



GOVERNMENT OF PAKISTAN  
DIRECTORATE GENERAL OF CUSTOMS VALUATION  
CUSTOM HOUSE  
KARACHI



\*\*\*\*

C. No. Misc/21/2010-I (Part-III)/1224

Date: - 26.12.2025

**MEETING NOTICE**

Subject: **RE-DETERMINATION OF CUSTOMS VALUE FOR OLIVES UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

Kindly refer to the above subject.

2. The Directorate General of Customs Valuation Karachi has initiated an exercise for the re-determination of customs values of subject goods notified vide **Valuation Ruling No. 1611/2022 dated 11.03.2022**. This exercise has been undertaken in accordance with the provisions of Section 25A of the Customs Act, 1969, with the objective of ensuring fair, transparent, and up-to-date assessment of customs values in line with prevailing international market trends.

3. The meeting has been scheduled on **13.01.2026 at 2:00 afternoon** in the Conference Hall, 7th Floor, Custom House, Karachi. The meeting will be chaired by the Director/Additional Director, Directorate General of Customs Valuation Karachi. All relevant stakeholders, including importers, representatives of trade bodies, and other concerned parties, are invited to attend the meeting. The Stakeholders are also requested to bring along their written submissions, duly supported by documentary evidence such as:

- Import invoices and Goods Declarations (GDs).
- Copies of Letters of Credit (LCs) or contracts.
- International price or references.
- Manufacturer/exporter price lists or catalogues.
- Market survey data, if available.
- Any other supporting documents.

4. The purpose of this meeting is to review all relevant market information and trade data to facilitate the re-determination of customs values in a fair, equitable, and evidence-based manner. Stakeholders' participation and cooperation in providing accurate data and constructive input will assist the Directorate in finalizing values that reflect prevailing market conditions and maintain transparency in the valuation process. It is, therefore, requested that all concerned stakeholders ensure their presence in the meeting on the scheduled date and time, along with the requisite documents and written submissions. Non-attendance shall be deemed as having no objection to the proceedings.

  
(Shahrukh Akhlaq Siddiqui)  
Assistant Director

**Note:** If it is not feasible for stakeholders located outside Karachi to attend the meeting in person, they may participate **online via Zoom** using the **Zoom ID: 87950214067** with **Passcode: 123123**. Participants intending to join the meeting via Zoom are requested to **inform this office at least one day prior to the scheduled meeting** to facilitate their participation through online session.

**Copy for information to:**

1. The Director, Directorate General of Customs Valuation, Karachi.
2. The Additional Director, Directorate General of Customs Valuation, Karachi.
3. The Webmaster, Federal Board of Revenue, Islamabad for uploading on FBR website as notified vide this Directorate's Public Notice No. 1/2025 dated 03.11.2025.
4. Notice Board.

