

**CFO**  
CONFERENCE  
MIDDLE EAST 2024

ORGANIZED BY



**CA**  
PAKISTAN

22.10

25.01

29.79

INCLUSIVE  
**GROWTH:**  
RECONFIGURING  
BUSINESS  
STRATEGIES

October 29, 2024

Armani Hotel, Burj Khalifa,  
Dubai Downtown, UAE

EVENT MANAGED BY

[cfoconferencemiddleeast.com](http://cfoconferencemiddleeast.com)



AN INITIATIVE OF PROFESSIONAL ACCOUNTANTS IN BUSINESS (PAIB) COMMITTEE OF ICAP



# ABOUT THE EVENT

The role of the CFO is rapidly evolving in today's dynamic landscape. Beyond traditional number crunching, CFOs are now indispensable firefighters, tackling risks and challenges vis-à-vis capitalizing on opportunities created by the technological advancements like the advent of Artificial Intelligence (AI), sustainability and other macro-economic factors. Their responsibilities include managing business growth while ensuring business sustainability, quantifying the impact of efficient measures, and leading teams towards achieving significant milestones.

To excel in this multifaceted role, CFOs must adeptly balance the integration of AI with Human Intelligence (HI) and emotional intelligence. Additionally, the surge in cyber challenges and rapid technological innovations demand that CFOs remain proactive in decision-making and invest heavily in skill development. Further the challenges posed by the Greenhouse gas (GHG) emissions also demand quick efforts to work on the sustainability measures including its quantification and reporting.

Building on the legacy of three successful conferences at Middle East in 2015, 2016, and 2023, the 4<sup>TH</sup> edition of **CFO Conference 2024 Middle East**, hosted by **PAIB Committee of the Institute of the Chartered Accountants of Pakistan (ICAP)**, will bring together CFOs and business leaders from across the region to address the growing challenges in today's evolving economic, technological and environment landscape.

Under the theme **"Inclusive Growth: Reconfiguring Business Strategies,"** the conference will provide a platform for over 500 CFOs, finance professionals, and business experts to network, exchange ideas, and learn from globally recognized industry leaders. The event will emphasize the importance of continuous growth by leveraging opportunities presented by AI, the global focus on ESG, regional vision and investment opportunities and other economic factors, helping attendees to excel in the fast-changing financial landscape.

# KEY THEMES

**AUTOMATION &  
TECHNOLOGY**



**SUSTAINABILITY**



**MACRO-ECONOMIC  
CHALLENGES &  
OPPORTUNITIES**



**REGIONAL  
FINANCIAL  
LANDSCAPE**



**TRANSFORMATIONAL  
LEADERSHIP**



**TALENT ACQUISITION  
AND DEVELOPMENT**



# EVENT IN NUMBERS



**500+**

CFOs and Finance Leaders



**30+**

Speakers



**10+**

Media Partners



**8+**

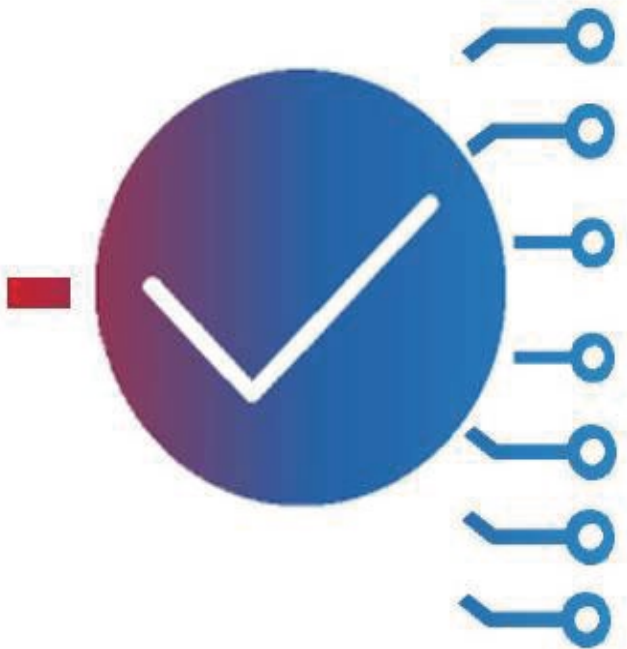
Sector  
Represented



**15+**

Sponsors  
& Exhibitors

## WHAT TO EXPECT



1 Full Day cutting-edge conference program for Finance & Business fraternity

Full Day exhibition of the latest technologies and solutions

Ample networking opportunities for informal exchange of developments, ideas and building relationships

