

CFO
CONFERENCE
MIDDLE EAST 2024

ORGANIZED BY



The Institute of
Chartered Accountants
of Pakistan

CA
PAKISTAN

22.10

25.01

29.79

INCLUSIVE **GROWTH** RECONFIGURING BUSINESS STRATEGIES

29 OCTOBER 2024

ARMANI HOTEL, BURJ KHALIFA,
DUBAI DOWNTOWN, UAE

cfoconferencemiddleeast.com

EVENT MANAGED BY



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 4th edition of **CFO Conference 2024**, hosted by **PAIB Committee of the Institute of 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.

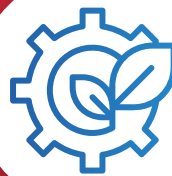
Under the theme **"Inclusive Growth: Reconfiguring Business Strategies"**, the conference will provide a platform for over 500 CFOs, finance professionals, and business experts to network, exchange ideas, and learn from globally recognized industry leaders. The event will emphasize the importance of 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+

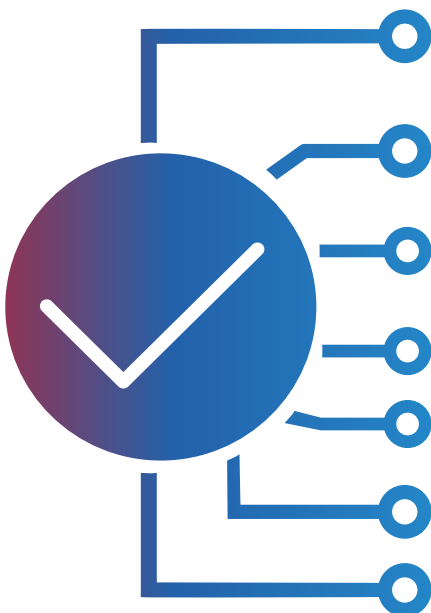
Sector
Represented



15+

Sponsors
& Exhibitors

WHAT TO EXPECT



- 1 Full Day cutting-edge conference program for finance and 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 almer mater ICAP
- Get acquainted with industry trends regionally and globally

SPEAKERS



Mr. Farrukh Rehman, FCA
President
ICAP



Dr. Ahmed bin Abdullah Almeghames
CEO, SOCPA



Mr. Tamer Abomosalam
Group Chief Financial Officer
Emaratech



Mr. Giovanni Funes Nova
Chief Financial Officer
The Bahri & Mazroei Group



Ms. Khursheed Kotwal, FCA
Vice President
ICAP



Mr. Ahmad Ali BinObood
Chief Financial Officer
Dragon Oil Holdings



Mr. Ashfaq Yousuf Tola, FCA
Member Policy Board
Ministry of Planning & Special Initiatives-GOP
Vice President South Asian Federation of
Accountants



Mr. Ali Abouda
Group Chief Financial Officer
Gulf Navigation Holding



Mr. Zeeshan Ijaz, FCA
Vice President
ICAP



Mr. Paolo Monaco
Chief Financial Officer
Al Khayyat Investments



Ms. Natavan Mammadova
CEO, ASK; Founder SAVAD &
Member of the COP29 Organizing Committee,
BAKU



Mr. Adeel Niazi
Group Chief Fintech Officer
Beyond ONE



Mr. Khalid Rahman, FCA
Chairperson Overseas Coordination
Committee (OCC) & Council Member
ICAP



Mr. Muhammad Samiullah Siddiqui, FCA
Chairman PAIB Committee &
Council Member
ICAP



