

CHAIRMAN MESSAGE:

The Chairman of All Pakistan Outdoor Advertisers Association (APOAA) has attributed the official registration of the association with the **DGTO** (Directorate General of Trade Organizations) to the collective hard work of all executive members. He stated that it is a matter of great pride that this industry—which, by conservative estimates, is valued at billions of rupees—ranks among the top tax-paying industries in government records. Despite this, it has historically struggled to achieve the respect and status it truly deserves.

"Insha'Allah, we will now move forward by taking all associations across Pakistan along with us to secure the rightful position for this industry," he added. Following this, he discussed prioritizing key initiatives, noting that as Pakistan continues to evolve as a developing nation, our cities are transforming rapidly. Outdoor advertising (OOH) plays a pivotal role in this urban evolution. Illuminated billboards, digital screens, and creative installations are not merely advertisements; they are symbols of commercial vitality and metropolitan progress.

Behind every billboard stands a powerful workforce:

1. **Welders** working in high-risk environments.
2. **Fitters** ensuring structural integrity against extreme weather conditions.
3. **Designers** creating visual identities.
4. **Professionals** navigating complex capital, regulatory, and tax systems.

At All Pakistan Outdoor Advertisers Association (APOAA), we acknowledge that despite our scale, we have yet to reach our full potential. Global markets such as Asia, China, and Europe demonstrate how innovation, digital transformation, and unity can propel the OOH industry to extraordinary heights.

Our Vision is Clear: To modernize, digitalize, and standardize Pakistan's outdoor advertising sector so that it can compete at international standards and contribute more robustly to national progress.

We welcome all individuals who are part of this industry and wish to bring about a positive change through their roles. This platform has been built specifically for these stakeholders.

Together, under one platform, we will build a strong, secure, and smart industry.