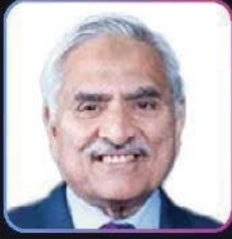
Showcase of Interesting and Inspiring Case Studies

Showcasing Export of Accountancy Services

Stay attuned to the updates of alma mater ICAP

Get acquainted with industry trends regionally and globally

# ADVISORY BOARD



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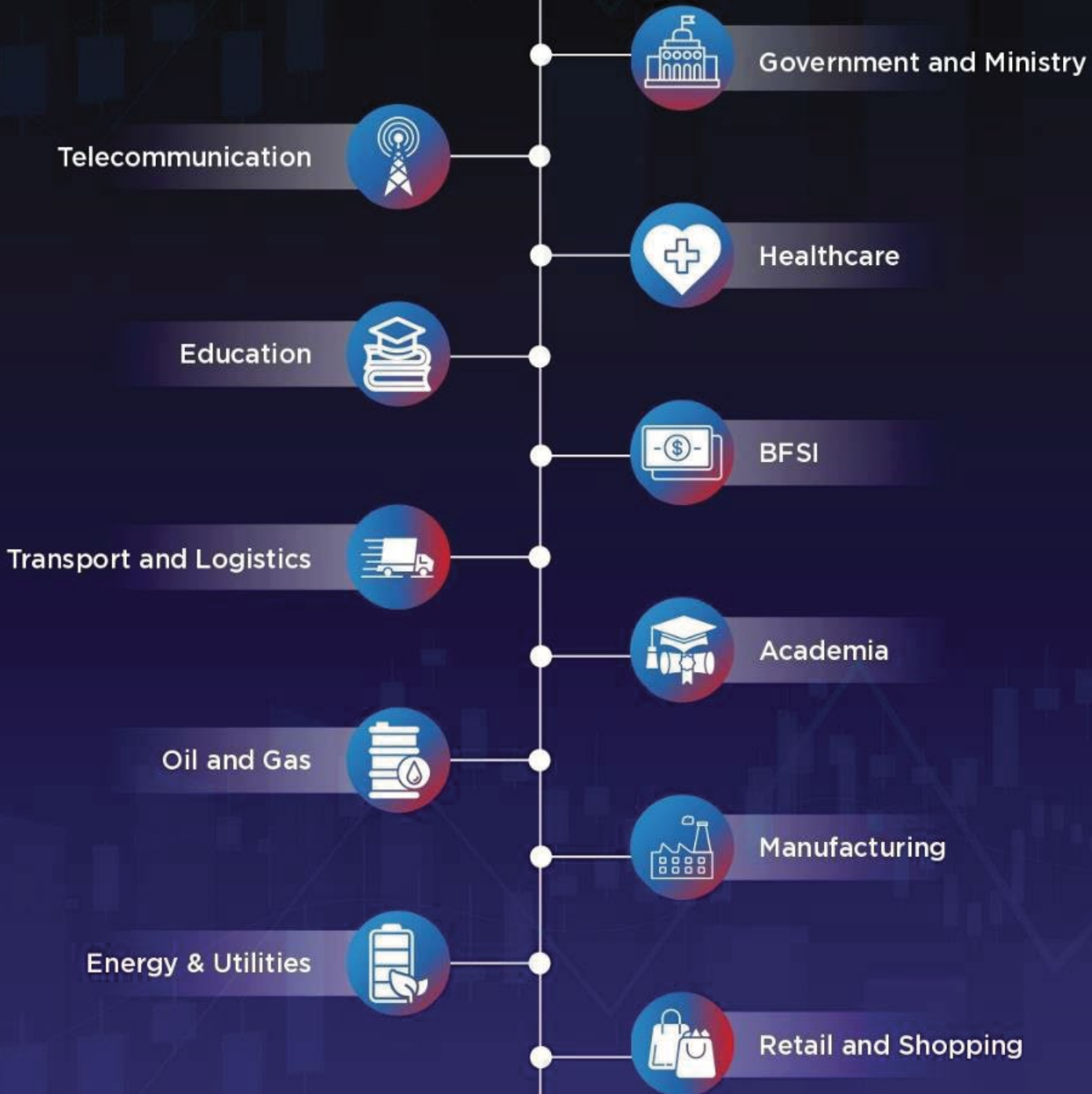


