

The ACCA logo is a red square with the letters 'ACCA' in white. The background of the entire slide is an aerial view of a coastline with green and blue water and red and white rocky shorelines.

ACCA

Think Ahead

# PAKISTAN LEADERSHIP CONVERSATION 2023

Shaping the future in uncertain times

LEARN ■ ADAPT ■ THRIVE

**ACCA** and **ACCA** members continue to contribute, collaborate and converge thought leadership to explore forward-thinking policy choices and business opportunities for Pakistan focusing on high impact actions. ACCA members pledged to work with private and public sectors to drive social and economic growth for a Sustainable Pakistan.

## About the event

ACCA Pakistan shall be organising the **fifth edition** of the Pakistan Leadership Conversation (PLC) in 2023.

PLC 2023 promises 3 exciting conferences, followed by 3 corporate dinners (New Members Ceremony), a celebration of achievement of the young ACCA Affiliates who have attained membership in the year 2022.

**Average GDP  
increase  
(5 years)**

**Climate  
Action**

**Global  
competitiveness**

**Sustainable  
Development  
Goals(SDGs)**

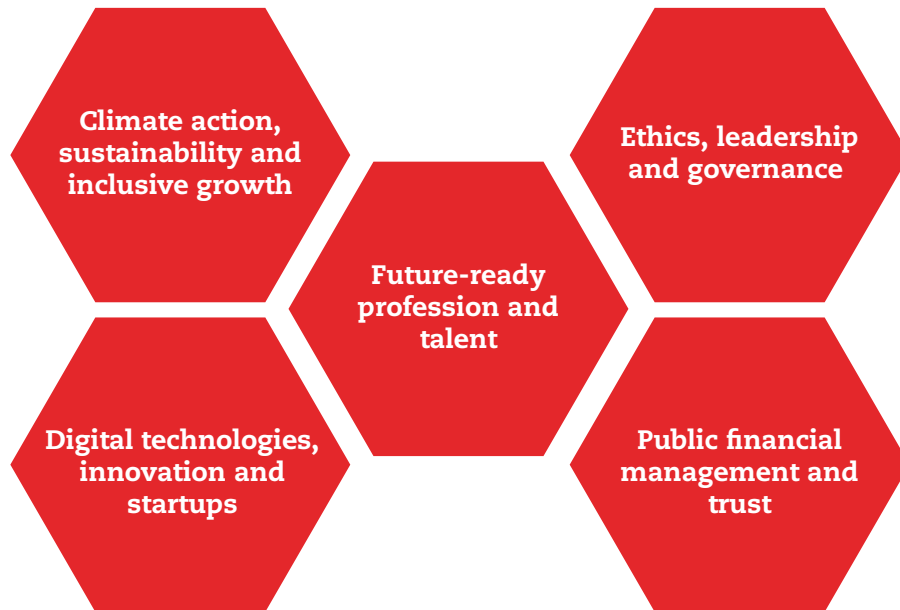
## ACCA's call to action on the UN SDG's





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## Conversation themes 2023



**Islamabad**  
Date February 20<sup>th</sup>, 2023



**Karachi**  
Date: February 21<sup>st</sup> & 22<sup>nd</sup>, 2023



**Lahore**  
Date: February 23<sup>rd</sup>, 2023



# Partnership Packages

	Strategic PKR 1.5M	Platinum PKR 1.0M	Gold PKR 0.5M
Senior management speaker slot at all 3 PLC conferences (KLI)	✓	✗	✗
Senior management speaker slot at all 3 corporate dinners (KLI)	✓	✓	✗
Branding opportunity at all 6 events' backdrops under respective partner status	✓	✓	✓
Logo at pre and post event marketing collateral - invitations, e-mails, thank you notes, event brochure, post event video and event pictures on social media	✓	✓	✓
Partner name in the post event press release	✓	✓	✗
Partner logo in pre and post event print advertisement under respective partner status	✓	✓	✓
Partner company name will be posted on ACCA Global Event Page	✓	✓	✓
Partner name announced on stage at the event	✓	✓	✓
30 seconds senior management comments will be recorded to be posted on social media	✓	✗	✗
Exclusive stall space provided to display products/services at all 6 events (KLI)	Size 8x8ft	Size 4x4ft	✗
Partner table to be allotted at all 6 events (KLI) & opportunity to provide standees for the event and marketing materials / giveaways to attendees	8 guest invitations	4 guest invitations	2 guest invitations



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# Partnership Form

Please fill-out the following form to confirm your chosen partnership package. Completed Forms can be returned to [aamir.saleem@accaglobal.com](mailto:aamir.saleem@accaglobal.com)

## CONTACT INFORMATION:

Contact Person \_\_\_\_\_ Company Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_ Contact E-mail Address \_\_\_\_\_

City \_\_\_\_\_ Postal Address \_\_\_\_\_

## PARTNERSHIP PACKAGES:

☐

**Strategic Partner**  
**PKR 1.5M**

☐

**Platinum Partner**  
**PKR 1.0M**

☐

**Gold Partner**  
**PKR 0.5M**

## THANK YOU FOR BEING OUR PARTNER

Once we receive your completed form, we will contact you to discuss event arrangements.

