





**USAMA
RASHID**

**Candidate - Council
(South Zone A)
Serial # 16**



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INTRODUCTION

USAMA RASHID FCA

CANDIDATE - COUNCIL (SOUTH ZONE A) – SERIAL # 16



Education and Training

- Started articles with AFF in 1995
- Qualified CA exams in one go within articles
- Audit, due diligence and investigations for clients from different industries
- Advanced diploma in management accounting from CIMA, UK



Stepping into Employment

- Moved to management consulting arm of Ferguson in 1999
- Worked on projects of national importance
- Actively worked/contributed in strategic privatization of KE
- NIT process manuals
- Forensic reviews



Experience in Industry

- Headed largest business unit of Siemens Pakistan
- Handled projects worth USD 1.0 bn
- Largest deal USD 300 mn
- Instrumental in first-ever financing under Chinese ECA cover in private sector in Pakistan
- Extensive international exposure
- Attended Siemens leadership training programs in Germany and China

INTRODUCTION

USAMA RASHID FCA

CANDIDATE - COUNCIL (SOUTH ZONE A) – SERIAL # 16



Entrepreneurship

- Founded a tech-based company in 2016
- Vision of the company is to create employment and earn FX for country
- Customers in USA, Canada, Middle East and Pakistan



Professional & Other Affiliations

- Member SRC, PAIB and CPD Committees of ICAP
- Serving as a mentor from the platform of P@SHA
- Member of Advisory Committee South of the Federal Tax Ombudsman
- Member of Marketing Association of Pakistan
- Ambassador of Character Education Foundation
- Board member of Pakistan Terminal Operators
- Board member of Maxcon Consulting FZCO (UAE)
- Founder of V2F Solutions Limited (UK)



CONTRIBUTIONS TO THE PROFESSION



- Active member of the PAIB committee since 2013, except for 2022
- Remained a member of the Economic Advisory & Government Relations committee for six years
- Member of the Southern Regional Committee, served as its chair in 2022, currently serving as CPD convener since 2024
- Member of the CPD committee
- Key member of some flagship projects, e.g. CFO Conference, National Finance Olympiad, mentorship, ethics dilemma app, industry guidelines, CFO roundtables, professional excellence awards, podcasts, TeD X, Finance Leader 2.0, Harvard Learning, etc.

PERFORMANCE OF SRC

Developed 4-year strategy focussing on

- > A comprehensive and coherent CPD plan that addresses current and future development needs and helps policy development by the government and regulators
- > Engagement with members, overseas and locally, for mutual learning and benefit
- > Address the professional development needs of SMPs
- > Sports and recreational activities
- > Recognition of members
- > Accounting exhibition focusing on smaller firms
- > Balochistan initiative for members' engagement and promotion of CA Pakistan brand
- > Facilitation in members' placement, share the proposal with council
- > Introduction of new members to the industry
- > Conduct CASA elections on a timely basis
- > Students engagement activities
- > Special courses for students for grooming and skills development
- > Revamp existing libraries & extend network of libraries
- > Participate in community development activities
- > Bring financial stability to the SRC operation

For details, please refer Annual Report of SRC for 2022

PERFORMANCE OF SRC

Achievements of SRC

**Almost doubled the
topline/income of SRC**



**Close to doubled the
investments of SRC**



**CPD hours offered
increased by 60%**



PERFORMANCE OF SRC

Achievements of SRC

CPD programs focusing on skill development for current and future needs:

Technology

- Tech boot camp
- Workshop on AI leadership in business
- Seminar on legal registration & taxation requirements for startups, e-commerce, IT sector, freelancers

Sustainability

- Future-ready textile & apparel reporting
- Seminar on calculation of GHG emissions implementation
- Masterclass on decoding sustainability reporting standards S1 & S2

Management

- Leadership retreat
- Workshop on corporate restructuring & turnaround management
- Seminar on financial storytelling

Regulatory

- AML master class
- Workshop on state-owned enterprises governance & orientation
- Workshop on Basel II & Basel III

Others

- Workshop on international taxation and transfer pricing
- Workshop on EPC & commercial contracts
- Seminar on capacity building of external shariah auditors



