GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
CUSTOM HOUSE
KARACHI

****

No. Misc/10/2012/I/917 Date: 10 .11.2026

MEETING NOTICE

1. The Collectors of Customs, Collectorate of Customs (Appraisement), East / West / SAPT / Port Muhammad Bin Qasim and JIAP, Karachi.
2. The Chairman, FPCC&I Federation House, Main Clifton, Block-5, Abdullah Shah Ghazi Road, Clifton, Karachi.
3. The President, Karachi Chamber of Commerce and Industry (KCCI), Aiwan-e-Tijarat Rd, Seari Quarters, Karachi.
4. The President, Lahore Chamber of Commerce & Industry, 11, Shara-E-Aiwan-E-Sant-0 Tijarat, Lahore.
5. The President, Islamabad Chamber of Commerce & Industry, Capital House, Islamabad.
6. The President. Peshawar Chamber of Commerce, Peshawar.
7. The President, Quetta Chamber of Commerce and Industry, Zarghoon Road, Quetta – Balochistan.
8. The President, Lahore Chamber of Commerce & Industry, II-Shahra-e -Aiwan-e-Tijarat Road, Lahore.
9. The Chairman, Karachi Wholesale Grocers Association (KWGA), Jodia Bazar, Karachi.
10. The President, Overseas Investors Chamber of Commerce & Industry (OICCI), Karachi.
11. Mondelez Pakistan Limited, 5Th Floor, Tower B, World Trade Centre, Main Khayaban-E-Roomi, Clifton, Karachi South Saddar Town
12. Unilever Pakistan Ltd, 1, Avari Plaza Fatima Jinnah Road, Avari Plaza Fatima Jinnah Road, Karachi East Jamshed Town
13. Haameem Food Solutions, A-68/I/I 2Nd Street, Gulshan E Faisal, Bath Island, Karachi, Karachi South
14. Pakistan Fruit Juice Co.(Pvt) Ltd., 44-45 N, Industrial Area, Gulberg Ii, Lahore
15. Global Marketing Carporation, Plot No.18 Block 7&8 Mchs
16. Fast Way International, N-47 Sector 17-A, Shah Latif Town, District Malir, Karachi, Malir
17. Imtiaz Group (Private) Limited, Level-8, Prestige Trade Centre, Near Jail Chowrangi, Block-3, K.C.H.S, Main Shaheed-E-Millat Road, Karachi Central
18. International Brands Distributions, G.F, 249, Shadman-I, Lahore Data Gunj Bukhsh Town
19. Muhammadi Ingredients (Private) Limited, 235 Ahmed Block, Prof. Ahmed Rafiq Road, New Garden Town, Pakistan
20. Lactobake Speciality (Private) Limited, 1, Plot # 22E, Commercial Lane -9, Ittehad Commercial Area, Dha Ph.Vi, Karachi South
21. Naveed Trading Co, S # 5W-469-68-2, Abbasi Market, Gandum Mandi, Rawalpindi, Rawalpindi
22. Rajput & Brothers, Suite # 2/23 2Nd Floor, R.K Square Ext, Shahrah E Liaquat New Challi Karachi, Karachi South
23. Global Traders, Office No.101, First Floor, Ismail Market, M.R.2/491, Near Chadi Lane, Marriot Road, Karachi South Saddar Town
24. Sheheryar Enterprises, Office No. G-191, Liaquat Road, Rawalpindi, Rawalpindi Pothohar Town
25. A.F General Trading, C-14, Rafah-E-Aam Society, Near Wireless Gate, Airport Karachi, Malir
26. Siza Foods Pvt Ltd, Lakson Square Buildi Sarwar Shaheed Road Sarwar Shaheed Road
27. As Enterprises, Plot No.A-69, Block-18, F.B.Area Karachi, Karachi Central, Gulberg Town.
28. Far Eastern Impex (Private) Limited, F.E.I Centre - G-3 Sharah-E-Faisal Central Commercial Area, K.C.H.S.U
29. Usman Brothers (Private) Limited, Room No. 1, First Floor, 45 Dmchs, Block-7/8, Tipu Sultan Road, Karachi, Karachi East Gulshan Town
30. M/S M.I. Traders, 8/E, Main Shah Alam, Market, Lahore Ravi Town
31. Jawed Traders, Office No.111 Al-Rehman Trade Centre, Shahrah-E-Liaquat, New Challi, Karachi South Saddar Town
32. S.M. Foods, Plot No. 2, Sector No. 26, Korangi Industrial Area, Bilal Chowrangi, Karachi South
33. Aqua Food, 43 - Muhammadi Park Raj Garh
34. Venus Pakistan Limited, 8 K.M., Thokar Niaz Baig, Raiwind Road, Lahore
35. M/S Sons Traders, Shop No 32/B Mashallah Market Chatti Line M A Jinnah Road Boulton Mark ,Karachi
36. Malkani Traders, Suit # 401, Qutbi Market
37. Embassy Of The Republic Of Iraq, Plot No 6-13 Street No 31 G-5 Diplomatic Enclave
38. Matrix Impex, Office No. 207, Second Floor, Zakaria Business Avenue, Plot No. Mr-159, North Napier Road, Karachi, Karachi South
39. Al-Hamra International, Shop No. 44, Shahlimar Market New Supper Town, Defence Road, Lahore
40. Friesland Campina Engro Pakistan Ltd, 1, 5Th Floor, Harbour Front Building, Clifton Block-4, Karachi South
41. Chase Up, Plot Number 139Q, Block 2, Pechs,Kashmir Road, Karachi East
42. F.B Enterprises, Office/Godown. Plot No 8-C, Mezzanine Floor, Stadium Lane-3, Phase-V, Defence Housing Authority, Karachi South Saddar Town
43. One Ten Production, 188-R, Block-02, P.E.C.H.S, Karachi East Jamshed Town
44. Fk Trader, Office No.506,5Th Floor, Plot No.15/118,Block-03, Alad Trade Center,B.M.C.H.S,Sharfabad Alamgir Road,Karachi, Karachi East Gulshan Town
45. Chocolate Cafes Pakistan Private Limited, Plot No. 10-C, ., Zamzama, Phase-V, Dha, Karachi South Saddar Town
46. Continental Biscuits Limited, 12Th Floor, Q.M Building, Plot No Bc-15, Block 7, Kda Scheme # 5, Clifton, Clifton, Karachi South
47. Kuzats Enterprises (Private) Limited, R-152, Gull Houses Block 7 , Gulistan E Jauhar , Karachi East Gulshan Town
48. M/S M. Yasin Ibico, 165 St # 10 Block -3 Bahadurabad Karachi ,Karachi
49. Ma Enterprises, Office # 20, Zia Manzil Opp Al-Momin Plaza, Muhammad Bin Qasim Road Main Burns Road, Karachi South Saddar Town
50. Waheed & Co., Near Engro Gate, Gt Road, Daharki, Ghotki Daharki

