



**Center for Global & Strategic Studies
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**AdAsia: Establishing Pakistan's Image as a Peaceful
State**

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The dynamic city of Lahore is ready to host the AdAsia which is going to be held in Pakistan after 30 years. Pakistan is a land of natural beauty hospitality, embedded with cultural ties from Gandhara civilization to the modernism. Lahore, the capital of the province Punjab calls the heart of Pakistan, due to its vitality. The cultural colors of the

Asian countries in AdAsia are marking the perfect sketch of art, love, peace, and devotedness in Lahore, Pakistan. AdAsia is the biggest and most celebrated advertising and marketing communication 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 invigorating conference and the second AdAsia to take place in Pakistan. The first AdAsia in Pakistan was held in 1989 in Lahore as well. The revival of the event after a long period denotes the security, stability, and sustainability of Pakistan.

Pakistan, the Land of Captivating Beauty with Sustainable Security Environment

The charm of “K2” and “Nanga Parbat” attracts several mountaineers, while the lake of “Saiful Malook” and the beauty of Hunza mesmerizes tourists all over the world. The attractive northern areas of Pakistan are not only one source of fascinating but the livelihood of Punjab and the cultural life of Sindh and Baluchistan is a source of magnetism as well.



The country of love, serenity, grandeur, and hospitality was once effected by instability but soon revived by the efforts of its security-oriented institutions. The tough time which Pakistan faced was full of sacrifices and countless efforts to regain its status of a peaceful state. According to the European Asylum Support Office, in EASO Country of Origin Information Report Pakistan Security Situation, that the security situation in Pakistan has improved. From 2014-15 many actions by the government and the

military forces, against terrorism got high-rank success. The operation Zarb-e-Azab has contributed a lot to spread peace all around the country.

AdAsia 2019, a way forward for Pakistan

It is an honor for Pakistan to host a mega event, after a long period of time. The event AdAsia 2019 is also a door opening to the world of communication and advertising for Pakistan. The most important thing of AdAsia 2019 is the trust of the international stakeholders to come and invest in Pakistan, a fearless state which offers new hopes and opportunities for investments and entertainment. The international level events in Pakistan are ongoing and AdAsia is from one of those. The sustainable security situation of Pakistan attracted many stockholders and the prestigious mega event is also a conviction symbol of the persistent security situation in Pakistan.

AdAsia is a celebration of togetherness, the theme of the current year is the reception of people, their ideas, lifestyles, and ambitions. Lahore is a place to demonstrate the vibrant and lively traditional and cultural aspects of Pakistan. In a digitalized world, AdAsia is a carnival of times and lives of millions people who exist across the continent of Asia and yet, find commonalities, and interests to celebrate each day. The Reunion in Pakistan shows the deep concern of hospitality to welcome the international stakeholders to promote their culture and business as well as to endorse the soft image of Pakistan.

The recent visit of the royal couple from the United Kingdom also ratifies the stability of this stunning state. The prestigious couple from UK has visited public places like

schools and hospitals in various cities and attended many cultural shows in a very relaxing and harmonious environment which expresses the assurance of sustainable safety measures in Pakistan. The honorable guests from various countries are coming with the same zeal.

Pakistan in a New Era of Progress and Prosperity

A confident Pakistan is ready to spark again in the form of AdAsia 2019. The return of international cricket, the mega project of CPEC, and the multinational investors in numerous sectors are on board to illuminate vibrant Pakistan. To welcome the fourteen countries, the logo of AdAsia, a peacock decorated with Pakistan's traditional "Truck Art" has the splendid culture and heritage of Pakistan in it. Now the AdAsia is ready to spread its wings in the marvelous city of Pakistan. AdAsia at the symbolic level is predicting the future growth of international investment in Pakistan in a viable environment. The positive direction of Pakistan's economy is significantly irresistible for investors from all over the world. Altogether, AdAsia will be a pleasant addition to the country's progressiveness.