### Note:

1. Payment terms and conditions will be clarified over an email. All cheques by the Partner will be received in favour of "ACCA Pakistan". Account title and details will be communicated once confirmation is received.
2. Payment made to ACCA under the chosen partnership package will be for reimbursement of event arrangement costs including venue rentals, meals, branding, collaterals etc. and is not a services charge from ACCA to your organisation. Therefore, no tax(es) is/are required to be deducted from the payment made to ACCA against the chosen partnership package.



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# Conversation Leaders (PLC 2022)



**Orla Collins**  
ACCA President



**Shaukat Tarin**  
Federal Minister for  
Finance & Revenue



**Dr. Amjad Saqib**  
Founder & CEO, Akhuwat



**M. Ali Tabba**  
CEO, Lucky Cement Limited



**Hashim Jawan Bakht**  
Finance Minister, Punjab



**Dr. Salman Shah**  
Advisor to CM Punjab



**Senator Walid Iqbal**  
Senate of Pakistan



**Malik Amin Aslam**  
Minister for Climate Change



**Nadeem Hussain**  
Chairman, Pakistan Fintech  
Network



**Ayla Majid**  
ACCA Council Member,  
Founder and CEO - Planetive



**Helen Brand**  
Chief Executive, ACCA



**Abid Qaiyum Suleri**  
Executive Director, SDPI



**Asim Siddiqui**  
Country Managing Partner  
EY Ford Rhodes



**Sajjad Syed**  
Chairman, ExD Group



**Mujeeb Zahur**  
Managing Director  
S&P Global



**Dr. Shamshad Akhtar**  
Chairperson, PSX / PICG  
& Karandaz Pakistan



**Andleeb Abbas**  
Parliamentary Secretary  
Ministry of Foreign Affairs



**M. Azfar Ahsan**  
Minister of State & Chairman  
Bol, Pakistan



**Hassan Daud Butt**  
CEO, KPBoIT



**Ahmer Mallick**  
CEO, Punjab Board of  
Investment and Trade



**Ali Naseer**  
Chief Business Officer, Jazz



**Sadia Khan**  
Commissioner, SECP



**Arif Masud Mirza**  
Regional Head of Policy  
ACCA (MESA)



**Parvez Abbasi**  
Project Director, NIC  
Islamabad



**Sardar Abubakr**  
Chief Finance & Digital Officer  
Mobilink Microfinance Bank



**Zia Ul Mustafa**  
President, ICMA Pakistan



**Roshaneh Zafar**  
Founder & Managing Director  
Kashf Foundation



**Saquib Ahmed**  
Managing Director  
SAP Pakistan



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# Conversation Leaders (PLC 2022)



**Harris Munawar**  
Head of Investment Banking  
BankIslami Pakistan



**Badar Khushnood**  
Chairman, P@SHA



**Mohammad Shoaib**  
CEO, Al Meezan Investment  
Management



**Fatima Asad-Said**  
CEO, Abacus Consulting



**Maheen Rahman**  
CEO, InfraZamin Pakistan



**Farrukh H. Khan**  
Managing Director & CEO, PSX



**Javaid Iqbal**  
Chief Commercial Officer  
STZA



**Ahsan Jamil**  
CEO, PICG



**Navid Fazil**  
CEO, Interloop



**Sidra Khan**  
Marketing Manager  
ACCA Pakistan



**Sadia Dada**  
Chief Marketing & Commu-  
nications Officer, K-Electric



**Omer Zaheer Meer**  
Chair Member Network Panel  
ACCA Pakistan



**Yasser Khan**  
VP Products, QisstPay



**Zeeshan Shahid**  
Director Risk and Compliance  
BYKEA



**Sharif Tabani**  
Owner & Principal, Tabani's  
School of Accountancy



**Noorulain Zafer**  
HOD, Professional  
Qualifications & CDC, TMUC



**Shaista Ayesha**  
CEO, SEED Ventures



**Qasif Shahid**  
Co-founder & CEO, Finja



**Muhammad Awaiz**  
Partner, EY Ford Rhodes



**Rana Nadeem**  
Partner, KPMG Taseer  
Hadi & Co.



**Barkan Saeed**  
CEO, Viztech



**Hena Sadiq**  
Partner, Yousuf Alil



**Shahzad Shahid**  
Group CEO, TPS Online



**Mohsin Khwaja**  
Director, Mahmood Group  
& President, EO Lahore



**Assad Hameed Khan**  
Head of ACCA Pakistan



**Haroon A. Jan**  
Regional Head of Member  
Affairs, ACCA MESA



**Dr. Faisal Mushtaq (TI)**  
Founder & Chairman, The  
Millennium Education Pakistan



**Haaris Mahmood Ch.**  
CEO, Universal Service Fund





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# Key Highlights - PLC 2022

## Rethinking our World: Sustainable Growth for Pakistan



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## Pakistan Leadership Conversation 2022

