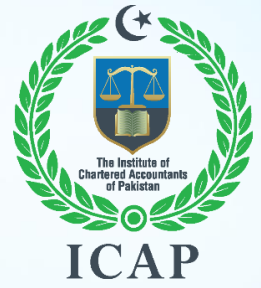


Small to Medium: Uncovering Growth Barriers for CA Firms

Tuesday | 15th April 2025 | 6:00 PM to 8:30 PM

In-person at ICAP Lahore & Virtual for other locations



An Initiative of the
Northern Regional
Committee of ICAP



CPD
HOURS
2.5



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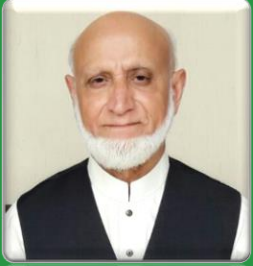
About the Session:

The "Small to Medium: Uncovering Growth Barriers for CA Firms" event offers an invaluable opportunity for Chartered Accountant professionals to gain insights into overcoming growth challenges. Through expert-led discussions, the session will highlight effective strategies for scaling a CA practice, focusing on business development, client acquisition, and retention, as well as the crucial role of ethics in building a sustainable firm. Attendees will learn practical solutions, explore new service offerings, and have the chance to network with industry leaders and peers, empowering them to drive growth and success in a competitive marketplace.

Event Objectives:

- 1. Provide Insights on Scaling a CA Practice:**
 - Share practical advice from successful professionals who have scaled their practices.
 - Discuss the challenges and solutions for growth.
- 2. Discuss Key Strategies for Growth:**
 - Highlight the importance of business development, client acquisition, and retention strategies.
 - Discuss how to build a team, systems, and processes for growth.
- 3. Highlight the Role of Ethics and Reputation:**
 - Show how maintaining high ethical standards helps build a strong, sustainable practice.
 - Illustrate the balance between profitability and maintaining a good reputation.
- 4. Facilitate Networking and Collaboration:**
 - Provide an opportunity for attendees to network with industry leaders.
 - Encourage collaboration between newer and more experienced professionals.
- 5. New line of services:**
 - Discussion on new line of services which firms can now offer.

KEYNOTE SPEAKER



Mr. Qamar ul Islam
Professional Trainer

SESSION CHAIR



Mr. Muhammad Awais
Vice President, ICAP

DIGNITARIES



Mr. Farooq Hameed
Member NRC &
Chairman MCG-NRC



Mr. Ahmad Salman Arshad
Chairman NRC-ICAP

MODERATOR



Mr. Muhammad Safder
Senior Partner
Tariq Abdul Ghani & Co.



Mr. Nuoman Razaq Khan
Senior Partner
PKF F.R.A.N.T.S.

PANELISTS

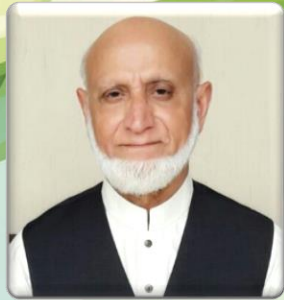


Mr. Yasir Riaz
Partner
Iqbal Yasir & Co.



Mr. Aamir Shahbaz
Senior Partner
Reanda Haroon Zakaria Aamir
Salman Rizwan & Co.

Dignitaries Profile



Qamar ul Islam, FCA
Professional Trainer

Mr. Qamar-ul-Islam, is a Fellow Member of the Institute of Chartered Accountants of Pakistan (ICAP) with nearly four decades of experience in public practice. He led the Lahore office of Ernst & Young Ford Rhodes, Chartered Accountants (EY Member Firm), until his retirement per the firm's policy. Throughout his career, he managed various practice segments, including Audit & Assurance, Risk Advisory, Business Advisory, and Corporate Advisory Services, serving both local and multinational clients. From 2014 to 2018, he served as an advisor to Ashraf Sugar Mills Limited. His contributions extend to academia and professional development, having lectured on Accounting at the Directorate of Training (Income Tax) for ten years.

He also held key roles at ICAP, including Chairman of the Northern Regional Committee and head of Continuing Professional Education (CPE) in Lahore for over a decade. Additionally, he has been actively involved in social organizations promoting education, such as TEDDS and Ghias Memorial Trust.



Muhammad Awais, FCA
Vice President, ICAP

Mr. M. Awais is a Fellow Member of ICAP. He qualified in 1998 and currently working as the Office Managing Partner (Lahore Office) and Tax Market Segment Leader (North) of EY Ford Rhodes, Chartered Accountants.

He has been serving as an elected Council Member since 2017. He is currently serving as Chairman of Fiscal Law Committee of ICAP and has been playing a vibrant role in several ICAP Committees including Executive Committee, Examination Committee, Benevolent Fund Management Committee, ICAP Building Committee, Members Affairs Committee and Overseas Coordination Committee. He was the Chairman of Northern Regional Committee of ICAP. He has served as President of Lahore Tax Bar Association for the term of 2009-10. He was also the member of Arbitration Committee of Lahore Stock Exchange.

