



Pakistan  
PR Country Landscape 2014

## Global Alliance for Public Relations and Communication Management

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# Acknowledgments

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# Country Profile

<b>Official Name:</b>	Islamic Republic of Pakistan
<b>Independence:</b>	14 August 1947 (from British India)
<b>National day:</b>	Republic Day, 23 March (1956)
<b>Population:</b>	193,238,868 (July 2013 est.) Ranked as 6 <sup>th</sup> most populous country in the world
<b>Capital:</b>	Islamabad
<b>Area:</b>	796,095 sq km
<b>Borders with:</b>	Afghanistan 2,430 km, China 523 km, India 2,912 km, Iran 909 km

**Major Languages:** ENGLISH (official; lingua franca of Pakistani elite and most government ministries), whereas URDU is the national language. Other prominent languages includes PUNJABI 48%, SINDHI 12%, SARAIKI (a Punjabi variant) 10%, PASHTU 8%, BALOCHI 3%, HINDKO 2%, BRAHUI 1%

**Ethnic Composition:** Punjabi 44.68%, Pashtun (Pathan) 15.42%, Sindhi 14.1%, Siraiki 8.38%, Muhajirs 7.57%, Balochi 3.57%, other 6.28%

**Major Religions:** Muslim 96.4% (Sunni 85-90%, Shia 10-15%), Christian 2.5%, Hindu 1.2%, others 0.2%

**Age structure:** Relatively a young nation with 55% population under 24 years (2013 est.)

00-14 years: 34.0%

15-24 years: 21.6%

25-54 years: 35.1%

55-64 years: 5.0%

65 years +: 4.3%

**Life expectancy:** male 66.5 years; female 67.2 years

**Urban/Rural split:** Urban 35.6%; Rural 64.4%

## Background:

The landmass that we call Pakistan today became an Independent country on the 14th August 1947, yet it enjoyed a measure of unity for millennia. Tools dug out in the Soan valley near Pakistan's capital Islamabad show that human beings lived in organized communities more than two million years ago.

The "dead" city of Moenjodaro some 510-km from Karachi was a metropolis in a civilization that thrived upon a landmass roughly co-extensive with present day Pakistan. The bath-loving people of this city, representative of that age, had a highly developed municipal system, large neat and clean streets, excellent granaries, able jewelers, dyers, clothiers, and town planners. From the river port of this city, cotton spices and silk were exported to contemporary empires in Africa and the Arab world.

The city of Mehargarh was already five thousand years old when Alexander the Great invaded ancient Pakistan in 326 B.C. From the figurines unearthed during excavation, it appears that the beauticians and coiffeurs in this city were highly skilled. Women had a fantastic array of hair-dos, wearing their hair in large locks and curls. Such ladies of distinction could only have lived in neat and orderly houses.

When Buddha finally broke his six-year silence, it was here that his message was first received and spread by the faithful. Relics dug out from the old Buddhist can be seen in Karachi, Lahore, Taxila and Swat museums.

Alexander the Great fought almost all his wars in South Asia in the land of present-day Pakistan. Amongst the many Kingdoms that flourished in ancient Pakistan, was Gandhara. The geographical boundaries of this kingdom were the same as those of the present-day districts of Rawalpindi, Peshawar and Swat. The kingdom is very highly renowned for its architecture and sculpture.

**Government type:** Federal Republic

## ADMINISTRATIVE DIVISIONS:

1 Capital Territory,  
4 Provinces,  
2 self-governed region, and  
1 Federally Administrated Territory

## ONE CAPITAL TERRITORY

### 1) Islamabad Capital Territory (ICT) - [www.ICTadministration.gov.pk](http://www.ICTadministration.gov.pk)

The Government of Pakistan decided to establish a new capital Islamabad, the "domain of Islam" on February 24, 1960. Construction work began in 1961 and its first residents immigrated from other parts of the country of 1963. The Capital Development Authority (CDA) established in 1960 to undertake municipal functions through legislative amendments in 1966 as the city continued to be occupied by new immigrants.

## FOUR PROVINCES

### 1) Balochistan - [www.balochistan.gov.pk](http://www.balochistan.gov.pk)

Balochistan is the largest of the country's four administrative provinces in terms of area, constituting approximately 44% of Pakistan's total land mass, and the smallest in terms of population, being home to less than 5% of the country's population. Balochistan is bordered by Afghanistan to the north and north-west, Iran to the south-west, the Arabian Sea to the south, Punjab and Sindh to the east, and Khyber Pakhtunkhwa and Federally Administered Tribal Areas to the north-east. Quetta is the capital and largest city of Balochistan.

