

# CURATING RESPONSIBLE GROWTH

INNOVATE, ILLUMINATE & INTEGRATE

KARACHI

MAY  
**6<sup>th</sup> & 7<sup>th</sup>**  
2024

Marquee  
PC Hotel Karachi

ISLAMABAD

MAY  
**15<sup>th</sup>**  
2024

Serena Hotel  
Islamabad

An Initiative of Professional Accountants in Business (PAIB) Committee



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## ABOUT THE INSTITUTE OF CHARTERED ACCOUNTANTS OF PAKISTAN

The Institute of Chartered Accountants of Pakistan (ICAP), is a premier regulatory body for the profession of accounting that has a robust membership with over 10,000 dedicated Chartered Accountants, globally since 1961. With chapters spanning ASEAN, Australia, New-Zealand, US, Canada, UK, Ireland, Bahrain, Qatar, UAE and KSA, ICAP fosters collaboration for sustainable economies worldwide, empowering individuals and organizations alike.

## DISCOVER THE PROFESSIONAL ACCOUNTANTS IN BUSINESS COMMITTEE

At ICAP, PAIBs constitute an impressive 76% of our esteemed membership, leading as business partners and financial experts. Our PAIB Committee globally recognized by IFAC, was established in 2009, dedicated to the continuous development and recognition of the PAIB's. Through proactive initiatives, we empower them to enhance their capabilities and shape a prosperous future for themselves and their organizations.

Under the dynamic leadership of Mr. Samiullah Siddiqui – FCA, we are dedicated to supporting and fostering the professional growth of PAIBs while recognizing their invaluable contributions to the economy.

## ICAP CFO CONFERENCE OVERVIEW

ICAP's CFO Conference, a pivotal event since 2010, convenes industry leaders to deliberate on key themes. With 23 conferences held nationwide and internationally in Dubai & the Middle East, it serves as the premier platform for expertise sharing, networking and attracting a diverse array of participants. This year's theme, **"Curating Responsible Growth: Innovate, Illuminate, and Integrate,"** focuses on CFOs' multifaceted roles in uncertain times, emphasizing a holistic approach to growth. The sessions explore innovation, risk identification, sustainability integration, generational collaboration, and adaptation to the financial & business landscape.



## SPEAKERS (May 6<sup>th</sup> & 7<sup>th</sup> 2024) - Karachi



**Adeel Hashmi**  
Master of Ceremony



**Dr. Umar Saif**  
Co-Founder, Khudi Ventures  
(Ex Minister of IT & Telecom)



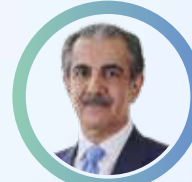
**Farrukh Rehman, FCA**  
President,  
ICAP



**Asmâa Resmouki**  
President,  
IFAC



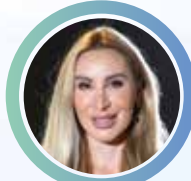
**Waqar Ahmed Malik (SI)**  
Former MD & CEO,  
Fauji Foundation



**Atif Aslam Bajwa**  
CEO,  
Bank Alfalah Ltd.



**Ashfaq Yousuf Tola, FCA**  
Former Minister of State &  
Council Member, ICAP



**Rose Hindy**  
Leadership Coach



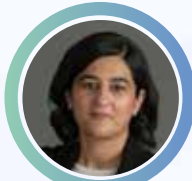
**Sanjay Rughani**  
CEO,  
Standard Chartered Bank - Uganda



**Asad Umer**  
Former Minister of Finance



**CA. Sujan Kumar Kafle**  
President, ICAN



**Tania Aidrus**  
Co-Founder & CEO,  
DGlobal



**Saquib Ahmad**  
Country Managing Director,  
SAP Pakistan, Iraq, Bahrain & Afghanistan



**Farooq Barkat Ali, FCA**  
CFO,  
Engro Corp



**Atif Kaludi, FCA**  
CFO,  
Lucky Cement Ltd.



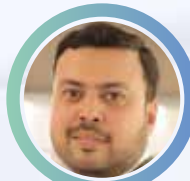
**Salman Ahmed**  
Global Economist



**Farhan Haroon, FCA**  
CEO,  
Haleon Pakistan Ltd.



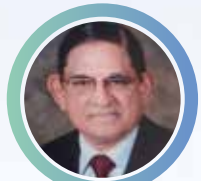
**Aly Yusuf**  
Head of Global Strategy-Unilever



