LA SERENE
HOTEL AND RESORT

Memorandum of Understanding

Between

Gujranwala Chamber of Commerce and Industry

&

La Serene Hotel & Resort – Kalam

This Memorandum of Understanding (MoU) is entered into on this 21st May, 2026 between **Gujranwala Chamber of Commerce and Industry (GCCI)** and **La Serene Resort**, with the objective of establishing a mutually beneficial partnership to provide exclusive hospitality services to GCCI members.

The Gujranwala Chamber of Commerce and Industry (GCCI) is a premier business association of Pakistan, established in 1978. GCCI currently serves over 10,500 members, ranging from large-scale manufacturers to home-based small businesses.

GCCI has played a vital role in the development of commercial, industrial, and economic activities in the region. It is affiliated with the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), which is a member of the International Chamber of Commerce.

Purpose of the MoU

The purpose of this MoU is to formalize collaboration between GCCI and La Serene Resort to offer exclusive hospitality benefits to GCCI members, enhancing their business and leisure experiences.

Scope of Services

La Serene Resort agrees to provide the following benefits to GCCI members:

Accommodation Discount

A **Flat 40% Discount** on standard room rates:

Room Category	Standard Rate (PKR)	Discounted Rate (PKR)
Standard Room	16,800	10,080
Deluxe Room	21,600	12,960
Luxury Room	24,000	14,400
Luxury Plus Room	26,400	15,840
Family Suite	60,000	36,000

Food & Dining

- **15% Discount** on all food and dining services.
- Complimentary breakfast included with all stays.

Responsibilities of GCCI

GCCI agrees to:

- Promote La Serene Resort among its members through official communication channels.
- Facilitate awareness of the offered discounts and services.
- Support joint promotional activities where applicable.

Responsibilities of La Serene Resort

La Serene Resort agrees to:

- Provide the agreed discounts and services to valid GCCI members.
- Maintain high standards of hospitality and service quality.
- Ensure seamless booking and verification processes for GCCI members.

Validity of the MoU

This MoU shall remain valid for a period of **One Year** from the date of signing and may be renewed upon mutual agreement.

Termination

Either party may terminate this MoU by providing **30 days written notice** to the other party.

General Terms

- This MoU is based on mutual trust and cooperation and does not create any legally binding obligations unless otherwise agreed.
- Any amendments must be made in writing and signed by both parties.

On the behalf of
GCCI
Saad Jamil Irfani

Senior Vice President



On the behalf of
La Serene Resort
Muhammad Zubair Jilani

Corporate Consultant

