



GOVERNMENT OF PAKISTAN  
DIRECTORATE GENERAL OF CUSTOMS VALUATION  
7<sup>TH</sup> FLOOR, CUSTOM HOUSE, KARACHI

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No. Misc/03/2026-VII/149

Date: 16-03-2026

**MEETING NOTICE**

1. The Chairman, FPCCI, Standing Committee on Valuation, FPCCI, Federation House, Abdullah Shah Ghazi Road, Clifton, Karachi.
2. The Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta & Peshawar.
3. The Chairman, Customs Valuation Committee, KCCI, Aiwane-Tijarat Road, Karachi.
4. The Collectors of Customs, Collectorate of Customs (Appraisalment), East / West / SAPT / Port Muhammad Bin Qasim and JIAP, Karachi.
5. The President, All Pakistan Customs Agents Association, Room No. 7 & 8, Bombay Plaza, Mezzanine Floor, Bohri Road, Opp. New Customs House, Kharadar, Karachi.
6. The President, Karachi Customs Agents Group, Bohri Road, Karachi.
7. All relevant Associations, Trade Bodies and Stakeholders.
8. S.S Traders, Shop # 1, Plot Wo6/70, Chappal Gali, Thattai Compound M.A Jinnah Road, Karachi South.
9. Golden Technologists, Office # 902, 9Th Floor, Star City Mall Saddar, Karachi South.
10. Bilal Traders, Shop # 906, 9Th Floor Star City Mall, Saddar, Karachi South Saddar Town.
11. Air Link Communication Ltd, Shop No. 23, Second Floor, Lucky One Mall, Karachi Central.
12. Fm Enterprises, Office No 1110 11Th Floor, United Center Plot No.83, N.I Lines Saghir, Hussain Shaheed Road, Karachi South Saddar Town.
13. Mahad Traders, Shop # B-20, Ground Floor, Noor Center, Survey # 31/5, Pr-2, Abdullah Haroon Road, Saddar, Karachi South Saddar Town.
14. Dany Technologies, Basement-1, Cambridge Mall, Near Cia Centre, Saddar, Karachi South Saddar Town.
15. Murtuza Traders, Shop # Lb 51 , Lower Basement, Star City Mall, Saddar, Karachi South Saddar Town.
16. Gerrys Global Trade, Shop No.16, Ground Floor, Plot - 171, Cambridge Mall, Saddar, Karachi.
17. Nayyar Enterprises, Office # 717, Zahra Square Building, MA.Jinnah Road, Karachi West Kemari Town.
18. Mustafa Traders, Shop No B1 Noor Center, Opposite Hasoo Center, Abdullah Haroon Road, Karachi.
19. Tayyab International, Shop No.16, Basement Alharam Plaza, Near Rex City, Sitaina Road, Faisalabad.
20. Eco Products, 7-K, Commercial Area, Model Town, Lahore.
21. Advance Telecom (Pvt.) Limited, 4Th Floor, Amma Tower, Saddar, Karachi.
22. M/S. Zenith Enterprise, Shop No # 36 - B, Hashmi Centre, Preedy Street, Karachi South Saddar Town.
23. Arham Trading Company, Shop No.57, 2Nd Floor, Pr 1/32, Gul Plaza, Ma Jinnah Road, Karachi.
24. M/S Paramount International., Suit No 171 1St Floor Hashmi Electronic Centre Abdullah Haroon Road Karachi.
25. Mobicell (Private) Limited, Office #12-13, 4Th Floor Amma Tower, Plot # 71 N.I Lines M.A Jinnah Road, Karachi.
26. Uni Champion Trading, Shop No. 59, Cambridge Mall, Saddar, Karachi South Saddar Town.
27. Ahmed Enterprises, Shop No # 57, 2Nd Floor, Jenica Centre, Pr 1/32, Gul Plaza, M.A Jinnah Road, Karachi.
28. Trade Hub, Al-Madina Mobile Center, Shop No. 14Gh Sharah-E-Quadi-E-Azam, 45-The Mall Road, Lahore.
29. A.A. Enterprises, Plot No 1-1/1 Sheet No Sr-6 Shakra E Liaqat Shop # 5, Mezanine Floor K.S Trade Tower Seria Quarters, New Chali, Karachi South Saddar Town.
30. Hassan Traders, Shop No - 04, Ground Floor, Al-Madina Mobile Centre, 45 - The Mall, Lahore.
31. Siccotel Trading, Office No.917, 9Th Floor Star City Mall, Abdullah Haroon Road, Karachi.
32. Asghar Sons, Shop No. Lg 39, Hassan Center, Hall Road, Lahore.
33. Trade Bridge, Office # 7-8, 4Th Floor, Feroz Din Centre, Hall Road, Lahore Data Gunj Bukhsh Town.
34. Blue Sea Trading Co, Shop # 135, Burhani Center, M.A Jinnah Road, Karachi South Saddar Town.
35. Muslim Son'S Enterprise, Shop # 003, Pl No. 14 Sb Sect 36, Lakhani Pride 02, Gulistan-E-Jouhar, Karachi.
36. Owsum Collection., Shop No. 06, Zubeda Arcade, Ground Floor, Nicol Road Off Shahrah-E-Liaqat, Road, Karachi.
37. Rozdar Khan Traders, House No.103, Fazal Town, Phase-II, Rawalpindi Pothohar Town.
38. Coretech, Office No. 1107 11Th Floor Star City Mall, Abdullah Haroon Road, Saddar, Karachi.
39. Games Vision, Shop No. 9-10, Yaseen Market, Abdullah Centre, Hall Road, Lahore.
40. F B U Enterprises, 16 Hall, Road, Lahore, Lahore Data Gunj Bukhsh Town.
41. M/S Gateway Enterprises, Shop No 1, 3Rd Floor, Hashmi Centre, Lakshmi Mansion, Hall Road, Lahore.

42. Leading Edge Pakistan (Private) Limited, Suite # 0802, 8Th Floor, Vital Foakh Tower, Main Shahrah-E-Faisal, Karachi East.
43. MBU Trading Co, Plot No Sr 6/3, Office No B-101, First Floor, New Challi Trade Center, Karachi.
44. M/S. ZNT International, Shop No 20, 1St Floor, Serwar Center 14-B, Hall Road Lahore, Data Gunj Bukhsh Town.
45. Raki Traders Company (Private) Limited, Raki Traders Comapny/Zic Oil Office, Saheed-E-Millat Road Nagara, Saadaat Market.
46. Mirha Enterprises, Shop No.6, Baloch Electronics Market, Sohrab Katrak Road, Saddar, Karachi.
47. Ganar International, Plot # 158, M-2, Pmc Centre, Tariq Road, Karachi East.
48. Al Ghazi Group, Office No. 7, First Floor Wazir Mansion, Aiwan E Tijarat Road, Karachi.

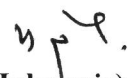
Subject: **DETERMINATION OF CUSTOMS VALUE OF "SMART WATCHES" UNDER SECTION 25A OF THE CUSTOMS ACT, 1969.**

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 **07-04-2026 at 02:30 PM** in the **Conference Hall, 7<sup>th</sup> 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.

  
**(Dr. Jahangir)**  
Deputy Director  
(Group-VII)

**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.