**Imran Ali Shah**  
CFO,  
Meezan Bank Ltd.



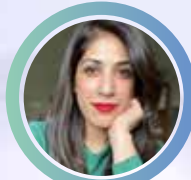
**Pouruchisty Sidhwa**  
CHRO,  
Telenor Bank/Easypaisa



**Dr. Shahid Hassan Siddiqui**  
Economist



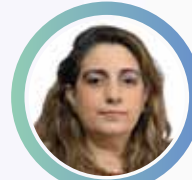
**Brian Kalish**  
FP & A and Treasury,  
eCapital Advisors



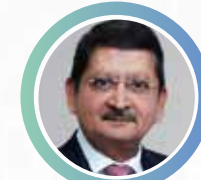
**Amber Rahim**  
Director,  
Institute of Business Administration



**Samiullah Siddiqui, FCA**  
Chairperson PAIB Committee &  
Council Member, ICAP



**Khurshed Kotwal, FCA**  
Vice President,  
ICAP



**Khalid Rahman, FCA**  
Council Member,  
ICAP



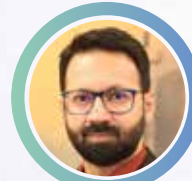
**Zaraar Mahmud**  
CFO,  
Shell - Pakistan



**Gregory Le Henand**  
Trade Credit Practice Leader UAE,  
Marsh Specialty



**Marium Durrani**  
Director Marketing &  
Brands, Pakistan Cables Ltd.



**Husnain R. Badami, FCA**  
Council Member,  
ICAP



**Arif Akmal Saif FCA, CFA**  
Global CFO,  
United Bank Limited

## SPEAKERS\* (May 15<sup>th</sup>, 2024) - Islamabad



**Farrukh Rehman, FCA**  
President ICAP



**Muhammad Aurangzeb**  
Minister of Finance & Revenue



**Ahsan Iqbal**  
Minister of Planning & Development



**Ashfaq Yousuf Tola, FCA**  
Former Minister of State & Council Member of ICAP



**Irfan Siddiqui**  
President & CEO Meezan Bank Ltd.



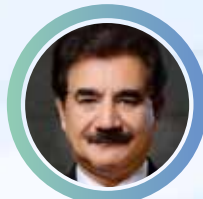
**Salman Amin**  
Member Competition Commission of Pakistan



**Azfar Ahsan**  
CEO Nutshell Group



**Saquib Ahmed**  
Head SAP Pakistan, Iran, Bahrain & Afghanistan



**Dr. Amjad Waheed**  
CEO NBP Funds



**Badar Khushnood**  
CEO Founder & Bramerz



**Dr. Vaqar Ahmed**  
Joint Executive Director SDPI



**Sajjad Syed**  
Chairman Excellence Delivered



**Jahanara Sajjad Ahmad**  
Executive Director BIBOJEE Group of Companies



**Amin Rajput, FCA**  
Deputy Managing Director SSGC



**Ayub Ghauri**  
Executive Director, Netsol Technologies Inc



**Bilal Anwar**  
CEO NDRMF



**Adnan Shafqat**  
COO Beyond Carbon



**Anas Farook, FCA**  
CFO OGDCL



**Awais Nazir**  
Head of Financial Planning Fatima Fertilizer



**Amna Zaidi**  
Transformation Specialist



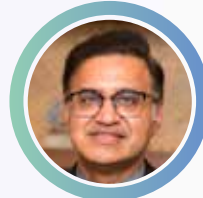
**Ali Imran Chaudhry**  
CFO Engro Enfrashare



