ABOUT PHPA
(Pakistan Hang Gliding & Paragliding Association)

Pakistan Hang gliding & Paragliding Association (PHPA) is a company not for profit registered under Section 42 of Companies Ordinance 1984 in the year 2003, to promote hang gliding, paragliding and parasailing in Pakistan.

Syed Sajjad Hussain Shah was Pakistan’s first paraglider pilot. He learnt this sport from Patrick and Manu two French enthusiasts. He is promoting Paragliding Adventure Sports in Pakistan for last couple of decades.

DATE: SEP 27 - October 1

VENUE: MUZAFFARABAD
PROPOSED DATE, VENUE & ITS SIGNIFICANCE

a. Proposed dates are from 27th September till 1st October, 2019
b. Opening ceremony on 27th September on World Tourism day which is a significant day for tourism activities Worldwide
c. Biggest international Event in Pakistan will add the value to Rapid Tourism Growth, specially inbound tourism for Adventure Sports
ABOUT THE EVENT

• The event will contain more than 35 nations throughout the world. Adventure Tourism of Pakistan will be on high elevation by orchestrating this event.
• Pakistan’s wonderful and one of a kind rocky geography draws in paragliding fans from around the globe, where they can appreciate dreamlike pictures of rich green fields, valleys, frigid slants and ice sheets.
• The sky for paragliding is boundless with high dissipated mists and various pinnacles extending from 6000 - 8000 meters
PAKISTAN INTERNATIONAL PARAGLIDING CUP | 2019

PARTICIPATING COUNTRIES

DATE: SEP 27 - October 1
VENUE: MUZAFFARABAD
CATEGORIES

CROSS COUNTRY COMPETITION MALE
PRIZE MONEY
1st: 10,000 USD
2nd: 7,000 USD
3rd: 5,000 USD

CROSS COUNTRY COMPETITION FEMALE
PRIZE MONEY
1st: 10,000 USD
2nd: 7,000 USD
3rd: 5,000 USD

PAKISTAN CHAMPIONSHIP ACCURACY LANDING
PRIZE MONEY
1st: 3,000 USD
2nd: 2,000 USD
3rd: 1,000 USD

DATE: SEP 27-October 1
VENUE: MUZAFFARABAD
• The striking locus, with an elevation of 2924 meters over the ocean level, Peer Chanasi is found eastbound of Muzaffarabad. Because of its colossal picturesque magnificence, velvet green levels and great atmosphere, it wins appreciation of nature lovers.

• It is the ideal escape from the every day rushing about of life in boisterous and overpopulated metropolitan urban communities.
POINTS OF ATTRACTION

1. Luxury Tent Villages for the Foreign Players at Peer Chanasi
2. Luxury Tent Village for the Public on Rental Basis at Muzaffarabad Airport
3. More than 50 Food Brands will Showcase various types of Dishes at Muzaffarabad Airport
4. Activities for Children at Muzaffarabad Airport Etc.
5. 5 to 10 International Observers from different parts of world
6. International Jewry will conduct the GPS based Results, Locals will be attached for learning
7. Horse Dancing Show and much more
## TENTITIVE EVENT RUNDOWN