### 2) Khyber Pakhtunkhwa - [www.khyberpakhtunkhwa.gov.pk](http://www.khyberpakhtunkhwa.gov.pk)

The Khyber Pakhtunkhwa (formerly North-West Frontier Province) is one of the most legendary places on earth. The Khyber Pakhtunkhwa, is arguably the most diverse ethnically; the most varied in terrain and sports a vigorous cultural spectrum.

### 3) Punjab - [www.punjab.gov.pk](http://www.punjab.gov.pk)

Punjab is Pakistan's second largest province at 205,344 km<sup>2</sup> (79,284 sq mi) after Balochistan area wise and is located at the northwestern edge of the geologic Indian plate in South Asia. The province is bordered by Kashmir (Azad Kashmir, Pakistan and Jammu and Kashmir, India) to the north-east, the Indian states of Punjab and Rajasthan to the east, the Pakistani province of Sindh to the south, the province of Balochistan to the southwest, the province of Khyber Pakhtunkhwa to the west, and the Islamabad Capital Territory to the north.

### 4) Sindh - [www.sindh.gov.pk](http://www.sindh.gov.pk)

The province of Sindh has been designated after the river Sindh (Indus) which literally created it and has been its sole means of sustenance. Karachi the largest city of Pakistan is the capital of Sindh and economic hub of the country.

## TWO SELF-GOVERNED REGION

### 1) Gilgit-Baltistan: - [www.GilgitBaltistan.gov.pk](http://www.GilgitBaltistan.gov.pk)

Gilgit Baltistan is a self governed region in the north of Pakistan. It is governed through a representative Government and an independent judiciary. Gilgit Baltistan is home to one of the most diverse socio cultural geography in the world. It has rightly been called the Roof of the World, the Wonderland of Asia and the Jewel of Pakistan because of its high altitude mountain ranges.

### 2) Azad Kashmir: - [www.ajk.gov.pk](http://www.ajk.gov.pk)

Pakistani-administered portion of the disputed Jammu and Kashmir region: Azad Kashmir is divided into three divisions (Muzaffarabad, Mirpur & Poonch) and ten administrative districts with Muzaffarabad as the capital of the state. The Muzaffarabad Division comprises of Muzaffarabad and Neelum, Rawalakot Division comprises of Bagh, Poonch & Sudhnuti districts whereas districts of Mirpur Division are Mirpur, Kotli & Bhimber. These ten districts are further divided into 32 subdivisions. The people's participation in the political and socio economic development is ensured through the elected institutions of the AJ&K Legislative Assembly comprising 41 directly and 8 indirectly elected members and the AJ&K Council with six elected members

## ONE FEDERALLY ADMINISTRATED TERRITORY

### 1) Federally Administered Tribal Areas (FATA) - [www.fata.gov.pk](http://www.fata.gov.pk)

The Federally Administered Tribal Area (FATA) is strategically located between the Pakistan-Afghanistan border and the settled areas of KPK (Khyber Pakhtunkhwa). FATA, both historically and traditionally had a unique administrative and political status from the British times since 1849. However, in 1893, a demarcation was raised with Afghanistan called Durand Line. They controlled the area through a combination of effective Political Agents and tribal elders, while leaving the people with their traditions and internal independence. Pakistan inherited this system and more or less continues with it even today.

**Legal system:** Common law system with Islamic law influence

## EXECUTIVE BRANCH:

In May 2013, Pakistan held parliamentary elections and in June 2013 and Muhammad NAWAZ SHARIF was elected as the 18<sup>th</sup> Prime Minister. In September 2013, the Parliament held elections for Presidency and MAMNOON HUSSAIN was elected as 12<sup>th</sup> President of Pakistan.

**President:** - [www.PresidentOfPakistan.gov.pk](http://www.PresidentOfPakistan.gov.pk)

His Excellency MAMNOON HUSSAIN (since 9 September 2013)

President is the Head-of-the-State and Commander-in-Chief of the Armed Forces. He is elected by secret ballot through an Electoral College comprising the members of the Senate, National Assembly, and provincial assemblies for a five-year term and can run for re-election.