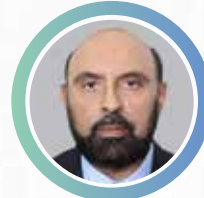
**Aneel Peter, FCA**  
Chairman NRC



**Samiullah Siddiqui, FCA**  
Chairman PAIB Committee ICAP



**Zeeshan Ijaz, FCA**  
Vice President ICAP



**Mohammad Maqbool, FCA**  
Council Member ICAP



**Asad Feroze, FCA**  
Council Member ICAP



**Muhammad Awais, FCA**  
Partner EY Ford Rhodes



**Dr. Muzna Ebrahim**  
Public Speaker



## CFO 2024-SNEAK PEEK

### Leadership Alchemy

Amidst the numerous leadership theories, ICAP presents the keynote sessions delivered by seasoned industry leaders of Pakistan and international coaches. The sessions will unveil the hidden traits that define the evolving landscape of leadership in the face of technological advancements, market shifts, and changing consumer behaviors. It highlights the essential qualities and skills required for future leaders to navigate and thrive in tomorrow's dynamic business environment. Get ready to unlock the secrets to success as we prepare you to explore the CFO within or beyond finance.

### Thriving Responsibly Beyond Green Horizon

The role of the CFO has evolved contrary to the conventional concept of financial stewardship, to the extent that they are now tasked with quantifying and communicating the financial value of ESG initiatives to key stakeholders. Our esteemed panelists will discuss strategies and insights on how organizations can thrive while upholding their commitment to sustainability, ensuring a prosperous future for generations to come. In today's rapidly evolving landscape, the integration of Environmental, Social, and Governance (ESG) principles is no longer optional but essential for long-term success.

### Charting Financial Frontiers: Global Trends

With the widespread of automation and digitalization after the 4<sup>th</sup> industrial revolution and the constantly developing role of CFOs as business partners rather than Finance custodians, it is important to embrace the technologies and skills to enable digital finance adoption. Explore how technologies such as artificial intelligence, blockchain, fintech, and robotic process automation are revolutionizing financial processes such as reporting, risk management, and decision-making, including accounting services outsourcing.

### The HR Mosaic: Integrating Generations to Propel Growth

In today's rapidly evolving workforce landscape, the integration of diverse age groups has emerged as a strategic imperative for organizational success. Explore the vital role of generational diversity in driving growth and innovation within your workforce. In a country where retaining younger talent poses challenges amidst the pursuit of work-life balance and competitive compensation, our industry experts will illuminate actionable strategies to unlock the full potential of multi-generational teams. Discover how to foster inclusive, dynamic workplaces that are primed for sustainable growth.

### Tech Futurism

Pakistan's tech industry grapples with skill shortages, funding issues, and regulatory weaknesses. Urgent actions are needed, including the establishment of research centers and private-sector partnerships to foster innovation. Led by prominent figures driving digital reforms, this session reveals how technology and finance intersect, transforming business processes and creating new opportunities.

## Surfing The Wave of Digitization: Assessing Our Readiness

Evaluate the evolving role of finance professionals in the digital age and the essential skills required for success in a digitally-enabled finance function. Explore the critical nexus between regulatory reforms and enabling business operations in the digital era, while gaining valuable insights into the educational pathways needed to develop these crucial skills. Additionally, discover strategies for fostering a conducive work environment that nurtures startup culture, essential for navigating the digital landscape. This session promises to highlight our progress through small victories, as we collectively journey towards a digitally empowered future.

## Unveiling Economic Landscapes and Investment

Industry experts and known economists will unveil the intricacies of current economic conditions including inflation, brain drain, high taxation, and post - covid business dynamics including investment opportunities. Through insightful analysis, the discussion will shed light on the challenges faced by finance professionals and offer strategic recommendations to capitalize on emerging opportunities. Discover the art of resilience in sustaining business gains amidst economic uncertainties. Key focal points of discussion include the impact of regional trade agreements, such as CPEC and SAFTA, and the implications of SIFC versus infrastructure development in Pakistan, shaping the economic trajectory.

