

ICAP COUNCIL ELECTIONS 2025



SYED

AZAMALI

Country Head | Finance Leader

FCA

CANDIDATE
NORTHERN REGION
COMMITTEE - ZONE A



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Syed Azam Ali Shah

Ballot # 10

Last but not Least



CANDIDATE
NORTHERN REGION COMMITTEE - ZONE A



Syed Azam Ali Shah

a Candidate form Industry



**CANDIDATE
NOTHERN REGION COMMITTEE - ZONE A**



- FELLOW MEMBER OF ICAP
- 16+ YEARS OF TOP MANAGEMENT EXPERIENCE IN THE INDUSTRY
- COMPLETED ARTICLESHIP FROM DELOITTE
- WORKED WITH PWC PAKISTAN, BDO, AND OTHERS IN VARIOUS PROFESSIONAL PROJECTS
- CHAMPION OF BUSINESS AUTOMATION AND FINANCIAL TRANSFORMATION — INCLUDING ERP AND BPR PROJECTS

KNOW

AZAM ALI



Century Paper & Board Mills Limited

LEADING FINANCE (NORTH) AT A LISTED COMPANY
PART OF THE **LAKSON GROUP OF COMPANIES**



COLGATE-PALMOLIVE

express

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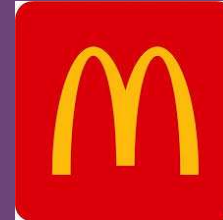
CYBERNET

Total Quality Network

FlyJinnah **FJ**



Century Insurance Company Limited



LAKSON INVESTMENTS

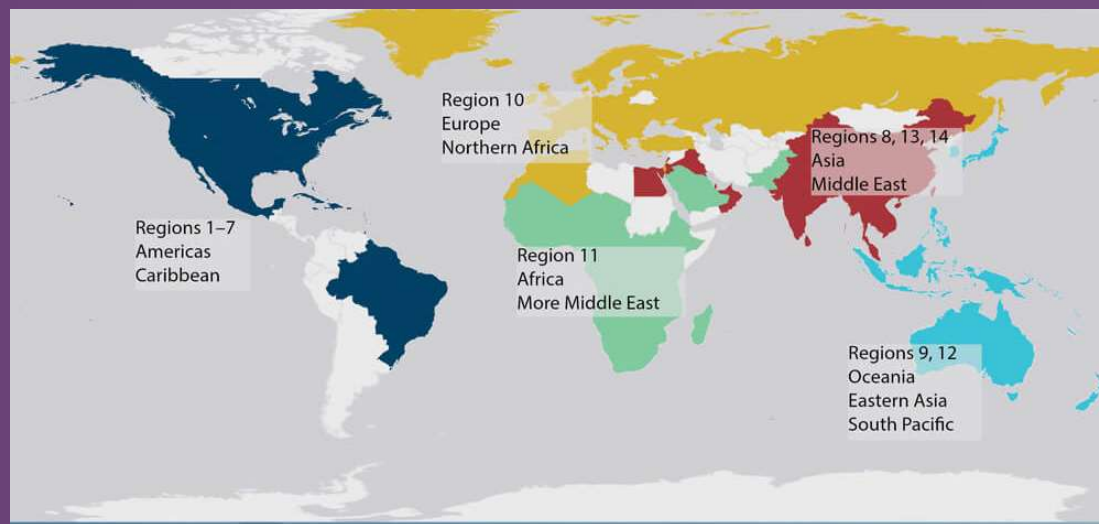
KNOW

AZAM ALI

TOASTMASTERS
INTERNATIONAL

Since
1924

DISTRICT DIRECTOR (COUNTRY HEAD) TOASTMASTERS INTERNATIONAL



KNOW

AZAM ALI

Azam Ali's **ACHIEVEMENTS**

Recipient of numerous international and domestic certifications, including from **Harvard, LUMS, IBA, CWI, UNI-Dubai, and AAG-Singapore**

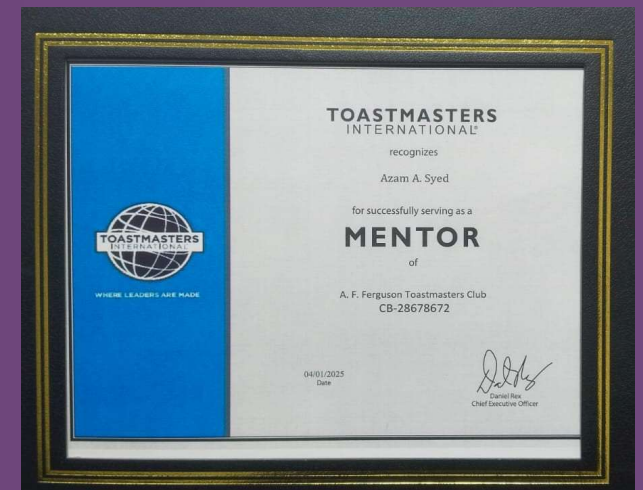
DTM – Distinguished Toastmaster (Distinguished Speaker) Toastmasters International USA