**Prime Minister:** - [www.pakistan.gov.pk](http://www.pakistan.gov.pk)

His Excellency Muhammad Nawaz SHARIF (since 5 June 2013)

Prime Minister is the head of the Government and is selected by members of the National Assembly. Prime Minister heads the Cabinet consist of Federal & State ministers, selected by the President on advise of the Prime Minister.

## LEGISLATIVE BRANCH

Pakistan is a Parliamentary form of Government. It is a bi-cameral parliament (Majlis-e-Shoora) consist of:

### Senate –[www.senate.gov.pk](http://www.senate.gov.pk)

104 seats; members indirectly elected by provincial assemblies and the territories' representatives in the National Assembly to serve six-year terms; one half are elected every three years.

### National Assembly –[www.na.gov.pk](http://www.na.gov.pk)

342 seats; 272 members elected by popular vote; 60 seats reserved for women; 10 seats reserved for non-Muslims; members serve five-year terms.

### Economy:

It has been observed that Pakistan's economy since the new government has improved. The recent dollar drop and the very positive response to Pakistan's Eurobond enabled the government to raise \$1 billion for five years and another \$1 billion for 10 years.

**Monetary Unit:** Pakistani Rupee (1 Rupee = 100 Paisa)

## PUBLIC RELATIONS IN PAKISTAN

History of PR in Pakistan starts with its creation in 1947 and with the inception of "Information Cell" at Lahore Radio Station. Later, in 1955, a formal "Department of Public Relations" was created under an appointed Director PR looking after the Press Information, Reference Research, Protocol, Film Section and Press Branch sub-offices.

In 1962, under the first Military rule of General Ayub Khan, a separate Ministry of Communications was created and it established a formal Press Information Department, which until date is serving as the official source of Information, Publicity and Public Relations for the Government.

Its major area-of-work includes;

- 1) **Media Coverage and Relations:** That looks after the coverage of Government dignitaries and functionaries.
- 2) **Official Feed Agency:** Responsible for providing news-feed to media outlets in shape of press releases, coverage, photos and supporting materials.
- 3) **Feedback service:** Which scrutinize the matters published by print & internet and aired by broadcast & electronic mediums and its subsequent reaction among the masses
- 4) **Protocol Office:** That looks after the visiting journalists from abroad and facilitate in official trips of Pakistani media.

The most established PR department is managed by the Armed Forces of Pakistan, Inter-Services Public Relations, commonly known as ISPR.

ISPR role has widely seen and recognized nationally and internationally in the current days of War on Terrorism, where Pakistan has been involved massively in combating militancy by and within its borders.

In the corporate sector many companies have established PR & Communication departments, or have hired services of specialized PR agencies.

Until the mid 80's PR in Pakistan was at the Media agent stage and mostly was involved in issuing Press Releases. In the late 80's professional PR agencies were established and the PR sector became more organized. Currently there are many specialized PR agencies working in Pakistan managed by seasoned and experienced professionals.

Mostly the Publicist learn the art and skills while gaining experience in one of the agencies as no formal education or training is available in any institute. Although some Universities offer courses on Mass Communication and a few even have established Public Relations Departments but are not fully capable of equipping the talent with the required skills.

## COUNCIL OF PUBLIC RELATIONS PAKISTAN

To provide the PR practitioners with a platform for learning, gain experience and get to know the peers and fellow professionals, a few seasoned Publicists get-together in January 2010 and came up with idea to set-up a platform and established **Council of Public Relations-Pakistan**.

The key objectives of CPR are:

- a. To establish the Council as a central body for individuals / organizations concerned with and interested in Public Relations and to project the Council as a responsible organization representing Public Relations practitioners in Pakistan.
- b. To encourage and promote high professional standards and conduct of its members by establishing and upholding such standards and conduct as to be prescribed in the Code of Ethics and Practice.
- c. To collect and disseminate information, to encourage the continuing study of, improvement in the theory, practice and techniques of Public Relations, and to stimulate the exchange of ideas through meetings, discussions, seminars and conferences.
- d. To set and uphold professional standards through training and education.
- e. In future, to conduct regular accreditation examinations as and when it deems fit.
- f. To maintain a record of the Council's activities and undertake other activities likely to benefit the profession / industry and the interests of its members and the community as a whole.
- g. To foster a constructive image of the country, its development and its people.

