S4 Capital Limited



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## Kaveri **KHULLAR**

Marketing Director, Mastercard Southeast Asia



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AdAsia Lahore 2019 is proudly hosted by

ataa Welcome back after 1989 **30** years 2019

# Adasia LAHORE 2019

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