Winner of Area Level Speech Contest



Azam Ali's **ACHIEVEMENTS**

Mentoring A.F. Ferguson
Toastmasters Club, a Club of over
75 CAs around Pakistan



Azam Ali's **ACHIEVEMENTS**

Served As:

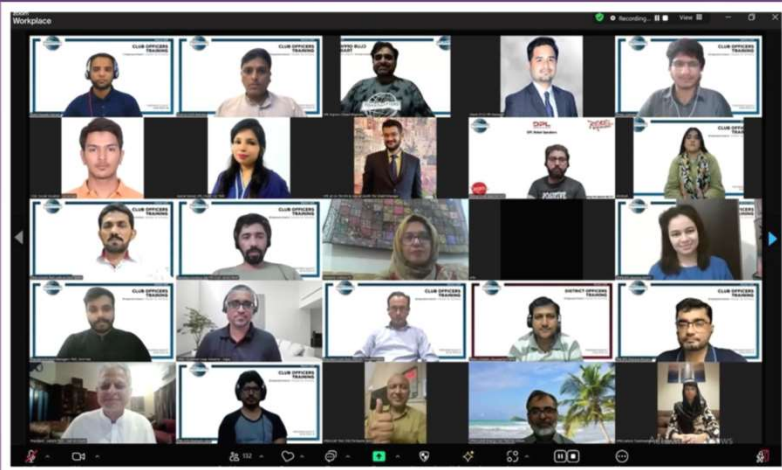
- Program Quality Director,
 - Club Growth Director,
 - Division Director,
- in District 122 Toastmasters
Pakistan

As Program Quality Director (**Training & Education Director**), successfully led District 122 – Pakistan to rank among the **top 8 out of 127** districts worldwide, earning the prestigious Smedley Distinguished Award in Program Quality.



Azam Ali's **ACHIEVEMENTS**

Organized 30+ training sessions and two annual conferences



CANDIDATE NORTHERN REGION COMMITTEE - ZONE A

*Visioned of
Azam Ali*



The Institute of
Chartered Accountants
of Pakistan

CHARTERED
ACCOUNTANT

VISION ●
DEDICATION ●
EMPOWERMENT ●



Fighter Jets Japan 353

Loss to USA:

Battleship damaged 08

Aircraft destroyed > 180

Americans killed > 2,400

Americans Wounded > 1,100

Installations, Oil Storage, and facilities were damaged



LEADERSHIP DEVELOPMENT FOR PRESENT & FUTURE CAS

A CA IS NOT ONLY AN ACCOUNTANT — BUT A LEADER WHO CAN CREATES IMPACT

Our members and students excel technically — yet many struggle with communication, leadership, visibility, and organizational influence.

I envision to:

- Launch leadership and communication development CPD programs.

VISION



YOUTUBE CHANNEL AND PLAYLISTS FOR REGULAR UPDATES

DYNAMIC INFORMATION – EMPOWERED PROFESSION

ICAP provides updates on IFRS, IAS, and the rules and regulations of FBR & SECP through CPD sessions. A YouTube Channel can expedite the dissemination of updates to a wider audience.

I envision to:

- Prepare and upload short videos on various updates and publish them on ICAP's official YouTube channel under relevant playlists.
- Circulate the links to these updated videos through email and social media platforms for wider and faster outreach.



VISION

STRENGTHENING YOUNG MEMBERS' PARTICIPATION IN ICAP

**YOUNG MEMBERS DESERVE NOT JUST A VOICE — BUT A PROMINENT PLACE AT THE
TABLE**

ICAP has a large number of energetic, tech-savvy young members. Their involvement in the Institute's governance, committees, and strategic initiatives should be strengthened.

I envision to:

- Encourage and create opportunities for young members to actively contribute to ICAP committees and regional matters.
- Leverage their creativity, technological awareness, and passion for the progressive growth of ICAP.