## MEDIA & COMMUNICATION

The Media in Pakistan due to the liberal policies of **Pakistan Electronic Media Regulatory Authority**, or **PEMRA** [www.pemra.gov.pk](http://www.pemra.gov.pk), and sustained economic growth of 6.6% per annum in the past decade, despite of all odds is a booming industry. Ever since the highly regulated airwaves of Pakistan were rippled by the penetration of the first private TV channel, there has been no looking back.

- Pakistan **media** has seen a **growth of 132 %** per year.
- There are currently approximately **116 radio channels** (FM, AM and SW)
- More than **100 local TV channels**
- Approximately **150 advertising agencies** and **20 specialized PR agencies**
- More than **100 production houses**.



- According to [All Pakistan Newspapers Society](#), or [APNS www.apns.com.pk](#) there are **more than 262 print publications**.

Overall estimates indicate that there are over **400 daily newspapers**, most of which are in English or Urdu. According to the [Pakistan Bureau of Statistics www.pbs.gov.pk](#), they had a combined daily sale of 6.1 million copies in 2009. Pakistan's press is among the **most outspoken in South Asia**, although its **influence is limited by a literacy level of only 56%**. According to figures from the marketing research organization Gallup Pakistan, about 60% of urban populations and 36% of rural populations read newspapers.

According to the official publication of the Pakistan Electronic Media Regulatory Authority (PEMRA) the cable television sector is the fast growing segment among the electronic media venture, employing some 30,000 people in the country and there were about 4.2 million cable TV subscribers in 2009.

In addition to the established print, radio and television media websites, the Internet is also providing a platform for activists and emerging journalists to express their views through myriad online publications, blogs and social networking sites.

As per the Internet World Stats 2011, Pakistan is ranked at 20th position with approximately 29 million, i.e. more than 15% of its population has access to internet, and it is continuing to grow rapidly.

With over 73.5% penetration of mobile phones in Pakistan, the widespread availability and affordability of modern communication technology has helped generate tremendous interest in the use of voice calls, photo or video uploading and text messaging to share news, opinions and ideas broadly. On 24 April 2014 Pakistan gave licenses to operate 3G & 4G Technology to 4 local cellular service operators.

## PRINT MEDIA

All Pakistan News Society or APNS is the largest media organization, formed to facilitate the exchange of views among newspaper owners on matters of common interest.

The website [www.theapns.net](http://www.theapns.net) offers information regarding all the Pakistani newspapers and magazines.

### National Newspapers:

Pakistan has various popular newspapers. Here's a list of a few of them:

#### English Language:

- Daily DAWN - [www.dawn.com](http://www.dawn.com)
- The Nation - [www.nation.com.pk](http://www.nation.com.pk)
- The Express Tribune - [www.tribune.com.pk](http://www.tribune.com.pk)
- The News - [www.thenews.com.pk](http://www.thenews.com.pk)
- Business Recorder - [www.brecorder.com](http://www.brecorder.com)
- Pakistan Today - [www.pakistantoday.com.pk](http://www.pakistantoday.com.pk)
- Pakistan Observer - [www.pakobserver.net](http://www.pakobserver.net)
- Daily Times - [www.dailytimes.com.pk](http://www.dailytimes.com.pk)
- Daily The Messenger - [www.dailymessenger.com.pk](http://www.dailymessenger.com.pk)

#### Urdu Language: (Roznama = Daily newspaper)

- Roznama Jang [www.jang.com.pk](http://www.jang.com.pk)
- Roznama Express [www.express.com.pk](http://www.express.com.pk)
- Roznama Nawa-i-Waqt [www.nawaiwaqt.com.pk](http://www.nawaiwaqt.com.pk)
- Roznama Nai Baat [www.naibaat.com.pk](http://www.naibaat.com.pk)
- Roznama Jehan Pakistan [www.jehanpakistan.com](http://www.jehanpakistan.com)
- Roznama Khabrain - [www.khabraingroup.com](http://www.khabraingroup.com)
- Roznama Pakistan [www.dailypakistan.com.pk](http://www.dailypakistan.com.pk)
- Roznama Dunya - [www.dunya.com.pk](http://www.dunya.com.pk)

#### Regional Newspapers:

- Kawish (Sindhi) - [www.thekawish.com](http://www.thekawish.com)
- Daily Ibrat (Sindhi) - [www.dailyibrat.com](http://www.dailyibrat.com)
- Daily Sindh (Sindhi) - [www.sindhhyd.com](http://www.sindhhyd.com)
- Sindh Express (Sindhi) - [www.sindhexpress.com.pk](http://www.sindhexpress.com.pk)
- Daily Hilal Pakistan (Sindhi) - [www.dailyhilal.com](http://www.dailyhilal.com)
- Wahadat (Pashto) - [www.dailywahdat.com.pk](http://www.dailywahdat.com.pk)
- Khabroona (Pashto)
- Daily Millat (Gujrati)
- Daily Vatan (Gujrati)
- Jhoke (Siraiki)
- Khabraan (Punjabi)

## RADIO

The state-owned Pakistan Broadcasting Corporation (PBC) - [www.radio.gov.pk](http://www.radio.gov.pk) operates more than 40 stations and covers the entire country on FM, medium and short wave.