PERFORMANCE OF SRC

Programs covering engagement of **overseas** members and help in **policy** development

Seminar on opportunities for export of accountancy services

01

Webinar in collaboration with the ASEAN chapter on future of careers in finance

02

Inclusion of UAE chapter in zakat calculation seminar

03

Seminar on exploring UAE job market with UAE chapter

04

Seminar on competition law in Pakistan

05

Post budget events

06

Webinar on taxation of non resident individuals, filing of returns in Pakistan and tax issues

07

Presentation of a paper on full reserve banking

08

Seminar on navigating economic challenges, opportunities – US tariffs and upcoming tax measures

09

PERFORMANCE OF SRC

Members' engagement & other development activities



Revival of the annual dinner of members organised at the historic Governor's house, Sindh



Conduct of family fun festival at Bahria Adventure Land for the first time



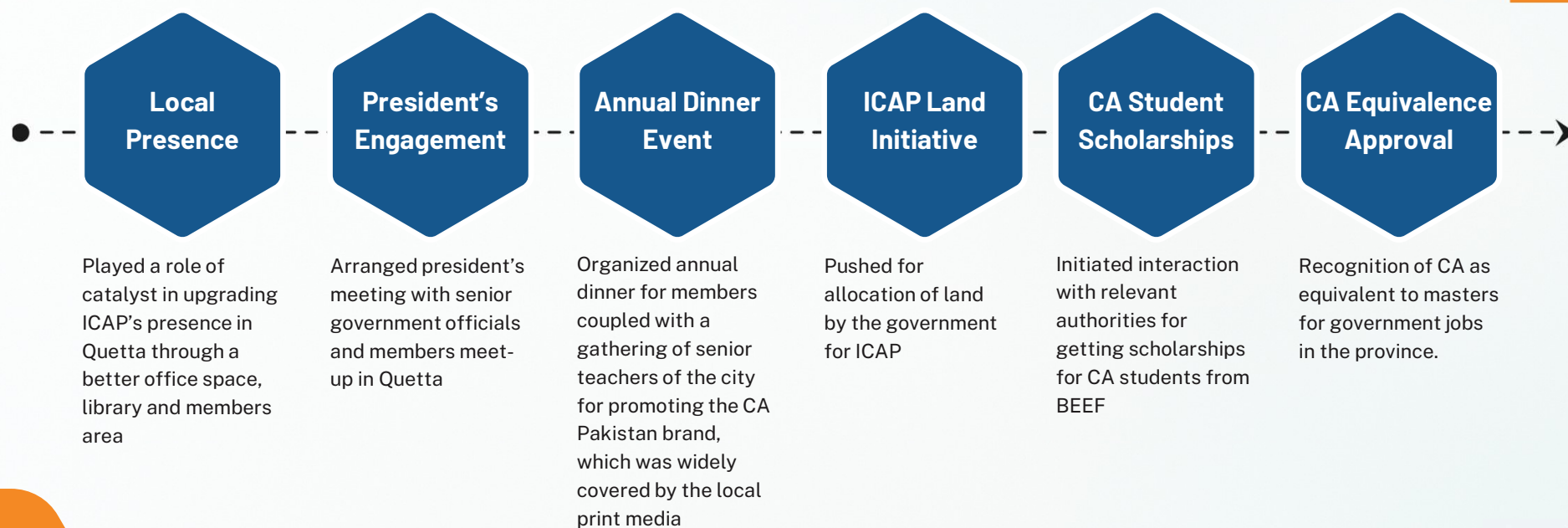
CA Pakistan cricket league – which has turned into a sought after flagship event



Book forum – something I really feel proud of

PERFORMANCE OF SRC

Balochistan Initiative



PERFORMANCE OF SRC

Students and Library Affairs



Exam-focused seminars & workshops for students



Started declamation contest



CASA sports league, first time conduct of exclusive female cricket matches



CASA conference



Program on personal branding & grooming



Student picnics, iftars



Overseeing elections of CASA



Mental health webinar



Mentorship session



Benchmarking exercise for upgradation of existing libraries and extension of library network.