1	THE FPCC&I FEDERATION HOUSE, MAIN CLIFTON, BLOCK-5, ABDULLAH SHAH GHAZI ROAD, CLIFTON, KARACHI. -75600	2	THE PRESIDENT, KARACHI CHAMBER OF COMMERCE & INDUSTRY, AIWAN-E-TIJARAT ROAD, KARACHI.
3	THE PRESIDENT, ISLAMABAD CHAMBER OF COMMERCE & INDUSTRIES, ISLAMABAD.	4	THE PRESIDENT, LAHORE CHAMBER OF COMMERCE & INDUSTRIES, LAHORE.
5	THE PRESIDENT, QUETTA CHAMBER OF COMMERCE & INDUSTRY, CHAMBER BUILDING, ZARGHOON ROAD, QUETTA.	6	THE PRESIDENT, GUJRANWALA CHAMBER OF COMMERCE & INDUSTRIES, AIWAN-E-TIJARAT ROAD, GUJRANWALA.
7	THE PRESIDENT, KARACHI CUSTOMS AGENTS ASSOCIATION (KCAA), 2ND FLOOR, BURHANI TERRACE, BOHRI ROAD, OFF EDULJEE DINSHAW ROAD, OPP. CUSTOM HOUSE, BHIMPURA, KARACHI, KARACHI CITY, SINDH 74000.	8	THE CHAIRMAN, ALL PAKISTAN CUSTOMS AGENTS ASSOCIATION (APCAA), ROOM NO. 7 & 8, BOMBAY PLAZA, MAZZANINE FLOOR, BOHRI ROAD, OPP. NEW CUSTOM HOUSE, KHARADAR, KARACHI-74000.
9	PAKISTAN KIRYANA MERCHANTS ASSOCIATION, OFFICE NO.6, 2ND FLOOR, M.R 5/92, VIRJEE STREET. JODIA BAZAR, KARACHI-74000	10	NATURAL FOOD INTERNATIONAL: HOUSE NO-E-23/12-P-4, SITUATED AT ISLAM NAGAR, MOUZA KOREY TEHSIL CANNT, LAHORE
11	Fair Marketing: House # 46, Block 2, Sector C-2, Township, Lahore Nishter Town	12	EKADA CORPORATION: 173/G BLOCK-02 PECHS, KARACHI
13	AHMED AGENCIES: 2452/H, AFSHAR ROAD, ALI CHOWK DOULAT GATE, MULTAN CANTT. BOSAN TOWN	14	AL-HAMRA INTERNATIONAL: SHOP NO. 44, SHAHLIMAR MARKET NEW SUPPER TOWN, DEFENCE ROAD, LAHORE
15	NEW DIMENSION MARKETING: NO.5, PLOT Z-151, ALAMGIR ROAD, D.M.C.H.S, KARACHI EAST JAMSHED TOWN	16	HJ ENTERPRISES: 1A, DI, NESPAK SOCIETY PHASE 1,, LAHORE WAPDA TOWN
17	HAH ENTERPRISES: OFFICE # 006, PA-64/A, BAHADURYAR JUNG ACADEMY, SIRAJ-UD-DAULLAH ROAD, NEAR IMTIAZ STORE, BAHADURABAD, KARACHI EAST GULSHAN TOWN	18	SS AGENCIES : OFFICE NO. 217, 2ND FLOOR, ZAM ZAM MALL, H-3, NEAR EXPO CENTRE, JOHAR TOWN, LAHORE, LAHORE IQBAL TOWN
19	U & U TRADING (PRIVATE) LIMITED : GATE A, 1ST FLOOR, PLOT # 24 , STREET # 03, INDUSTRIAL AREA, I-10/3 ISLAMABAD, ISLAMABAD	20	MEMON BROTHERS : SHOP NO. 6 PLOT NO. MR 6/22, BUSTAQI MANZIL AKHUD ABDUL REHMAN STREET, OFF RAMPART ROW JODIA BAZAR KARACHI, KARACHI SOUTH SADDAR TOWN
21	MYD VENTURES (PRIVATE) LIMITED : 173-G, BLOCK 2, PECHS, OPPOSITE PECHS LIBRARY, KARACHI. , - , PAKISTAN	22	MAKKAH TRADERS : ROOM NO.4-D, 4TH FLOOR, STATE LIFE BUILDING NO.04, SHAHRAH-E-LIAQUAT, NEW CHALLI,, KARACHI SOUTH SADDAR TOWN