51. Green Frost Trading, Office No. 18, Basement, Rehmat Building, Clayton Road, Karachi, Karachi East
52. Premier Trading Company, Office No 8W-469-468-2, Abbasi Market, Gandum Mandi, Rawalpindi Rawal Town
53. Chocolate House, Plot No, F/1-A, S,I,T,E, Karachi, Karachi West Site Town
54. Al-Naseeb, Tula Ram Road, Near Liaquat Bazar, ., Quetta
55. Grains & Beans Foods (Private) Limited, Property No.P-509, Street # 11, Sarfaraz Colony Near Civil Lines, Faisalabad
56. A Traders, 5, 1100 Sqft, 1St Floor Sheraz Plaza, Lahore
57. M/S Am Impex, Office No 102/5, First Floor, Uni Centre, Karachi South
58. Kna Services, R-363, Block 01, Saadi Garden, Karachi East
59. Godils Trading (Private) Limited, 3Rd Floor, Plot No. 36-C, Bukhari Commercial Lane-13, Khayaban-E-Shujaat, Phase-Vi, Dha, Pakistan
60. Ayyan International, Flat No: D6 2Nd Floor Shahzada Plaza, Near Fatima Bai, Hospital Garden East Karachi, Karachi South Saddar Town
61. Trading World, Shop No-28, Musawir Plaza, Khudaidad Road, Zhob Zhob
62. Gamco International, D-6/1, Block-Iv, Clifton, Karachi South Saddar Town
63. Dohler Pakistan (Private) Limited, 4Th Floor, 85-4, Commercial Area, Opp. Sports Complex, Dha, Phase-12 (Eme) Society Multan Roadlahore, Lahore Cantonement
64. M/S Mars International, B-118,Block 13, Gulshan-E-Johar, Karachi, Karachi East Gulshan Town
65. Gateway Franchise Consultancy (Private) Limited, Office No: 1103 A, 11Th Floor, Mall Of Islamabad Blue Area Islamabad, -, -, Pakistan
66. Horeca Systems, 2Nd Floor, A-1 Building, Plot No.343, New Bhabara Ferozepur Road, Lahore, Lahore Gulberg Town
67. Kbk Power, 1St Floor, Sanam Building, 37-Ferozpur Road, Lahore Data Gunj Bukhsh Town
68. Dhl Pakistan (Private) Limited, Survey No. 0137, Jinnah Avenue, Jinnah International Airport, Karachi East
69. Raaz Trading Company, Shop No.35 Cantt Plaza ,Murree
70. Jundiala Traders, W-132, Narankari, Bazar, Rawalpindi Rawal Town
71. Mr International, Farmhouse No.41, Block-D, Gulberg Green, Islamabad
72. Gerry'S International Private Limited, Office Bungalow No. 76, Hatim Alvi Road, Old Clifton, Karachi South
73. Nestle Pakistan Limited, Packages Mall, Shahrah-E-Roomi, Po Amer Sidhu, Lahore
74. Rh Noor & Co., Plot No. 152/3, Street-11, Cp Berare Society, Sharfabad, Karachi East Jamshed Town
75. International Committee Of The Red Cross (Icrc), House # 1, Hill Road, Sector F-6/1, Islamabad Islamabad Urban
76. Delta Associates, Office 1-5, 2Nd Floor, Gulberg Center, Gulberg Iii, Lahore, Lahore Gulberg Town
77. Orient Material (Private) Limited, 26 K.M, Multan Road, Lahore, Lahore Iqbal Town
78. M/S Abu Salim Trading, Suite # 1113, Al Hafeez Heights, Gulberg 3, Lahore
79. M/S. Pak International, Plot No. 335/1, Basement, Deh Ibrahim Tapo, Adjacent Ptn, Near Brookes Chowrangi, Korangi Road, Karachi, Korangi

Subject: **RE-DETERMINATION OF CUSTOMS VALUES FOR "CHOCOLATE" UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

Please refer to the above subject.

2. The Directorate General of Customs Valuation Karachi has initiated an exercise for the determination of customs values of subject goods. 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 19-11-2026 **at** 12:30pm 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.

(Zainab Izhar)
Assistant Director (Group-I)

Note: Note: If it is not feasible for stakeholders located outside Karachi to attend the meeting in person, they may participate online via Zoom. Participants intending to join via Zoom are requested to inform this office at least one day prior to the scheduled meeting, so that the Zoom ID may be provided to them via Phone: 021-99214144.

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.