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>26th September</td>
<td>--</td>
<td>Arrival of National and International Players</td>
</tr>
<tr>
<td>27th September</td>
<td>10:00 am - 3:00 pm</td>
<td>Fun Flying by the players (More than 150 Players)</td>
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<tr>
<td>27th September</td>
<td>4:45 pm – 5:00 pm</td>
<td>Guest to be seated for the Opening Ceremony</td>
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<tr>
<td>27th September</td>
<td>5:00 pm – 7:00 pm</td>
<td>Opening Ceremony followed by the VVIP Speech</td>
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<tr>
<td>27th September</td>
<td>7:00 pm – 9:00 pm</td>
<td>Music Concert and Cultural Show</td>
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<tr>
<td>28th September</td>
<td>11:00 am – 4:00 pm</td>
<td>Cross Country Men Competition from Peer Chanasi to Muzaffarabad Airport</td>
</tr>
<tr>
<td>28th September</td>
<td>7:00 pm – 9:00 pm</td>
<td>Cultural Show at Muzaffarabad Airport</td>
</tr>
<tr>
<td>29th September</td>
<td>11:00 am – 4:00 pm</td>
<td>Cross Country Women Competition from Peer Chanasi to Muzaffarabad Airport</td>
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<tr>
<td>29th September</td>
<td>7:00 pm – 9:00 pm</td>
<td>Cultural Show at Muzaffarabad Airport</td>
</tr>
<tr>
<td>30th September</td>
<td>11:00 am – 4:00 pm</td>
<td>Pakistan Accuracy Landing Championship from Peer Chanasi to Muzaffarabad Airport</td>
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<tr>
<td>30th September</td>
<td>7:00 pm – 9:00 pm</td>
<td>Cultural Show at Muzaffarabad Airport</td>
</tr>
<tr>
<td>1st October</td>
<td>11:00 am – 4:00 pm</td>
<td>Power Gliding, Joy ride, jerrow copter Flying for General Public</td>
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<tr>
<td>1st October</td>
<td>12:00 pm – 5:00 pm</td>
<td>Fun Fair, Horse Dancing etc.</td>
</tr>
<tr>
<td>1st October</td>
<td>5:00 pm – 7:00 pm</td>
<td>Awards Distribution and Closing Ceremony</td>
</tr>
<tr>
<td>2nd October</td>
<td></td>
<td>Airport Transfer for International Players to Islamabad International Airport</td>
</tr>
</tbody>
</table>

**DATE:** SEP 27 - October 1  
**VENUE:** MUZAFF ARABAD

PAKISTAN INTERNATIONAL PARAGLIDING CUP | 2019
MARKETING & EXECUTION

Marketing will be done with various mediums and performing the activities mentioned below

• Newspapers, magazines, TVs as well as internet, will be fed with multiple content from video through photo and text reports.
• For video production one of the best aerial paragliding videographer.

SignUp will process all the rushes and photos and take care of the following:

• Full video processing of the daily imagery;
• Organising a Media Center producing daily rushes and feeds for TV’s access through a dedicated server;
• Producing daily summaries for Webcasts;
• Live, on-location Webcasts on a daily basis with general images
• Interviews and comments;
• Photo material processing and follow up with daily photo-packs;

• Organising PR Office with daily production of
• Press-release and media distribution;
• Taking care of Journalist’s management, reception and
• PR coordination for easy, full access to the event’s action;
• Production of a final TV documentary to be broadcasted on national TVs as well as distributed throughout several countries.
• The daily produced contents, will be processed as soon it comes to the Media Center and immediately edited.
• Special care will be taken for international media partners as papers, magazines, websites, to will receive releases and media packs including Text, Photos and Movies available for download. All this media will be available in professional formats so could be used as plug and play files.
• Wrapping up the event, documentary movie will be produced with the primary goal to be internet streamed but also to be broadcasted on National and eventually International television.

DATE: SEP 27-October 1
VENUE: MUZAFFARABAD
PRESS CONFERENCE
2nd week of JUNE 2019

- A press Conference will be held during the 2nd week of June 2019 which will be encompassing an introductory session of an event as well
- The dignitaries and officials from Pakistan & AJK will be a part of the conference alongside media personnel
- Test Flight will be Showcased by PM AJK and Federal Minister from Peer Chanasi to Muzaffarabad Airport to kick of this Grand Event followed by the Mega Press Conference at Muzaffarabad Airport
IMPACT

• PIP Cup 2019 will pave ways for the future adventure events in Pakistan
• It will glorify the scenic geography and the potential of Pakistan for such activities
• This event will open the gates for International Paragliders and other adventurers to Pakistan; hence promoting the tourism sector
Thank You