### PARTICIPATION FEE

City	Particulars	Fee	Early Bird Discount
Karachi*	Member	Rs. 25,000	Rs. 23,000
	Non Member	Rs. 28,000	Rs. 25,500

City	Particulars	Fee	Early Bird Discount
Islamabad	Member	Rs. 18,000	Rs. 17,000
	Non Member	Rs. 20,000	Rs. 18,500

\*Fee is inclusive of Professional Excellence Awards at Karachi on May 06, 2024.

- CA students are encouraged at discounted fee of Rs. 14,000 in Karachi & Rs. 10,000 in Islamabad
- Prices are exclusive of taxes (Karachi 5% & Islamabad 15% taxes are applicable on participation fee)
- Avail an early bird discount till **April 25, 2024**

# AGENDA-KARACHI

May 6<sup>th</sup>, 2024

Start	End	Agenda	Speakers
14:30	15:00	Registrations & Welcome Tea	
15:00	15:05	Recitation from the Holy Quran, & National Anthem	
15:05	15:10	Introduction	Adeel Hashmi Master of Ceremony
15:15	15:30	Opening Remarks	Farrukh Rehman, FCA President, ICAP
15:35	15:55	Leadership Alchemy: Shaping Growth through Persistent Diligence	Waqar Ahmed Malik (SI) Former MD & CEO, Fauji Foundation
16:00	16:05	Madoom - Sustainability Message	
16:10	16:50	Thriving Responsibly Beyond Green Horizon	Mariam Durrani (Moderator) Director Marketing & Brands, Pakistan Cables Ltd. Aly Yusuf Head of Global Strategy, Unilever Farooq Barkat Ali, FCA CFO, Engro Corp Zaraar Mahmud CFO, Shell - Pakistan
16:55	17:15	IFAC's Role in Rebuilding Trust	Asmâa Resmouki President, International Federation of Accountants
17:20	18:00	Charting Financial Frontiers: Global Trends	Imran Ali Shah (Moderator) CFO, Meezan Bank Sanjay Rughani CEO, Standard Chartered Bank - Uganda Brian Kalish FP & A and Treasury, eCapital Advisors Gregory Le Henand Trade Credit Practice Leader UAE, Marsh Specialty CA. Sujan Kumar Kafle President, ICAN
18:05	18:15	Closing Remarks	Khursheed Kotwal, FCA Vice President, ICAP
18:15	19:30	Prayers & Tea Break	
19:30	21:30	Professional Excellence Awards & Dinner	

# AGENDA-KARACHI

May 7<sup>th</sup>, 2024

Start	End	Agenda	Speakers
09:00	09:30	Welcome Tea	
09:30	09:40	Note from the Host	Samiullah Siddiqui, FCA Chairperson PAIB Committee & Council Member, ICAP
09:45	10:05	Leadership Talk: The Leader within CFO or Beyond Finance	Rose Hindy Leadership Coach
10:10	10:50	The HR Mosaic- Integrating Generations to Propel Growth	Pouruchisty Sidhwa (Moderator) CHRO, Telenor Bank/Easypaisa Atif Kaludi, FCA CFO, Lucky Cement Ltd. Farhan Haroon CEO, Haleon Pakistan
10:55	11:15	Chief Future Officer: Readiness for Leadership Journey	Atif Aslam Bajwa CEO, Bank Alfalah Limited
11:15	11:45	Tea Break	
11:45	12:05	Tech Futurism	Dr. Umar Saif Co-Founder, Khudi Ventures (Ex Minister of IT & Telecom)
12:10	12:50	Surfing the Wave of Digitization- Assessing Our Readiness	Arif Akmal Saifie FCA, CFA (Moderator) Global CFO, United Bank Limited Tania Aidrus Co-Founder & CEO, DGlobal Saqib Ahmad Country Managing Director, SAP Pakistan, Iraq, Bahrain & Afghanistan
12:55	13:35	Unveiling Economic Landscapes	Amber Shamsi (Moderator) Director, Institute of Business Administration Salman Ahmed Global Head of Macro & Strategic Asset Allocation Fidelity Ashfaq Yousuf Tola, FCA Former Minister of State & Council Member, ICAP Asad Umar Former Minister of Finance Dr. Shahid Hassan Siddiqui Economist
13:40	13:50	Vote of Thanks	Khalid Rahman, FCA Council Member, ICAP
13:50		Lunch	



