

# Message from Vice Chairman

It is a matter of great honor for me to serve as Vice Chairman of the All Pakistan Outdoor Advertisers Association (APOAA), representing an industry that has quietly but consistently played a vital role in Pakistan's economic and urban growth.

Outdoor advertising is not just about billboards or displays. It is part of our cities' identity. Every hoarding, every screen, and every installation tells a story—of businesses growing, brands connecting, and markets evolving. This industry keeps moving day and night, often without being fully recognized for its contribution.

For many years, despite its size and impact, our industry has faced issues like lack of proper recognition, inconsistent policies, and absence of standardization. Now, through APOAA, we have a real chance to bring positive change and give this sector the direction and respect it deserves.

Our approach is simple and practical. We want to bring everyone on one platform, create better coordination, improve safety and compliance, and gradually move towards digital and modern solutions. At the same time, it is equally important that our voice is heard at the government level in a structured and effective way.

This industry stands on the shoulders of hardworking people—those who install structures in tough conditions, those who fix the graphics at billboards, those who design and plan campaigns, and those who invest their resources with trust and courage. Their efforts are the real strength behind everything we see.

If we look at international markets, one thing is clear: progress comes with unity, planning, and openness to change. Pakistan has all the potential—we just need to move forward together with the right mindset.

APOAA is not just an association; it is a collective effort to organize, strengthen, and uplift our entire industry.

I sincerely invite all stakeholders to be part of this journey. Your support, your input, and your participation will make the real difference.

Together, Insha'Allah, we will build an industry that is stronger, more organized, and ready for the future.