

Workshop on

# Finance **Business** Partnering

  
The Institute of  
Chartered Accountants  
of Pakistan

**CA**  
PAKISTAN

**December 19 & 20, 2024 | 10:00 am - 4:30 pm**

In-person at ICAP House Lahore & through VC facility at  
Islamabad, Peshawar, Multan, Faisalabad & Gujranwala

**CPD Hours: 13**

Investments	Early Bird Discount till 17 <sup>th</sup> Dec. 2024	Full Fee on 19 <sup>th</sup> Dec. 2024
ICAP Member & Affiliate	Rs. 15,000/-	Rs. 20,000/-
Non Member	Rs. 20,000/-	Rs. 25,000/-

Fee is inclusive of 16% Sales Tax

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An Initiative of the Northern  
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# About the Workshop:

The Northern Regional Committee of the Institute of Chartered Accountants of Pakistan (ICAP) is delighted to announce a comprehensive and insightful Two Days Workshop “**Finance Business Partnering; Unleashing Value and Collaboration**”. This workshop is crafted to provide professionals with a profound understanding of the evolving role of finance in strategic business decision-making. Over the course of two days, participants will engage in enriching sessions, interactive discussions, and practical exercises, all aimed at enhancing their skills as strategic business partners. Join us for an immersive experience that promises to elevate your proficiency in financial management and business collaboration.

## INTENDED OUTCOMES:

- Strategic Alignment:** Aligning financial strategies with overall business objectives to drive long-term success.
- Collaboration:** Actively engaging with non-finance teams to understand their needs and contribute to cross-functional decision-making.
- Communication Skills:** Effectively conveying complex financial information in a clear and understandable manner to stakeholders with varying levels of financial expertise.
- Analytical Expertise:** Utilizing advanced financial analysis tools and techniques to provide insights that support strategic decision-making.
- Operational Understanding:** Developing a deep understanding of business operations and processes to identify opportunities for financial improvement.
- Proactive Problem-Solving:** Anticipating challenges and offering proactive solutions to address potential issues, contributing to overall business resilience.
- Relationship Building:** Establishing strong relationships with key stakeholders, fostering trust and collaboration.
- Continuous Learning:** Staying informed about industry trends, regulatory changes, and emerging technologies to adapt and add value to the organization.
- Decision Support:** Providing decision-makers with relevant and timely financial information to facilitate informed choices.
- Risk Management:** Assessing and mitigating financial risks, ensuring a balanced approach to achieving business objectives.

# Workshop Outline:

Participants will delve into a comprehensive exploration of the principles and tools essential for mastering the role of a successful Finance Business Partner. The workshop will encompass a range of enlightening topics, fostering a profound understanding and equipping individuals with the skills necessary to thrive in this dynamic and impactful role.

## Day 1

Finance Business Partnering Framework – need state analysis, winning formula

Partnering competencies – key competencies/skills underpinning the finance business partnering concept

Translating Vision into Actions: Understating Strategy, and performance Measurement Tools

CFO as Co-Pilot, FBP in Action

Group Presentations – A look at barriers / enablers required to implement finance business partnering

## Day 2

Corporate Dilemmas – Real life work challenges, team work and solutions

Agile Finance – framework and implementation

Panel Discussion – AI & TECH Shaping the Future of Finance Business Partnering

Best practice sharing, real life examples and case studies

# Who Should Attend?

CFOs, Director Finance, and GM Finance who want to introduce this concept in their teams

Partners of Firms, Senior Managers, Managers, and Supervisory Seniors, especially engaged in Business of Business Process Outsourcing (BPO).

Financial Controllers, Head of Finance, Finance Managers, and Accounting Professionals

Finance Business Partners (who want to hone their skills)

Financial Analysts or Assistant Finance Managers (who are aspiring to become FBPs)

Finance and Treasury professionals

Audit Professionals (who are interested to start this line of profession)

## Lead Trainer:



### **Mr. Zeeshan Pervez**

Senior finance leader/CFO  
FLOW (IKEA) KSA

Syed Zeeshan Pervez is a Senior finance leader/CFO having 23+ years' professional experience with leading multinationals including FLOW [IKEA], Al-Muhaidib Group, Maersk, Coca-Cola, Lafarge, and Unilever. He has a proven track record in steering senior leadership and sizeable cross-functional teams in setting corporate strategy, annual business plans, new investments, efficiency, and turnaround initiatives. He possess strong finance business partnership, presentation, and negotiation skills. He has been actively forging strong relationships with strategic stakeholders, board members and strategic partners. His core competences include strategic business partnering, revenue growth management, opex optimization, change management, investment appraisal, compliance, IPO, IFRS frameworks and building high performance teams.

## Speaker:



### **Mr. Kamran Azim**

Chief Executive Officer  
Taleem Finance Company Limited

Kamran Azim is a Fellow Chartered Accountant with nearly 30 years of diverse experience. As CEO of Taleem Finance, Pakistan's first education finance company, he is known for advancing corporate governance, internal controls, and strategic initiatives in the Micro and SME sectors. He has over 15 years of experience teaching Strategic Business Management and training executives in Directors' Programs. A former member of the World Bank/IMF Civil Society Organizations Group, he represented Pakistan in the "Partnership for Change" initiative in Oslo. Passionate about development, he has spent two decades empowering marginalized communities and supporting low-cost private schools.