Mr. Hatem Hosny
Group CFO
Paris Group International



Mr. Khalid Al Ameri
Entrepreneur & Video Creator



Ms. Laura Buckwell
Event Host, Moderator and Broadcast
Journalist

AGENDA

TIME	PROGRAM
08:00	Delegate Registration & Networking
08:55	Recitation of Holy Quran & National Anthem
09:00	Introductory Remarks
09:05	Welcome Address <ul style="list-style-type: none"> Mr. Farrukh Rehman, FCA, President, ICAP
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 Panelists: <ul style="list-style-type: none"> Mr. Ashfaq Yousuf Tola, FCA, Member Policy Board, Ministry of Planning & Special Initiatives-GOP, Vice President South Asian Federation of Accountants Mr. Giovanni Funes Nova, Chief Financial Officer, The Bahri & Mazroei Group Mr. Ali Abouda, Group Chief Financial Officer, Gulf Navigation Holding Mr. Hatem Hosny, Group CFO, Paris Group International
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 Panelists: <ul style="list-style-type: none"> Dr. Ahmed bin Abdullah Almeghames, CEO, SOCPA Mr. Ahmad Ali BinObood, Chief Financial Officer, Dragon Oil Holdings Mr. Tamer Abomosalam, Group Chief Financial Officer, Emaratech Mr. Paolo Monaco, Chief Financial Officer, Al Khayyat Investment
11:20	Sponsored Session 2
11:30	Networking Coffee Break
12:00	Note from the Host <ul style="list-style-type: none"> Mr. Muhammad Samiullah Siddiqui, FCA, Chairman PAIB Committee & Council Member, ICAP
12:10	Sponsored Session 3

TIME	PROGRAM
12:20	Panel Discussion: Mastering Business Continuity in Cyber Crisis Panelists: <ul style="list-style-type: none"> • Mr. Adeel Niazi, Group Chief Fintech Officer, Beyond ONE
13:00	Presentation: AI in Finance - Understanding the impact of Gen AI on finance and how CFOs can leverage it
13:15	Session Summary & Wrap up <ul style="list-style-type: none"> • Ms. Khursheed Kotwal, FCA, Vice President, ICAP
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 <ul style="list-style-type: none"> • Ms. Natavan Mammadova, CEO, ASK; Founder SAVAD & Member of the COP29 Organizing Committee, BAKU
15:40	Session Summary & Wrap-up <ul style="list-style-type: none"> • Mr. Zeeshan Ijaz, FCA, Vice President, ICAP
15:45	Sponsored Session 4
15:55	Panel Discussion: Future of Finance in a Challenging and Uncertain Environment
16:40	Closing Remarks and End of CFO Conference 2024 <ul style="list-style-type: none"> • Mr. Khalid Rahman, FCA, Chairperson Overseas Coordination Committee, (OCC) & Council Member, ICAP

ADVISORY BOARD

The ICAP's CFO Conference Middle East 2024 is honored to be guided by an esteemed Advisory Board, composed of leading regional professionals from diverse sectors across industry and practice. This distinguished group of seasoned experts plays a pivotal role in shaping the conference, offering invaluable insights into the unique dynamics of the Middle Eastern market.

ROLE OF ADVISORY BOARD



The Advisory Board's deep understanding of global trends, coupled with their strategic perspectives on regional issues, has been crucial in curating a conference agenda that resonates with both global and local market needs. Their collective expertise not only helps us address the most pressing challenges but also ensures that our conference remains at the forefront of innovation and relevance in an ever-evolving business landscape.