Nearly 100 commercially licensed privately owned FM radio stations provide programming mostly limited to music and talk shows. Private radio stations are allowed to relay the news bulletins and programs of PBC and, to a limited extent, the BBC Urdu service, Deutsche Welle (DW) and Voice of America (VOA)

Some prominent FM stations are:

- FM 100 - [www.fm100pakistan.com](http://www.fm100pakistan.com)
- Radio FM 91 (Airwaves Media) – [www.fm91.com.pk](http://www.fm91.com.pk)
- City FM 89 (Dawn Media Group) – [www.cityfm89.com](http://www.cityfm89.com)

## TELEVISION

The government-run Pakistan Television Corporation (PTV) [www.ptv.com.pk](http://www.ptv.com.pk) retains a monopoly of free-to-air terrestrial broadcasting. Private TV channels are only allowed to broadcast on cable, satellite and the internet. According to a 2009 research conducted by Gallup Pakistan, there are an estimated 86 million TV viewers, of which more than half 48 million were terrestrial viewers with only access to PTV channels.

Currently there is only one English channel PTV World (English) - [world.ptv.com.pk](http://world.ptv.com.pk), rest are in Urdu & regional languages. A comprehensive list of Pakistani TV channels can be viewed at: [www.lyngsat.com/freetv/Pakistan](http://www.lyngsat.com/freetv/Pakistan)

### Private-owned Satellite News channels:

- Aab Takk - [abbtakk.tv.com.pk](http://abbtakk.tv.com.pk)
- Aaj News – [www.aaj.tv](http://www.aaj.tv)
- ARY News - [www.arynews.tv](http://www.arynews.tv)
- Bol TV - [www.bolnetwork.com](http://www.bolnetwork.com)
- Capital TV - [www.capitaltv.pk](http://www.capitaltv.pk)
- Dawn News – [www.dawnnews.tv](http://www.dawnnews.tv)
- Dunya News - [www.dunyanews.tv](http://www.dunyanews.tv)
- Geo TV – [www.geo.tv](http://www.geo.tv)
- Samaa TV – [www.samaa.tv](http://www.samaa.tv)
- Waqt News - [www.waqtnews.tv](http://www.waqtnews.tv)

### Balochi

- PTV Bolan -[www.ptv.com.pk/ptv-bolan](http://www.ptv.com.pk/ptv-bolan)
- VSH News- [www.vshnews.tv](http://www.vshnews.tv)

### Punjabi

- Apna Channel - [www.apna.tv](http://www.apna.tv)
- Punjab TV - [www.punjabtv.pk](http://www.punjabtv.pk)

## Sindhi

- Awaz TV - [www.awaztoday.com](http://www.awaztoday.com)
- KTN - [www.ktntv.tv](http://www.ktntv.tv)
- Sindh TV - [www.sindhnews.net](http://www.sindhnews.net)
- Dharti TV - [www.dhartitv.com](http://www.dhartitv.com)

## Pashto

- AVT Khyber - [www.avtkhyber.com](http://www.avtkhyber.com)
- Khyber News – [www.khybernews.tv](http://www.khybernews.tv)
- Pashto1 - [www.pashto-1.tv](http://www.pashto-1.tv)

## Siraiki

- Waseeb TV - [www.waseeb.tv](http://www.waseeb.tv)

## Kashmiri, Pothohari, Pahari, and Hindko

- AJK TV - [www.ptv.com.pk/ajk-tv](http://www.ptv.com.pk/ajk-tv)

## ONLINE MEDIA

There were 29 million internet users in Pakistan at the end of 2010, according to the International Telecommunications Union (ITU). Websites aimed at young people have taken off in a big way. Dawn Media Group's [www.dawn.com](http://www.dawn.com) claims over 10 million page views per month. A marketing survey conducted in 2008 showed that over 90% of Pakistani visitors to the site were male university graduates under the age of 30.