23	RÓYAL WING ENTERPRISES : PLOT NO. 954-C 2ND FLOOR, NEAR JEEL PARK, BLOCK-2, P.E.C.H.S., TARIQ ROAD, KARACHI EAST JAMSHED TOWN	24	THE BKRY : 41/A, HOSPITAL ROAD, SADDAR, RAWALPINDI CANTONEMENT
25	BOULEVARD CORPORATION : R 1110, SECTOR 16 / ABUFFER ZONE, NORTH KARACHI, KARACHI CENTRAL	26	M/S MADINA CORPORATION : OFFICE # 601, SIDRA TRADE CENTER MOHAMMAD FERAZ S'TREET, JODIA BAZAR, KARACHI SOUTH SADDAR TOWN
27	M/S. WAHID ASSOCIATES : 46, ,, RAWALPINDI CRICKET STADIUM DOUBLE ROAD, RAWALPINDI RAWAL TOWN	28	INTERNATIONAL BRANDS DISTRLBUTIONS : G.F, 249. SHADMAN-I, LAHORE DATA GUNJ BUKHSH TOWN
29	UNIVERSAL TRADING CORPORATION : 1ST FLOOR ROOM NO.106, SAITH CENTER, 10-ADVERED ROAD, DATA GUNJ BUKHSH TOWN, LAHORE	30	ELAHI CORPORATION : SALAH-UD-DIN STREET, KHAZAR HAYAT COLONY, 225-SAGHAN ROAD, NEAR TOTAL PETROL PUMP, LAHORE DATA GUNJ BUKHSH TOWN
31	MI INTERNATIONAL : OPPOSITE MIAN ICE FACTORY, NEAR RAILWAY CROSSING CALTEX PETROL PUMP, HURBANCEPURA, LAHORE AZIZ BHATTI TOWN	32	KOHSAR INTERNATIONAL : HOUSE NO 342, STREET NO 25, RAWAL TOWN, ISLAMABAD ISLAMABAD URBAN
33	M/S DIAMOND IMPEX CORPORATION : 152-G/1, ADJACENT BLOCK-2 KHALID BIN WALEED ROAD	34	M/S FREEZER 2 FRYER FOOD SERVICES : PLOT NO. L-29, BLOCK - 22, FB INDUSTRIAL AREA, KARACHI, KARACHI CENTRAL GULBERG TOWN
35	RAIM ENTERPRISES : 314-A BLOCK GULSHAN-E-RAVI	36	M/S AA FOODS : 23-BASEMENT GARDEE TRUST BUILDING THOROTN ROAD PATYALA GROUND GARDEE TRUST BUILDING THOROTN ROAD
37	LAHORE GRAINS : 564-L, PHASE-VI, DHA LAHORE, LAHORE CANTONEMENT	38	I.M.TRADERS : FLAT NO.202, SECOND FLOOR, DULARA AVENUE, PLOT NO.928,, JAMSHED QUARTERS, KARACHI EAST JAMSHED TOWN
39	AYUB TRADING COMPANY : HEAD OFFICE: PLOT NO.57, BLOCK-E, SATELLITE TOWN, (BRANCH OFFICE: PLOT NO.195, OFFICE SITUATED AT STREET NO.02, SECTOR I-9/3, ISLAMABAD	40	J.R TRADERS : OFFICE#135 1ST FLOOR AL-AMNA PLAZA OPP CAPRI CINEMA M.A.JINNAH ROAD
41	LIFONIC BRANDS (PRIVATE) LIMITED : PLOT NO. 5-C, BUKHARI COMMERCIAL LANE NO. 13. PHASE-6, D.H.A, KARACHI SOUTH SADDAR TOWN	42	FAHAD BROTHERS & CO : OFFICE # 005, PA/64/A, BAHADURYAR JUNG ACADEMY, SIRAJ-UD-DAULLAH ROAD, NEAR IMTIAZ STORE, BAHADURABAD, KARACHI EAST GULSHAN TOWN
43	AISHA CORPORATION : PLOT NO. 12-C, LANE-10, NISHAT COMMERCIAL, PHASE-VI, DHA, KARACHI SOUTH SADDAR TOWN	44	REKNO COMPANY : OFFICE NO.71, 2ND FLOOR,, GUL PLAZA, M.A.JINNAH ROAD, KARACHI SOUTH SADDAR TOWN
45	M/S GOOD LUCK TRADING : OFFICE NO-1, VENUS PLAZA, 7-E EGERTON ROAD, LAHORE	46	M/S MOHAMMADI TRADERS : 70-71, 1ST FLOOR, GUL PLAZA, M.A.JINNAH ROAD, KARACHI SOUTH SADDAR TOWN