**Mr. Mansoor Ali, FCA**  
Corporate Finance Manager  
Redco International W.L.L

# AGENDA

| Time  | Program  |
|-------|--|
| 08:00 | Delegate Registration & Networking   |
| 08:55 | Recitation of Holy Quran & National Anthem   |
| 09:00 | Introductory Remarks   |
| 09:05 | Welcome Address  |
| 09:10 | Guest Keynote Speech: UAE and GCC's Roadmap to Transformative Growth   |
| 09:20 | Keynote Speech: Bridging Nations: Investment Prospects and Diplomatic Relations Between Pakistan and UAE   |
| 09:40 | Panel Discussion: Transforming Finance: Strategies for Unlocking the full Potential of Automation  |
| 10:25 | Sponsored Session 1  |
| 10:35 | Panel Discussion: Finance in the New World – embracing critical skills required to drive financial success, inspire teams, and navigate today's complex challenges |
| 11:20 | Sponsored Session 2  |
| 11:30 | Networking Coffee Break  |
| 12:00 | Note from the Host   |
| 12:10 | Sponsored Session 3  |
| 12:20 | Panel Discussion: Mastering Business Continuity in Cyber Crisis  |
| 13:00 | Presentation: AI in Finance - Understanding the impact of Gen AI on finance and how CFOs can leverage it   |
| 13:15 | Session Summary and Wrap up  |
| 13:20 | Networking Lunch Break   |
| 14:20 | Power Tonic/Audience Engagement session  |
| 14:40 | Keynote- Net Zero Targets, are we on track?  |
| 15:00 | Panel Discussion: Discovering Hidden Value in ESG Reporting  |
| 15:40 | Session Summary and Wrap-up  |
| 15:45 | Sponsored Session 4  |
| 15:50 | Panel Discussion: Future of Finance in a Challenging and Uncertain Environment   |
| 16:40 | Closing Remarks and End of CFO Conference 2024   |

# WHO SHOULD ATTEND?



# ATTENDEE PROFILE

Senior decision makers from cross industries with below job titles:





# PAST CFO CONFERENCE MIDDLE EAST



**3**

High Level  
Ministerial  
Keynote



**1500**

CFOs and  
Finance Leaders



**10**

High Level  
Panel  
Sessions



**72**

Speakers



**20**

Media  
Partners



**25**

Key Sector  
Represented



**28**

Sponsors  
& Exhibitors

# 2023 EVENT HIGHLIGHTS

EVENT HIGHLIGHTS IN PHOTOS



# REGISTER AS A DELEGATE

Paid delegate passes can only be secured after the payment is processed via a credit card. Please note that only completing the registration form will not secure a delegate pass for this event. If you do not have access to a credit card and wish to register through other payment methods, or wish for a member of our team to contact you and answer your questions before completing your registration process, please send us an email at [partnerships@gmevents.ae](mailto:partnerships@gmevents.ae) with cc to [tahir.saeed@icap.org.pk](mailto:tahir.saeed@icap.org.pk) with your details and the name of the event and we will contact you.

Once you have completed the registration and payment process, please do check your spam/junk folder in case our system generated confirmations are not delivered to your inbox.

## REGISTRATION FEE

|                           | Early Bird Discount:<br>Applicable 10% until<br>September 30, 2024 |
|---------------------------|--|
| ICAP Members & Affiliates | AED 180  |
| Other IFAC Bodies         | AED 250  |
| Others                    | AED 300  |

## REGISTRATION LINK:

<https://cfoconferencemiddleeast.com/>



# CONTACT US

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