Several banks have rolled out online banking services.

The social networking site Facebook has also been a huge success – particular with teenagers and young adults. In March 2012, Facebook claimed 6.4 million users in Pakistan – one in five of the country's online population. Over 90% of Facebook users were under the age of 24 and a third of them were female.

According to April 2014 internet traffic analyses website Alexa, <http://www.alexacom> the most popular information and news websites in Pakistan include: Facebook at #1, Google.com.pk #2, Jang.com.pk #20, Express News #25 and BBC at #37.

## BANKS AND FINANCIAL INSTITUTIONS OF PAKISTAN

### State Bank of Pakistan:

State Bank of Pakistan regulates all the banks in Pakistan while National Bank of Pakistan is the largest government run bank of Pakistan. Complete list of regulated banks can be seen at [www.sbp.org.pk/f\\_links](http://www.sbp.org.pk/f_links)

### Private Banks:

- Allied Bank - [www.abl.com](http://www.abl.com)
- Askari Bank - [www.askaribank.com.pk](http://www.askaribank.com.pk)
- Bank Al-Falah - [www.bankalfalah.com](http://www.bankalfalah.com)
- Bank Al-Habib - [www.bankalhabib.com](http://www.bankalhabib.com)
- Faysal Bank - [www.faysalbank.com](http://www.faysalbank.com)
- Habib Bank - [www.hbl.com](http://www.hbl.com)
- Muslim Commercial Bank - [www.mcb.com.pk](http://www.mcb.com.pk)
- Summit Bank - [www.summitbank.com.pk](http://www.summitbank.com.pk)
- United Bank - [www.ublirect.com](http://www.ublirect.com)

### Foreign Banks:

- Bank of Tokyo-Mitsubishi UFJ - [www.bk.mufg.jp/global](http://www.bk.mufg.jp/global)
- Barclays Bank - [www.barclays.pk](http://www.barclays.pk)
- Citibank [www.citibank.com/pakistan/homepage/index.htm](http://www.citibank.com/pakistan/homepage/index.htm)
- Deutsche Bank - [www.db.com/pakistan](http://www.db.com/pakistan)
- Industrial and Commercial Bank of China - [www.icbc.cn](http://www.icbc.cn)
- Standard Chartered Bank - [www.sc.com/pk](http://www.sc.com/pk)

### Islamic Banks:

- Al-Baraka Bank - [www.albaraka.com.pk](http://www.albaraka.com.pk)
- Burj Bank - [www.burjbankltd.com](http://www.burjbankltd.com)
- Bank Islami - [www.bankislami.com.pk](http://www.bankislami.com.pk)
- Dubai Islamic Bank - [www.dibpak.com](http://www.dibpak.com)
- Meezan Bank - [www.meezanbank.com](http://www.meezanbank.com)

### Public Sector Banks:

- Bank of Khyber - [www.bok.com.pk](http://www.bok.com.pk)
- Bank of Punjab - [www.bop.com.pk](http://www.bop.com.pk)
- First Women Bank - [www.fwbl.com.pk](http://www.fwbl.com.pk)
- National Bank of Pakistan - [www.nbp.com.pk](http://www.nbp.com.pk)
- Sindh Bank - [www.sindhbankltd.com](http://www.sindhbankltd.com)

### Microfinance Banks:

- FINCA Bank – [pakistan.finca.org](http://pakistan.finca.org)
- Tameer Microfinance Bank - [www.tameerbank.com](http://www.tameerbank.com)

## **OTHER RESOURCES ON PAKISTAN:**

The following websites provide all the information that one might need on Pakistan's traditions and culture, economy, environment and society.

Government of Pakistan website - [www.pakistan.gov.pk](http://www.pakistan.gov.pk)

Ministry of Information - [www.infopak.gov.pk](http://www.infopak.gov.pk)

Ministry of Tourism - [www.tourism.gov.pk](http://www.tourism.gov.pk)

CIA-World Fact book - Pakistan - [www.cia.gov/library/publications/the-world-factbook/geos/pk.html](http://www.cia.gov/library/publications/the-world-factbook/geos/pk.html)

PR Week Global Think tank - [www.prweekglobalthinktank.com/regions-countries/asia-pacific/pakistan](http://www.prweekglobalthinktank.com/regions-countries/asia-pacific/pakistan)

## Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

For suggestions and discussion, please contact:

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