

Püblíctas
Conferences



WORLD ISLAMIC FINANCE SUMMIT

21-22 SEPTEMBER 2011, KARACHI

Islamic Finance Growth & Opportunities



SUPPORTER



Meezan Bank
The Premier Islamic Bank



Introduction

This history of Islamic finance is a lot longer than the last 35 years or so. It is based on an ethical framework that does not only appeal to Muslims. The underlying economic and business principles are attractive to Muslims and non-Muslims alike. Although interest and gambling are not permitted, there is no law banning wealth creation - the capital is a factor of production and hence it is recognised that there is an associated cost. However, purely making money with money without any identifiable underlying investment (whether it be an asset or an enterprise) is frowned upon. Therefore the product structures in Islamic finance all have an underlying asset and are based on risk- and reward-sharing between all parties involved. The Islamic finance market is growing exponentially, and new players are continuously entering the market. Although it is not likely to replace conventional financing, it is certainly here to stay.

Recent efforts aimed at regulatory consolidations and setting standards have given due recognition to the economic constraints and legal uncertainties arising from the imposition of Islamic jurisprudence.

They have also addressed the relative lack of uniformity in market practices. In view of these developments, it is possible that market inefficiencies arising from different interpretations of Shariah compliance will diminish in the near future.

The leading regulatory bodies in Islamic finance such as the Accounting and Auditing Organization of Islamic Finance Institutions (AAOIFI), the General Council for Islamic Banking and Finance Institutions (GCIBFI), the Islamic International Rating Agency (IIRA), the Islamic Financial Services Board (IFSB) and the Fiqh Academy in Jeddah have all been working towards aligning Shariah principles towards a consistent basis.

A fine balance needs to be drawn between regulatory revisions and collective initiatives to ensure that standardisation does not stifle financial innovation.

Islamic Finance industry in Pakistan is continuous to strengthening its existence. This growth combines with the brawny and stable regulatory policies by the Central Bank makes Pakistan a highly attractive destination for Islamic Investments. The Islamic Finance Segment remains relatively small in relation to the economy, when compared with other emerging countries in Asia and around the world. The scope and range of both Islamic finance and business remains to be further explored and scrutinized. Beyond the recurrent financial instabilities, the Islamic system is promising in tackling various other challenges related to government finances, deepening of financial markets, or narrowing the socio economic disparities.

Rationale

Pakistan has one of the fastest growing economies in Asia. Prudent macroeconomic policies, business-friendly reforms and the country's strategic positioning between the economic powerhouses of East Asia and the Gulf have helped cement an optimism over the country's economic future. But geopolitical uncertainties have tended to obscure the real extent of the opportunities on offer in Pakistan. On 21 & 22 September 2011 in Karachi Publicitas will bring together policymakers, businessmen, financiers, and key players in the Islamic finance industry in a high level conference designed to highlight Pakistan's attraction as a place to do business in Islamic way.

The Objectives of the conference:

- To catalyze the growth pace in the Islamic Financial sector in Pakistan by involving all the players including Banks, IFI's, Regulators, Academic Institutions, Students, Corporate, Individuals, Economists, International and local Shariah Advisors, trainers, media, writers, publishers, etc.
- To provide a forum for the government and private sector organizations to promote the opportunities for investment in Islamic financial instruments and gain greater understanding of the challenges faced by both the sectors.
- To improve the perception of Pakistan in the regional and international markets.
- To strengthen the Islamic Finance Industry by consolidating the efforts of State Bank in promoting Islamic finance within the regulatory framework.
- To exchange views on eliminate any misconceptions and apprehensions about the concept of Islamic finance and its best practice.
- To establish an annual event that will become recognized as the "must attend" World Islamic Finance Conference

Target Audience:

The conference is not a public event. Only delegates that have been invited by us or by the Sponsors are allowed to attend. There is an individual delegate fee which the Sponsor can underwrite the attendance of their delegates. Government participants suggested by the SBP or MOF will be welcomed without any fee.

