



PAKISTAN COATING ASSOCIATION



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TAKE THE FIRST STEP !



MESSAGE FROM CHAIRMAN PAKISTAN COATING ASSOCIATION

Honourable Fellows and Associates,

I am honoured to be granted the opportunity to serve as the Chairman of Pakistan Coating Association (PCA) for the upcoming years 2022-2023. As Chairman PCA, I am privileged to be alongside some like minded associates in building this pioneering organization in Pakistan. The Association has been founded on the vision to facilitate, lobbying and liaison with Government and other trade bodies for the Coating Industry, to be more competitive, provide our members a platform for enhancing productivity, improve gray areas and at the top, let's grow together.

It is pertinent that rapid growth of a sector always depends on a strong Association to provide the tools and support needed to adapt themselves to a changing environment. I assure the honourable members that the PCA Secretariat will make efforts to provide a thorough suite of services that can help benefit your business.

The PCA is a professional networking Association, a community of engaged friends and colleagues who aim at working together to promote trade and each other, with the objective to support the activities of businesses in the sector and to safeguard and defend their interests in all areas, at both national and international levels.

As one of the architects of the Association, I am delighted to have the opportunity of working with members to further improve standards and best practices across the industry. During my term of office, I assure you that PCA will continue to play a leading role in working more closely with other trade Associations to develop common safety and performance goals.

Lastly, I vow that PCA team is dedicated to provide the highest level of services to help your business reach its highest potentials. We appreciate your membership and we appreciate your referrals as well.

Wishing you the very best and continued success in your business,

Siraj U Din

Chairman Pakistan Coating Association



VISION **PAKISTAN COATING ASSOCIATION**

- Facilitate Association members in liaising with Govt bodies in enhancing productivity and skill development.
- Creating the synergy within the Coating Industry and other stakeholders to become a significant player in global trade.
- With collective wisdom & efforts, develop the industry, improve gray areas and enhance the ease for doing profitability
- Let's grow together.

OBJECTIVES

PCA

- Training and educating the members so as to improve efficiency.
- Promoting and extending trade through '**legislative work**'.
- Protect interest & security of PCA members both at home & abroad.
- Provide market information to members with regard to customer preferences, expectations & market opportunities etc.
- Rendering advice on technical matters and legal issues.
- Ensure co-operation among PCA members.
- Prescribe code of ethics with a view to promote **Ethical Behavior**.
- Represent members grievances to the government & seek re-dressal.
- Conduct seminars/workshops on market research, new legislations, the budget and int'l business developments etc.
- Detail PCA representatives to serve on various committees and boards set up by the Government.



ACTION PLAN

PAKISTAN COATING ASSOCIATION

- ◆ Coordinate with the Govt authorities to resolve issues of the industry as a whole.
- ◆ Efforts to develop Academia – Industry linkage to increase talent in the market.
- ◆ Enhance the Association membership level to across the country.
- ◆ Increase the frequency of participation in Trade Fairs all over the world.
- ◆ Improve its communication with members by creating different business groups.
- ◆ Improve relations with the Govt Sector in order to improve benefits to PCA members.
- ◆ Create an R&D Cell and encourage knowledge sharing among its members.
- ◆ Conduct training need Assessment & survey of the entire industry.
- ◆ Increase awareness and recognition of Pakistani Coating Industry internationally.
- ◆ Liaison with the Govt authorities for making favourable policies to enhance exports targets and discourage the imports to support the local manufacturers.
- ◆ Form up Sub-committees within Association for all key areas that require support and encouragement to grow.

BENEFITS TO PCA MEMBERS

PCA, an umbrella body for its members, has a crucial role to play in promoting trade laws, best practices, helping companies become more competitive and formulating effective business policies and delivery. PCA will act as a coordinated voice of its members when talking to Govt, and great value in terms of quickly disseminating the info regarding Govt policies to its members.

WE ARE BETTER TOGETHER!

- Provide a platform to resolve business related issues being faced by members individually, as well as collectively.
- Opportunities to network with other members.
- Share database among members about latest business trends and markets etc.
- Setup an R&D unit & conduct data-sharing amongst members & the industry.
- Liaison with Govt Depts to promote & facilitate the industry.
- Setup Academic Linkages and Exchange Programs with int'l players to better equip the members.
- Training and capacity building programs for member industries.
- Opportunities to participate in social events as well as worldwide Coatings exhibitions.
- Providing a portal system with newsletter and weekly updates to increase confidence of the investors, buyers and manufacturers.
- Visa Facilitation – lobbying with different foreign Embassies & their high-ups in Pakistan.

MEMBERSHIP SET UP PAKISTAN COATING ASSOCIATION

MEMBERSHIP CRITERIA & ELIGIBILITY

CORPORATE MEMBERSHIP

Corporate Members of the Association which are either a Body Corporate or a Multi-national Corporation having its Head Office or Branch Office in Pakistan or a Sales Tax Registered manufacturing concern or a sales tax registered business concern having annual turn-over of Rs.50 million or above.

ASSOCIATE MEMBERSHIP

Associate Members of the Association which are not a Body Corporate or a Multinational Or a sales-tax-registered manufacturing or sales-tax-registered Business concern having annual turn-over of Rs.50 million or above.

ELIGIBILITY FOR MEMBERSHIP

A sole proprietorship firm or any other company or a business concern shall be eligible for membership of the Association, provided that it is carrying on business as coatings manufacturer / trader.

MEMBERSHIP FEE - 25000/- per Anuam

- RENEWEL OF MEMBERSHIP FEE.** Every member shall annually pay Membership Fee by 31 Mar each year, for the year. The Membership fee may be varied from time to time by the Executive Committee on its sole discretion.

CONTACT US :

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A woman with blonde hair in a bun, wearing a white t-shirt and blue jeans, is sitting on a white drop cloth on the floor. She is holding a paintbrush and looking up at a large section of a wall that has been painted bright yellow. To her left is a silver paint bucket, and to her right is a paint tray with a roller. The scene is brightly lit, suggesting an indoor painting project.

*Join PCA
Grow Together!*