He has been providing training to directors under Director Training Program (DTP) of ICAP. He was the Chairman of Publication Committee of ICAP, and led the publication of ICAP magazine, 'The Pakistan Accountant'. He has regularly been appointed as speaker of ICAP seminars on topics related to tax.

He is a seasoned tax practitioner and has been providing professional services to several national and multinational businesses for more than 25 years. He closely worked with different stakeholders, including government authorities and donor agencies like IFC/World bank, GIZ etc, for tax reforms within and outside Pakistan.

Dignitaries Profile



Farooq Hameed, FCA
Members Coordination Group
(MCG)

Mr. Farooq Hameed is a Fellow Member of the Institute of Chartered Accountants of Pakistan (ICAP) and is currently serving as elected member on Northern Regional Committee of ICAP and is Chairman Members Coordination Group (MCG).

Farooq is currently working as Partner Assurance and Advisory at PKF F.R.A.N.T.S Chartered Accountants, Lahore. Previously he has worked as CEO at Wellspring Solutions (Private) Limited, a boutique consultancy firm and also as Partner Assurance at Ernst & Young Ford Rhodes Sidat Hyder, Chartered Accountants, at their Lahore and Islamabad Offices. He has also worked as CFO with a leading investment bank in Pakistan.



Ahmad Salman Arshad, FCA
Chairman NRC-ICAP

Mr. Ahmad Salman Arshad 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.

Dignitaries Profile



Muhammad Safder, FCA
Senior Partner
Tariq Abdul Ghani & Co.

Mr. Muhammad Safder is a practicing Chartered Accountant and a Fellow Member of the Institute of Chartered Accountants of Pakistan (ICAP), with over 20 years of extensive experience in both local and international assurance practices.

He began his professional journey as a sole proprietor under the name M. Safder & Co., demonstrating entrepreneurial vision and dedication from the outset. Today, he serves as a Senior Partner at Tariq Abdul Ghani & Co., Chartered Accountants, one of Pakistan's leading chartered accountancy firms.

In addition to his accomplishments in the accounting profession, Mr. Safder is also passionate about technology. He is the Co-founder of Prismatic Technologies Limited, reflecting his forward-thinking approach and interest in innovation.

His career trajectory—from founding a one-man firm to becoming a Senior Partner in a top-tier national firm—stands as a testament to his leadership, resilience, and professional excellence.



Nouman Razaq Khan, FCA
Senior Partner
PKF F.R.A.N.T.S.

Mr. Nouman Razaq Khan, a seasoned Chartered Accountant since 1998, is a Practicing Fellow Member of the Institute of Chartered Accountants with over 27 years of expertise in audit, taxation, financial management, and business advisory. Before transitioning into professional practice, he spent eight years in managerial roles across local and international markets, gaining valuable experience in financial management, risk assessment, and business operations. Since 2004, he has been actively engaged in professional practice, providing specialized services to a diverse clientele, including multinational corporations, joint ventures, and sole proprietorships. His expertise spans Audit & Assurance, Financial & Taxation Advisory, Corporate Consultancy, and Business Development across various industries.

Currently, he leads the Lahore office of PKF F.R.A.N.T.S. Chartered Accountants as Senior Partner. The firm has 15 partners operating across seven offices in Pakistan and Afghanistan. An active ICAP contributor, he has served on key committees, advocating for the transformation of sole proprietorships into structured, growth-oriented audit firms.

Dignitaries Profile



Yasir Riaz, FCA
Partner
Iqbal Yasir & Co.

Mr. Yasir Riaz is a fellow member of the Institute of Chartered Accountants of Pakistan, with over 18 years of expertise in IFRS. He has trained professionals in both national and international entities and provided valuable assistance to finance organizations in various areas, including financial instruments, hedge accounting, deferred taxation, and business consolidation.

Mr. Riaz has conducted numerous ICAP workshops and delivered corporate training, including sessions for World call Telecom and NETSOL. He currently serves as a partner at Iqbal Yasir & Co. Chartered Accountants, offering a range of services, including assurance, advisory, tax, risk management, corporate finance, ECL modeling, IFRS implementation, and bookkeeping.



Aamir Shahbaz, FCA
Senior Partner
Reanda Haroon Zakaria Aamir
Salman Rizwan & Co.

Mr. Aamir Shahbaz, is a distinguished Fellow of the Institute of Chartered Accountants of Pakistan. He began his corporate journey as Company Secretary at Nishat Chunian before transitioning into independent practice, establishing A. Shahbaz & Co. His firm later merged with Salman Arshad to form Aamir Salman Rizwan Chartered Accountants, which subsequently joined Reanda Haroon Zakaria, achieving recognition as an SBP Category B firm of Chartered Accountants.

With extensive expertise in taxation advisory, business consulting, and ERP consulting, Aamir serves a diverse global clientele across multiple industries. Beyond his professional practice, he is actively involved in academia, sharing his expertise in corporate law at esteemed institutions.



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Investment	Early Bird Discount till 14 th April, 2025	Full Fee on 15 th April, 2025
ICAP Member & Affiliate	Rs. 2,000/-	Rs. 2,500/-
CA Students	Rs. 1,500/-	Rs. 2,000/-
Others	Rs. 2,500/-	Rs. 3,000/-
(Fee is inclusive of Sales tax)		

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