The Sponsor and Publicitas Conferences will collaborate to produce a powerful agenda of the conference to attract noteworthy speakers and panelists from around the world.

Why Publicitas:

Publicitas represents Euromoney Institutional Investor and The Financial Times of UK in Pakistan and recognized globally as a leading international content provider for the financial and business publications.

With more than 18 years experience of working with financial market and with strong faith on the success of Islamic finance in Pakistan, Publicitas is the only institution from the private sector that has created the high level Islamic finance training programs for senior management of Islamic banking and finance industry. An extensive series of powerful training courses have been conducted with the support of Ernst & Young Ford Rhodes.

Publicitas is the unique organization having a combination of knowledge and relationship for managing such high profile conferences, which will be a milestone for the growth of the Islamic Finance Industry in Pakistan.

WIFS Key Management Team:

Managing Director Conferences & New Initiatives

Syed Shahjahan Salahuddin

With a rich experience of 20 years and a close association with international financial media groups such as Euromoney Institutional Investor and The Financial Times of UK, Mr. Salahuddin initiated to promote Islamic Finance in Pakistan. Besides organizing training programs for the top and middle management of Islamic Finance Professionals, he has been the Chief Editor of the monthly e-newsletter with the name IFP. He has been holding a Masters degree in Business Administration.

Director Conferences & New Initiatives

Syed Tariq Ali

Having been associated with the financial industry at key senior management positions for almost a decade, Mr. Ali is a communication and brand architecture expert and has a fair understanding of conventional as well as Islamic Financial Product development. The onus of leading three, the most successful Islamic Finance Conference is to the credit of Mr. Ali. He has been holding a Masters degree in Business Administration.

Lead Consultant

Ozair A. Hanafi

Mr. Ozair Hanafi, with more than forty years of experience in the fields of Direct Marketing, Human Development and Microfinance, is perceived to be a leading light of Capacity Building in Pakistan. He joined Khushhali Bank right from its inception as Executive Director and was instrumental in its growth and expansion. In 2005, Mr. Hanafi became the first President and Chief Executive Officer of Pak Oman Microfinance Bank. Currently Mr Hanafi is actively involved in capacity building of Islamic Microfinance professionals.

Summit Format

The World Islamic Finance Summit will run over two days.

It will combine keynote addresses, panel discussions and workshops. In addition, the social events will provide an ideal forum for networking.

Special Address

Special address would be presented by Mufti Taqi Usmani Sahab who would be setting the theme for the conference over a 30 minutes address.

Chief Guest

Syed Yusuf Raza Gilani, Pakistan's Prime Minister, will be requested to be the Chief Guest of the Summit.

Keynote Addresses

Regulatory officials, Islamic Banks, IFI's, as well as international economists and Islamic Finance practitioners will give the keynote addresses to introduce the theme and set the agenda for debates.

Panel Discussions

Panel discussion will generally take place in front of the whole audience and will be moderated by the key leading industry players and other selected neutral experts. The panels will keep individual presentations to a minimum and focus instead on free debate and exchange of views. Full audience participation will be encouraged and managed by the moderator.

Suggested Panel Discussion topics:

- **Power Table:** Excellence in Islamic Retail Banking – CEO Forum
- Meeting Short Term and Long Term Financing needs
- Infrastructure & Project Financing
- Research and development in fulfilling the need of industry
- Future Product Development strategy and pipeline products
- Strong Shariah Compliance controls significance
- Liquidity Management
- Existing treasury Shariah compliant instruments
- Innovation in Liabilities Side Products
- Africa and Middle East golden key to expansion
- Customer Care Service, competitive edge and Quality Assurance
- Success story of TAKAFUL, future and prospects
- The Attraction of Islamic Mutual Funds
- Corporate Social Responsibility and Islamic Micro Finance

- Successful Investment Banking structures
- Expectation and role of regulators
- **60 minutes Shariah Dialogue** - with top industry Shariah advisors and scholars sitting and talking to the audience directly to answer their queries.