## Speaker:



### **Ms. Ammara S. Gondal**

CFO, Reem Rice

Chairperson, CPD - Technical &  
Professional Affairs Committee, NRC

Ms. Ammara S. Gondal is an accomplished finance professional and certified director. Carrying over 20 years of diverse experience in strategic positions, she specializes in strategy, financial analysis, finance business partnering (FBP), financial management, and audit services. Additionally, she has a keen interest in leveraging artificial intelligence and technology to drive innovation and efficiency in financial operations. Currently, she serves as the Chief Financial Officer of Reem Rice Mills, a joint venture between Al-Ghuair (UAE) and Al-Muhaidib (KSA). In this role, Ms. Ammara has been pivotal in aligning financial strategies with business objectives, enhancing performance, and driving critical decision-making. Key skills she has developed include financial planning and analysis, stakeholder engagement, risk management, and performance optimization. As the first female elected member of the Northern Regional Committee of ICAP for the term 2022-26 and becoming the first woman chairperson of NRC (2023-24), Ms. Ammara exemplifies leadership and commitment to professional development in the finance community.

## Panelist:



**Mr. Ali Qamar**  
Co-Founder  
Foresyte Consulting

Ali Qamar is a fellow member of the Institute of Chartered Accountants of Pakistan, and Six Sigma Black Belt from Singapore Quality Institute. Ali has extensive experience in transformation consulting primarily focusing on organization redesign, business/ operating model redesign, process re-engineering, digital transformation and change management. He worked in leadership positions in Big 4 in Pakistan before setting up a consulting outfit focusing on blending innovation, digital and business. Ali is also a visiting faculty member at LUMS teaching subjects of governance and analytics.



## Panelist:



### **Mr. Eraj Pervaiz**

Marketing Finance Lead, Africa &  
Eurasia Operating Units  
The Coca-Cola Company

Eraj Pervaiz is a seasoned finance professional with over 20 years of experience, including 15 years of post-qualification expertise in Commercial Finance, Controllership, and Financial & Strategic Planning. He is a Fellow Chartered Accountant (FCA) from Pakistan and a Fellow of the Association of Chartered Certified Accountants (FCCA) from England, he has honed his skills within blue-chip organizations and PricewaterhouseCoopers. Currently, Eraj serves as the Marketing Finance Lead at The Coca-Cola Company, managing finance operations for the Africa and Eurasia Operating Units, which encompass Turkey, CCAR, and Pakistan.

## Panelist:



### **Mr. Zamar Nauman**

Head of Cluster Finance and Joint Ventures  
Descon Engineering

Zamar Nauman, a qualified Chartered Accountant (ICAP), brings over a decade of expertise in Finance Business Partnering, Process Automation, Advanced Analytics, and Decision Support across the FMCG, B2B, and SaaS sectors. His dynamic experience enables him to drive financial performance and strategic growth in complex, fast-paced industries.

# Welcome Address (Day 1):



**Mr. Aneel Peter**  
Chairman NRC

Mr. Aneel Peter is a Fellow Member of ICAP and a Certified Internal Auditor with over 20 years of experience in Pakistan and the Middle East, having worked with PwC and EY. Currently, he is a Partner at KPMG, working with major organizations in Pakistan and is also serving as the Chairman Northern Regional Committee of ICAP.

He has been an active member of ICAP committees for the past 8 years and serves on the boards of two large non-profits, in addition to advising the Federal Tax Ombudsman. He is a passionate Toastmaster, who became the first national champion of the Speech Evaluation Contest in 2020.

## Opening Remarks (Day 2):



**Mr. Ahmad Salman Arshad**  
Honorary Secretary, NRC

Ahmad Salman is a practicing Chartered Accountant specialized in Control Assessment, Risk Analysis, Financial Reporting, Transaction Advisory, Business Process Outsourcing, and Shared Services. He serves as the founding partner of Aamir Salman Rizwan Chartered Accountants, a member firm of MSI Global Alliance. Mr. Salman is a certified director and he holds a position as a board member of a prominent non-profit organization.

Mr. Salman is an elected member of the Northern Regional Committee and has served on various technical and professional development committees of ICAP and Tax bars. He has also conducted training sessions on various topics, including Enterprise Risk, Sustainability, Internal Controls, and Financial Reporting, at both the local and international levels.

## Closing Remarks:



**Mr. Zeeshan Ijaz**  
Vice President ICAP

Mr. Zeeshan is a Fellow Member of the Institute of Chartered Accountants of Pakistan. He is the Tax Partner in KPMG Taseer Hadi & Co., Chartered Accountants, since 2009 and is also the Head of Office Management for KPMG Lahore office. He has served over twenty years in profession and possess extensive experience of handling Corporate and Taxation affairs. He is also serving as a member at the SAFA - Committee on Information Technology. He has also been serving as Chairman and Member at several committees of ICAP. Currently, he is chairing the Investigation Committee of the Institute.

Mr. Zeeshan has been a member of Reforms and Resource Mobilization Commission (RRMC) and member of Alternate Dispute Resolution Committee as established by FBR. He is also a Member of Lahore Tax Bar and Corporatization Committee formed by SECP.

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