47	RED CORAL CORPORATION : RAILWAY, ROAD, BARI CHOWK, NANKANA SAHIB NANKANA SAHIB	48	YASEEN AND COMPANY : SHOP NO.2, SULTAN PARADISE, MAIN AIRPORT ROAD, QUETTA
49	BOULEVARD CORPORATION. : B-137, BLOCK-11 SCHEME-36, GULISTAN-E-JOHAR, KARACHI EAST	50	S.S. TRADING CORPORATION : 48, NAWAB MARKET, SHADMAN, LAHORE
51	M/S JAWED & CO. : OFFICE NO.1, 3RD FLOOR, SULEMAN CENTRE RAMBHARTI STREET, JODIA BAZAR KARACHI, KARACHI SOUTH SADDAR TOWN	52	FIRSTOP COMMERCIAL AND TRADING (PRIVATE) LIMITED : OFFICE NO.911, 9TH FLOOR, ISLAMABAD STOCK EXCHANGE TOWER, JINNAH AVENUE BLUE AREA, ISLAMABAD ISLAMABAD URBAN
53	M/S. A. R. ENTERPRISES : SUIT # H-06, PLOT # FL-18, APSARA APPARTMENT # 3, BLOCK-16, GULSHAN-E-IQBAL, KARACHI, KARACHI SOUTH SADDAR TOWN	54	NAVEED TRADING CO : MOHALLAH GHARRI MALIK AHMED P.O KHAS LUNDI ARBAB DISTT.
55	IMTIAZ GROUP (SMC-PRIVATE) LIMITED : LEVEL-8, PRESTIGE TRADE CENTRE, NEAR JAIL CHOWRANGI, BLOCK-3, K.C.H.S, MAIN SHAHEED-E-MILLAT ROAD, KARACHI CENTRAL	56	CHASE UP : PLOT NO. 46, SURVEY SHEET NO. LY-10, LYARI QUARTERS II, MOOSA LANE, LYARI, KARACHI SOUTH LYARI TOWN
57	M/S NEW DIMENSION MARKETING : FLAT NO 5 PLOT NO 151-152 NEAR ALAMGIR MASJID BAHADURABAD KARACHI	58	M/S. ONE TEN PRODUCTION : OFFICE NO # 17-A/2, PAK CHAMBER WEST WHARF ROAD, KARACHI, KARACHI WEST KEMARI TOWN
59	INTERFOODS PAKISTAN : PLOT NO. 349-A, PEOPLE'S COLONY NO. 1, SMALL D GROUND JARANWALA ROAD FAISLABAD, FAISALABAD JARANWALA	60	ONE TEN PRODUCTION : 188-R, BLOCK-02, P.E.C.H.S, KARACHI EAST JAMSHED TOWN
61	FIELD FRESH (PVT.) LIMITED : H.O @ ADEEL COLD STORE, NEW SABZI MANDI HALI ROAD, ,, HYDERABAD	62	I.A. GLOBAL EXIMP : OFFICE NO. 214, 6 FLOOR, INTERNATIONAL TRADE CENTER, SERAI QUARTER, HASRAT MOHANI ROAD, KARACHI SOUTH SADDAR TOWN
63	WIBTS BROTHERS COMPANY : BHUTA, P.O QILA AHMED ABAD, ,, SIALKOT PASRUR	64	QADRI TRADERS : SHOP # 8 M.R 1/14 KASHIF CHAMBER, RAMBHARTI STREET JODIA BAZAR, KARACHI, KARACHI SOUTH SADDAR TOWN
65	M/S GENERAL FOODS CORPORATION : 305-306, AL-REHMAN TRADE CENTRE, MAIN SHAHRAH-E-LIAQUAT, KARACHI SOUTH SADDAR TOWN	66	TARIQ TRADERS : OFFICE NO.06, TAHIR PLAZA, GROUND FLOOR NEW RAMOURA GATE, PESHAWAR PESHAWAR
67	GLOBAL ENTERPRISES : SHOP # NO. P.11/60, DARYALAL STREET, JODIA BAZAR, KARACHI SOUTH SADDAR TOWN	68	AGAR INTERNATIONAL (PRIVATE) LIMITED : MR-3/1 G/1 HOUSE OF AGAR, BOULTAN MARKET, JODIA BAZAR, KARACHI SOUTH SADDAR TOWN
69	M.N TRADERS : 48 NAWAB MARKET SHADMAN, LAHORE		