# AGENDA-ISLAMABAD

May 15<sup>th</sup>, 2024

Start	End	Agenda	Speakers
9:30	9:45	Registrations & Welcome Tea	
9:50	9:55	Recitation from the Holy Quran, and National Anthem	IT and MOC
9:55	10:05	Introduction	Dr. Muzna Ebrahim Public Speaker
10:10	10:20	President Address	Farrukh Rehman, FCA President ICAP
10:25	10:35	CA Pakistan and Its Contribution	Muhammad Maqbool, FCA Council Member ICAP
10:40	11:15	<b>Panel Discussion:</b> From Vision to Value: CFOs to Drive the Growth	Aneel Peter, FCA Chairman NRC (Moderator) Amin Rajput DMD,SSGC Amna Zaidi Transformation Specialist Ali Imran Chaudhry CFO, Engro Enfrashare
11:20	11:50	<b>Presentation &amp; Dialogue:</b> Curating Competitive Environment Through Privatisation	Jahanara Sajjad Ahmed Executive Director- BIBOJEE Group of Companies (moderator) Salman Amin Member Competition Commission of Pakistan GoP
11:55	12:25	Tea Break	
12:30	12:40	Note from the Host	Samiullah Siddiqui Chairman PAIB Committee, ICAP
12:45	13:20	<b>Dialogue:</b> Illuminating Investment	Zeeshan Ijaz Vice President, ICAP (Moderator) Azfar Ahsan CEO, Nutshell Group
13:25	13:40	Address by the Guest of Honor	Ahsan Iqbal Federal Minister of Planning, Development & Special Initiatives
13:45	14:00	<b>Leadership Alchemy:</b> Shaping Growth through Persistent Diligence	Amir Ebrahim CEO, Jazz

Start	End	Agenda	Speakers
14:05	15:05	Lunch & Prayers Break	
15:10	15:25	<b>Keynote Address:</b> Seizing Opportunities, Harnessing Potentials and Confronting Challenges: Path to Growth.	Irfan Siddiqui President & CEO Meezan Bank Ltd.
15:30	16:05	<b>Panel Discussion:</b> Unveiling Economic Landscapes	Muhammad Awais, FCA Partner EY Ford Rhodes (Moderator) Ashfaq Yousuf Tola, FCA Former Minister of State & Council Member ICAP, Dr. Amjad Waheed CEO, NBP Funds Dr. Vaqar Ahmed Joint Executive Director, SDPI
16:10	16:25	Address by the Guest of Honour	Muhammad Aurangzeb Minister of Finance & Revenue
16:30	16:45	Technology for All	Saquiab Ahmed Head SAP Pakistan, Iran, Baharain & Afghanistan
16:50	17:25	<b>Panel Discussion:</b> Surfing the Wave of Digitization: Assessing Our Readiness.	Anas Farook, FCA CFO, OGDCL (Moderator) Badar Khushnood Co-Founder, Bramarz Ayub Ghauri Executive Director, Netsol Technologies Inc Sajjad Syed Chairman, Excellence Delivered
17:30	18:05	Thriving Responsibly Beyond Green Horizon	Adnan Younus Lodhi Policy Advisor GRASP Project, UN-ITC Geneva (Moderator) Awais Nazeer Head of Financial Planning, Fatima Fertilizer Adnan Shafqat COO-Beyond Carbon Bilal Anwar CEO, NDRMF
18:10	18:20	Vote of Thanks	Asad Feroze, FCA Council Member ICAP
18:20		Networking Tea	

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