VISION

MARKET AWARENESS SPECIALLY FOR FINALISTS AND FRESH CAs

AWARENESS IS THE FIRST STEP TOWARD OPPORTUNITY

A growing number of qualified CAs are entering the market — yet not all can be absorbed by firms or the already challenged industry. These members are technically proficient but often hesitant to take initiative due to limited awareness of domestic and international opportunities.

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VISION

MARKET AWARENESS SPECIALLY FOR FINALISTS AND FRESH CAs

AWARENESS IS THE FIRST STEP TOWARD OPPORTUNITY

I envision to organize CPD sessions to enhance awareness of available professional and business opportunities, including:

- Compliance and taxation services
- Online sale of professional services
- Domestic markets such as car leasing, imports, and exports
- Career counseling, including requirements for different countries



VISION

CAPACITY BUILDING FOR OVERSEAS MEMBER

**A STRONGER INTERNATIONAL PRESENCE MEANS GREATER OPPORTUNITIES FOR ALL
PAKISTANI CA**

Our global members are true ambassadors of ICAP — contributing not only to the Institute's reputation but also to the national exchequer. They deserve stronger, more structured, and continuous support.

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VISION



CAPACITY BUILDING FOR OVERSEAS CHAPTERS

**A STRONGER INTERNATIONAL PRESENCE MEANS GREATER OPPORTUNITIES FOR ALL
PAKISTANI CAS**

I envision to:

- Organize focused and impactful CPD sessions, thoughtfully scheduled to suit the time zones of our overseas members.
- Engage our global members by inviting them to share their inspiring success stories — guiding and motivating those who aspire to work abroad or embrace online opportunities.
- Arrange dynamic conferences, personalized career counseling sessions, and vibrant networking events to strengthen connections, foster collaboration, and celebrate the achievements of our members worldwide.



VISION

FORMATION OF FOCUSED COMMITTEES

COMMITTEES FORGE CONNECTIONS — AND CONNECTIONS FORGE A STRONGER ICAP

Many ICAP committees are already doing a commendable job. However, there is a need to establish additional committees dedicated to specialized and member-centric activities, such as:

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VISION

FORMATION OF FOCUSED COMMITTEES

COMMITTEES FORGE CONNECTIONS — AND CONNECTIONS FORGE A STRONGER ICAP.

- Youth Leadership & Empowerment Committee
- Sponsorship Committee
- Sports Committees, including:
 - Cricket Committee
 - Cycling Committee
 - Badminton Committee
- Social Events Committee
- Foreign Members Facilitation Committee



VISION

DIGITAL TRANSFORMATION & FUTURE READINESS

WE MUST TRANSFORM NOW — TO REMAIN LEADERS TOMORROW

The accounting profession is evolving at lightning speed — AI, automation, data analytics, cybersecurity, ERP, and ESG reporting are redefining our roles. To remain globally competitive, we must lead this transformation.

I envision:

- Promote digital upskilling CPD for members and students at all levels
- Recommending to Council the integration of emerging technologies and future-ready skills into ICAP's education and training framework.

VISION



BEYOND COMPLIANCE → BUSINESS GROWTH & VALUE CREATIONS

CAs MUST BE SEEN NOT ONLY AS ACCOUNTANTS — BUT AS DRIVERS OF ECONOMIC GROWTH

The profession must evolve beyond traditional compliance roles to become strategic business partners and value creators.

- In addition to the existing activities, focused segment-based CPD



OTHER IMPORTANT ASPECTS

While the Council holds most decision-making powers, regions can play a advisory role in supporting the Council on various matters.

- Certain individuals misuse the “CA” title in unrelated business activities (e.g., car leasing, imports, and exports), affecting ICAP’s reputation — strict action and awareness are needed.
- Students taking longer to pass CAF exams can be encouraged to join small firms for six-month internships. This would enhance their learning, provide financial support, and help address the resource needs of small firms.



VISION

OTHER IMPORTANT ASPECTS

- The implementation of the Unique Document Identification (UDI) system should be ensured for all auditors and firms, not just ICAP members.
- ICAP can form a dedicated committee to explore domestic and international markets for the sale of accounting and advisory services.
- Promote remote auditing opportunities and flexible training structures, particularly to support female professionals.
- Continue efforts for the resolution of the degree equivalence issue for Pakistani CAs.
- Recommend to the Council to embed communication and presentation excellence and AI as a component of multiple subjects.



VISION



Syed Azam Ali

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NORTHERN REGION COMMITTEE - ZONE A

ICAP Council Elections 2025



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CANDIDATE

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The Institute of
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of Pakistan

CHARTERED
ACCOUNTANT

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