



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
CUSTOM HOUSE
KARACHI



C. No. Misc/09/2012-I/ 151

Date: - 27.02.2026

MEETING NOTICE

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

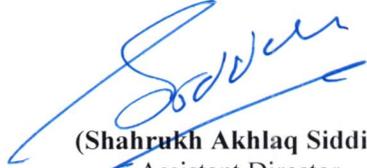
Kindly refer to the above subject.

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. 1853/2024 dated 14.02.2025**. 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 12:00 PM** 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.


(Shahrakh 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. 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 in the online session.

For confirmation and coordination, please contact: 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.

TO:

1	The Chairman, FPCC&I Federation House , Main Clifton, Block-5, Abdullah Shah Ghazi Road, Clifton, Karachi.-75600	2	The President of Karachi Chamber of Commerce and Industry, Aiwan-e-Tijarat Road, Karachi
3	The President of Islamabad Chamber of Commerce & Industries, Islamabad.	4	The President of 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 Chairman , All Pakistan Customs Agents Association (APCAA), Room No. 7 & 8, Bombay Plaza, Mazzanine Floor, Bohri Road, Opp. New Custom House, Kharadar, Karachi-74000.	8	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.
9	M/s. Kiryana Merchants Association, Office No.16, First Floor, Hussain Centre, Darylal Street, Jodia Bazaar, Karachi.	10	M/s. Kiryana Merchants Association, Office No. 6, 2nd Floor, NR-05/92, Virjee Street. Jodia Bazar, Karachi.
11	M/s Fauji Foods Limited, Sargodha Road, Qaiserabad, Bhalwal, Sargodha, Punjab.	12	M/s One Ten Production, Office No # 17-A/2, Pak Chamber West Wharf Road, Karachi, Karachi West Kemari Town
13	M/s Mars International, B- 109, Block -13, Gulistan -e- Johar, Karachi, Karachi East.	14	M/s Falcon Trading, Suite No, A-1152 Street, Azam Basti, Mehmoodabad, Karachi East, Karachi East.
15	M/s EKADA Corporation, 173/G Block-02 PECHS, Karachi	16	M/s Field Fresh (Pvt) Limited, Adeel Cold Store Sabzi Mandi Hali Road, Hyderabad
17	M/s Haameem Food Solutions, A-68/I/II 2ND Street Gulshan-e-Faisal, Bath Island, Karachi	18	M/s Afil Industries, Plot # 59/A, Teacher's Housing Society, Bahadurabad, Karachi East Jamshed Town
19	M/s S.M. Foods, Office 1, Plot No.27-C, Bukhari Commercial Lane 7, Phase 6 D H A, Karachi South Saddar Town	20	M/s Shabbir International, C-12/1, 12th Floor Sidco Avenue Centres 264 R A Lines , Karachi
21	M/s Hi - Tech International, Office # 9/A, Makik Sagheer Center, Old Shell Pump , Pakistan Chowk, Karachi South Saddar Town	22	M/s International Brands Distributions, Shop # 5, Al-Fateh Market, 160-E, Shahalam Market, Lahore, Lahore Data Gunj Bukhsh Town
23	M/s Sabiha Anees Trading Enterprises, 178-B Ferozepur Road , Lahore.	24	M/s Siza Foods Pvt Ltd, Lackson Square Building No.2 Sarwar Shaheed Road, Karachi
25	M/s Richina Recycling (SMC-Private) Limited, Plot no 170, Survery no 170, Northern Bypass, Muhammad Khan Industrial Area, Ittehad Town, Karachi, Pakistan	26	M/s Qasim Enterprises, House No 87, sector 4D Mohalla Islam Nagar, Orangi Town, Karachi West, Orangi Town.
27	M/s Imtiaz Provision Store, Z-459, Chotti Market Commercial Area, Bahadurabad, Karachi East Gulshan Town	28	M/s Samrah Enterprises, Shop#01-A, Plot#228 Bismillah Blessing, Block-3 Dehli Mercantile C.H.S.,Dehli M Bahadur Abad, Karachi
29	M/s Al-Murtaza & Co, Plot # 14,D-7-D, Ground Floor, P. I. B Colony, Karachi, Karachi East		