Opening of library in Quetta and in North Nazimabad, Karachi



Revamping of Gulshan library and carving out of space for members' lounge

PERFORMANCE OF SRC

A comprehensive set of recommendations was submitted to Council / Office bearers, key areas covered are:

Inclusion of new skills in the curriculum, particularly technology

Increase footprint in Balochistan

ICAP to get degree awarding status

Research skills to be embedded in the education system

Engagement of overseas members to act as ICAP's ambassadors

Allocation of funds to overseas chapters

ICAPs' own digital learning hub for members and students

PERFORMANCE OF SRC

A comprehensive set of recommendations was submitted to Council / Office bearers, key areas covered are:



CA qualification recognition by FPSC



Automation of quality control review of professional firms benchmarking with global best practices



Identify regions in the world where professional accounting bodies do not exist, engage with them to get mandate for our firms & members



A robust tech-driven service management and call centre for members & students



Introduce user subscription-based audit software & at reasonable price for SMPs



ICAP should have a strong and empowered management for executing council-approved strategies and plans



ICAP to support and promote entrepreneurship

PERFORMANCE OF SRC

A comprehensive set of recommendations was submitted to Council / Office bearers, key areas covered are:



Collaboration with other institutes for conducting research



Start introducing new members to the employers through graduate directories



Salary survey of members employed in profession and industry



Reinforcement of ICAPs' job portal



Develop and maintain a comprehensive database of employers



Allow online participation by members in AGMs



Salary survey exercise for ICAP employees

PERFORMANCE OF SRC

Contributions to the society



VISION AND PLAN FOR COUNCIL

INSTITUTE OF CHARTERED ACCOUNTANTS OF PAKISTAN

**Regulation of
accounting
through QA &
investigation**

**Regulation
of education
training and
examination**

**Contribution
and supporting
national
economy**

**Contribution
to society**

CORE EXPERTISE | COLLABORATION | TRANSPARENCY | TECHNOLOGY

**GOALS
VS.
MEANS TO
ACHIEVE
GOALS**



A dark-colored Volvo sedan is shown from a rear three-quarter view, driving on a winding asphalt road. The car's taillights are illuminated, and its license plate reads 'DH11 66L'. The background features a serene sunset scene with a body of water, distant mountains, and a sky with soft orange and yellow hues. The overall mood is contemplative and forward-looking.

**WHAT HAS
WORKED IN
THE PAST
MAY NOT
WORK IN
FUTURE**

VISION AND PLAN FOR COUNCIL

LEVERS TO ACHIEVE THE VISION



GOVERNANCE

- COO/secretary to be the executive authority to implement council plans and strategies
- ICAP to become employee of choice

TECH
ENABLEMENT

- Technology to be the new value of the institute add role of a CTO

QUALITY
ASSURANCE

- QA to be strengthened, bring in technology

SMPs

- Capacity building, including through use of technology

EDUCATION &
TRANING

- Enhance experience of students, benchmark with global practices & market needs
- Introduce matching process for placement of CAF passed students for getting articleships

VISION AND PLAN FOR COUNCIL

LEVERS TO ACHIEVE THE VISION



OVERSEAS
MEMBERS

ENTREPRENEURSHIP

EXPORT OF
ACCOUNTANCY
SERVICES

ISLAMIC
FINANCIAL
SYSTEM

FOCUS ON
RESEARCH

- Bring participation in institutes' affairs
- Make them ambassadors to promote CA Pak brand
- Achieve global recognition
- Enablement for region-specific professional development

- Promote & support entrepreneurship

- Play a role of catalyst

- Play an active role by providing professional & technical support

- Through collaboration and use of technology

VISION AND PLAN FOR COUNCIL

LEVERS TO ACHIEVE THE VISION

OUTREACH

- Continue to expand reach in more cities across the country

FORMAL
FEEDBACKS

- Provide platforms for formal interaction between council and members for exchange of thoughts and ideas
- Online participation to be allowed

CONSULTATION

- Bring in culture of consultation with stakeholders before making drastic changes in rules/frameworks

FUTURE READY
PROFESSIONALS

- Enable members for future roles in terms of technical & soft skills

THANK YOU

**VOTE FOR
CANDIDATE # 16**

USAMA RASHID

