



GOVERNMENT OF PAKISTAN
DIRECTORATE GENERAL OF CUSTOMS VALUATION
7th FLOOR, CUSTOM HOUSE, KARACHI



C. No. Misc/14/2018-II/2021-II/744

Dated: 16.09.2026

MEETING NOTICE

1. The Convener, FPCCI Standing Committee on Customs Valuation, Federation of Pakistan Chambers of Commerce & Industry (FPCCI), Karachi.
2. The Presidents, Chambers of Commerce & Industry, Karachi, Lahore, Islamabad, Hyderabad, Quetta, Rawalpindi, Peshawar & Gujranwala.
3. The Chairman, Customs & Valuation Sub-Committee, Karachi Chamber of Commerce & Industry (KCCI), Karachi.
4. The Collectors of Customs, Collectorates of Customs Appraisement (East), Appraisement (West), Appraisement (SAPT), Port Muhammad Bin Qasim (PMBQ) and Airports, Karachi.
5. The President, All Pakistan Customs Agents Association (APCAA), Karachi.
6. The President, Karachi Customs Agents Association (KCAA), Karachi.
7. All other relevant stakeholders.

Subject: **DETERMINATION OF CUSTOMS VALUES FOR PERFUMES 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 for the subject goods, according to current international prices. 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 for **13.10.2026 at 12:00 (noon)** in 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, representatives of trade bodies, and other parties concerned, are invited to attend the meeting. The Stakeholders are also requested to bring their written submissions, duly supported by documentary evidence.
4. The purpose of this meeting is to review all relevant market information and trade data to facilitate the determination of customs values in a fair, equitable, and evidence-based manner. Stakeholders' participation and cooperation in providing accurate information 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 at the meeting at the time of the scheduled date and time, along with the relevant documents and written submissions. Non-attendance shall be deemed as having no objection to the proceedings.
5. The trade bodies and representative associations are further requested to circulate this meeting notice amongst their respective relevant members and invite them to attend the meeting.


(Shahrukh Akhlaq Siddiqui)
Assistant Director (Group-II)

Note: In case it is not feasible for stakeholders located outside Karachi to attend the meeting in person, they may participate online through Zoom. Stakeholders intending to join the meeting via Zoom are requested to inform this office at least one day prior to the scheduled meeting so that the Zoom Meeting ID may be provided to them. For coordination, please contact this office at **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.