Workshop

Lead Sponsors of the conference will be invited to give a half day workshop on the subject of their choice. These can run solely by the sponsor's own representatives or include outside speakers such as investors or client companies. The workshop will be organized a day before the event on 21st September 2011 at either the Learning and Resource Centre at the State Bank of Pakistan or the training hall at the Islamic Chamber of Commerce and Industries.

Sponsorship Opportunities

Sponsors of World Islamic Finance Summit will be provided significant exposure to promotional and marketing benefits associated with a high profile international summit.

1. Lead Sponsorship: US \$30,000

Benefits Offered

- Top branding before, during and after the event.
- An opportunity to have a speaker in a session of its choice which will present the institution's expertise in the market.
- A representative for a keynote session/address (Optional)
- An invitation will be extended to a curtain raising conference a week before the Summit. It is going to be a mega media exposure where WIFS organizers, consultative group and sponsors will be seated on the stage talking to the press.
- An interview wall with the Lead Sponsor's logo will be arranged.
- An interview will be conducted with the Lead Sponsor's designated executive by the leading media.
- A message from the Institution's president/chairman along with an advertisement and corporate profile will be published in the Summit's workbook which will be received by all the delegates and speakers.
- An exhibition stand of size 3mX3m will be provided at the Summit's exhibition area.
- Logo of the Lead Sponsor will be featured in all the marketing collaterals which are produced after the confirmation of sponsorship including invitation cards to VIPs for attending the opening session of the Summit.
- 25 complimentary delegate invitations will be provided for the top customers to attend the Summit as your special guests.
- Promotional item or gift provided by the sponsor will be inserted in delegate carry bags.
- A day before the Summit, a half day workshop platform will be provided where the Lead Sponsor can conduct a workshop on a topic of the Institution's choice/strength.

2. Co – Lead Sponsorship: US \$20,000

Benefits Offered

- The Co-Lead Sponsor will benefit from top branding before and during the event.
- An opportunity to have a speaker in a session of its choice which will present the institution's expertise in the market.
- Logo of the Co-Lead Sponsor will be featured in all the marketing collaterals which are produced after the confirmation of sponsorship including invitation cards to VIPs for attending the opening session of the Summit.
- An advertisement will be published in the workbook which will be received by all the delegates and speakers.
- 15 complimentary delegate invitations will be provided.

3. Associate Sponsorship: US \$15,000

Benefits Offered

- Logo of the Associate Sponsor will be featured in all the marketing collaterals which are produced after the confirmation of sponsorship including invitation cards to VIPs for attending the opening session of the Summit.
- An opportunity to have a speaker in a session of its choice which will present the institution's expertise in the market.
- An advertisement will be published in the workbook which will be received by all the delegates and speakers.
- 10 complimentary delegate invitations will be provided.

4. Official Dinner Sponsorship: US \$9,000

Benefits Offered

- Recognition as the sponsor for official dinner held in honor of foreign speakers and delegates on Day 1.
- Opportunity to display logos in the function room.

5. Lunch Sponsorship: US \$7,000

Benefits Offered

- Recognition as the host of the Lunch on the day selected.

6. Hi-tea Sponsorship: US \$1,500

Benefits Offered

- Recognition as the host of the hi-tea on the day selected.

7. Exhibitors: US \$1,500

Benefits Offered

- Limited exhibition space is available at the venue. The exhibits are arranged to maximize exposure to delegates.

8. Workbook Sponsorship: US \$1,400

Benefits Offered

- A full page advertisement of the Workbook Sponsor along with its corporate profile spread over 3 additional pages will be published in the workbook which will be received by all the delegates and speakers.

9. Delegate Carry Bags Sponsorship: US \$1,200

Benefits Offered

- Logo will be featured on the delegate carry bags which will be received by all the delegates, maximizing the exposure for the sponsor.