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**AdAsia is the biggest
and most prestigious
advertising congress
in Asia.** AdAsia 2019 is
the 31st advertising
congress and the
second one to take
place in Pakistan. The
first AdAsia was held in
Pakistan in 1989.



AdAsia
LAHORE 2019

DEC 3|4
5 2019

8 October, 2019

To,
Vietnam Advertising Association (VAA)
Vietnam

Request to send a delegation to AdAsia Lahore 2019

Dear VAA,

Greetings from AdAsia Organizing Committee, Lahore.

As you are aware that AdAsia, the largest and most prestigious advertising congress in Asia, organized bi-annually by the Asian Federation of Advertising Associations (AFAA) is coming back to Pakistan after 30 long years.

In 1989, Pakistan played the perfect host to an event that is still talked about. Now after 30 years, Pakistan is set to celebrate advertising and communications by bringing the most inspirational figures to Lahore. The next AdAsia is scheduled for 2-5 December 2019 in Lahore, Pakistan, and will feature more than 1000 participants from advertising and creative communications from around Asia, particularly South Asia.

We have more than 25 speakers travelling from all over the world and have some renowned names like Lord William Hague, Randi Zuckerberg, Sir Martin Sorrell, Richard Quest, Peter Draper, Zainab Salbi as confirmed speakers. Moreover, delegates from all over the world have registered for the Congress.

The theme for the Congress is "Celebrasian: Celebration of Advertising and Creativity in Asia". The Prime Minister of Pakistan, Mr. Imran Khan, has been invited to open the event.

For this, we invite Vietnam Advertising Association to send a team of delegates to AdAsia Lahore 2019 to attend the three day Congress and networking dinners. It will be great learning opportunity for the VAA and will open new avenues for collaboration in the advertising world.

We will be looking forward to hosting a team from Vietnam.

Sincerely,

Sarmad Ali
Chairman
Organizing Committee
AdAsia 2019 Lahore



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