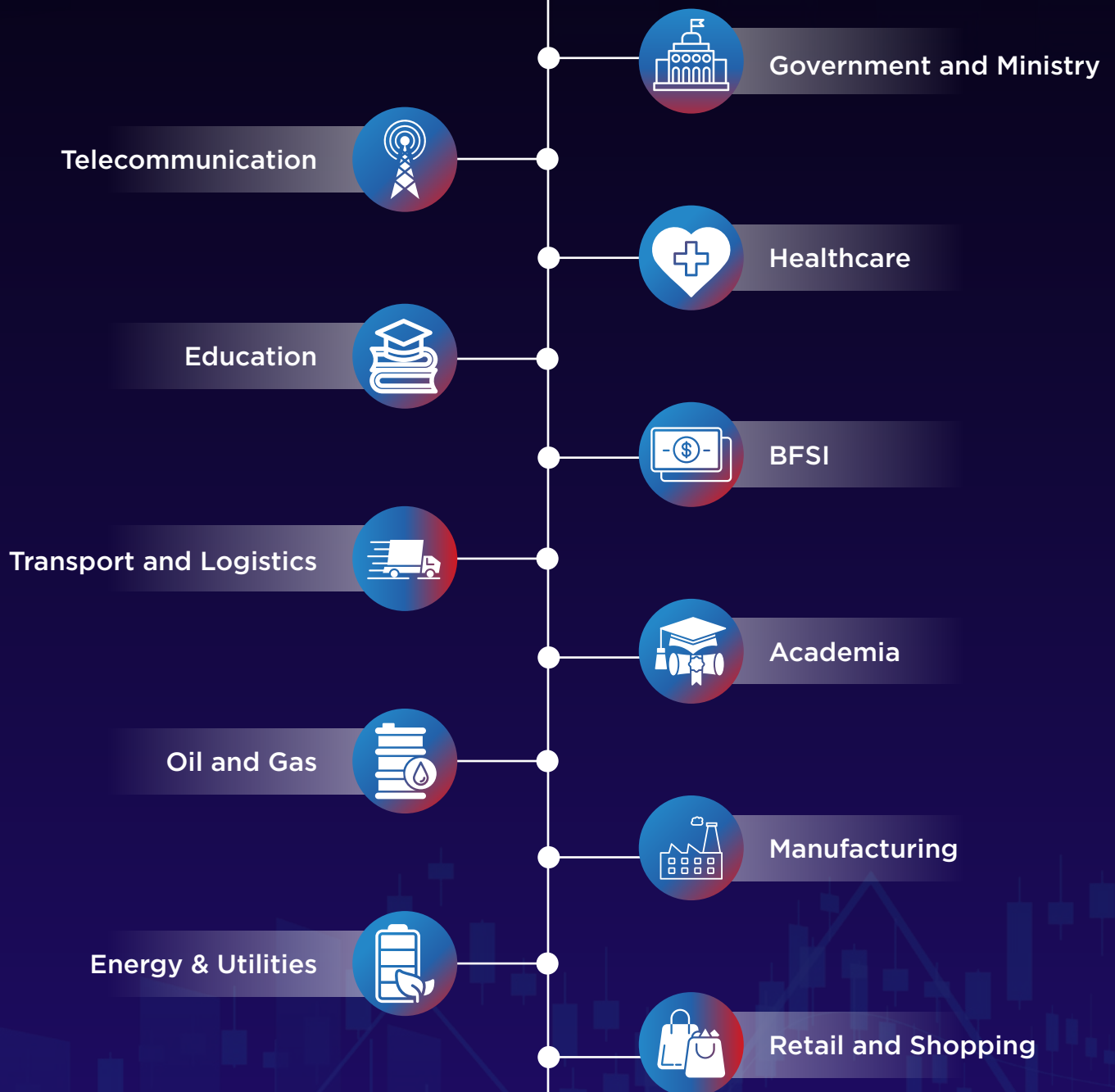
The Board's strategic guidance has been instrumental in defining the vision and direction of this year's conference. Their involvement fortifies ICAP's commitment to delivering impactful programs and initiatives that foster growth, innovation, and excellence within the finance profession.



Furthermore, the continued engagement of the Advisory Board significantly enhances ICAP's ability to contribute to the development of the UAE's economy and corporate landscape, reinforcing our community's growth and the region's economic prosperity.

For more information on the esteemed members of our Advisory Board, visit our conference website [Advisory Board](#)

WHO SHOULD ATTEND?



ATTENDEE PROFILE

Senior decision makers from cross industries with below job titles:

Chief Executive Officer



Treasury Directors

Chief Financial Officer



Head of Investments

Chief Procurement
Officer Business



Governance Risk and
Compliance

CFOs



Risk Officer

Regional CFOs



Head of Financial Audit

Head of Procurement



Director Finance

Head of Supply Chain
Finance



Director of
Procurement

ESG Director



Tax Director

Head of Sustainability



Head of Taxation

Head of Finance &
Planning



Budgeting & Planning
Manager



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 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 with cc to 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.

10% Early Bird Discount (AED) until Sept 20 2024

	Fees (AED)	5% VAT	Total	10% Early Bird Discount (AED) until Sept 20 2024
ICAP Members & Affiliates	180	9	189	170
Other IFAC Bodies	250	12.5	262.5	236
Others	300	15	315	284

REGISTER HERE



CONTACT US

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