Rethinking our World: Sustainable Growth for Pakistan

People,  
Planet and  
Profit at the  
Heart of a  
Sustainable  
Pakistan



From Left: Ayla Majid, Abid Suleri, Air Marshal Sohail Aman, Malik Amin Aslam, Haroon A. Jan, Hassan Daud, Barkan Saeed, Sardar Abubakr, Noorulain Zafer



From Left Waqar Younas, Sidra Haq, Aqsa Satti, Haroon A. Jan, Haaris Mahmood Chaudhary, Ali Naseer, Mujeeb Zahur, Yaseer Khan, Assad Hameed Khan



From Left: Sadia Dada, Hammad Azim, Taimur Beiram, Maheen Rahman, Mohammad Shoaib, Naveed Fazil, Ali Tabba, Haroon A. Jan, Farrukh H. Khan, Ahsan Jamil



From Left: Ali Shan Ul Haque, Rana Nadeem, Shaista Ayesha, Saqib Ahmed, Assad Hameed Khan, Zeeshan Shahid, Shahzad Shahid



From left: Haroon A. Jan, Javaria Malik, Assad Hameed Khan, Fatima Asad-Said, Sajjad Syed, Muhammad Awais, Ahmer Mallick, Omer Zaheer Meer, Badar Khushnood



From left: Arif Masud Mirza, Zia Ul Mustafa, Qasif Shahid, Roshaneh Zafar, Mohsin Khawaja





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# Key Highlights - PLC 2022

## Rethinking our World: Sustainable Growth for Pakistan

### Power of Digital

- New business models have created a digitally enabled ecosystem; leading to strong focus on digital economic growth.
- Growing ICT penetration, IT exports, startups, incubation & venture capital space and recent foreign investments has shown the exponential benefit technology and digital acceleration brings to economy and citizens.
- Stakeholders need to continue creating an agile, integrated framework of digital transformation promoting digital literacy and inclusive participation.
- Greater focus required on potential risks safeguards, consumer protection and greater understanding of customer journey.
- Knowledge-based, technology-driven national ecosystem to help capitalise youth dividend, increase exports and attract FDI to support Pakistan's emergence as a global digital powerhouse.

### Recommendations:

- Digital transformation is viewed by businesses as a tool to enhance competitiveness.
- Facilitate digitally enabled products and services to empower communities supported by payment gateways tailored to customer needs especially SMEs.
- Promote offshore outsourcing (ITeS) to increase exports and support job creation.
- Invest in training and development of the local talent.

### Power of ESG/Sustainability

- Environmental, Social and Governance (ESG) and UN Sustainable Development Goals (SDGs) is the most critical global conversation for sustainability of businesses and economies.
- Pakistan is set to join global economies through BRI / CPEC and export focused strategy; thus ESG implementation strategy will be critical for promoting transparency, investment and investor confidence and transition towards a sustainable economy.
- Diversity, equity and inclusion (DEI) is critical for stakeholders to achieve the recognised global standards of performance and excellence.
- Much has been done to recognise the Governance dimension and build the capacity of corporate leaders and regulators; much more investment is needed in the Environmental (E) and Social (S) dimensions.

### Recommendations:

- Stakeholders need to partner and build long-term commitments to promote ESG/ SDGs awareness, ecosystem capacity building, knowledge sharing and adoption of sustainability reporting best practices.
- Place ESG compliant strategies (including climate risk and net zero) at the heart of businesses and board agendas.
- Emphasis on independent and diverse boards that promote gender equality to deliver long-term value to all stakeholders.



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# Key Highlights - PLC 2022

## Rethinking our World: Sustainable Growth for Pakistan

### Power of ethics

- Role of professional accountants upholding public trust is vital for an inclusive and sustainable organisation.
- Consumers and governments are sharpening focus on ethical and sustainability issues, directly impacting preferences and behaviours.
- Businesses are under more scrutiny about their impact on society from the media, consumers, governments and their own people.
- Expanding digital activities, data flows (beyond borders) and digital advancements have introduced new ethical complexities including data integrity to the ever-changing business world.
- Economic crimes extrapolate at a faster pace due to social media and tech enabled platforms. Businesses must identify and manage these to survive.

### Recommendations:

- A robust governance framework is imperative for short and long-term success.
- Voluntary guides to enable good business practices that add value to the community.
- Leaders to “lead by example” to augment the impact and bring “ethics” at the core.
- Regulators must act with a sense of urgency to tackle offenders and social media should be used not only as a monitoring tool, but also to educate and encourage to highlight abusive and manipulative schemes.

### Power of future ready workforce

- With talent, ambition and the will to work, Pakistan’s human capital can be made useful effectively.
- Technology solutions alone cannot prepare organisations and industries for an ever-changing environment.
- Continually upgrading skills and capabilities, while also creating a culture of lifelong learning is essential to maintain the relevancy of the workforce.
- Pandemic has accelerated modernisation of public sector reforms including capacity building that delivers resilience and improved response to shocks.

### Recommendations:

- Establish DEI policies which set out organisational principles in both public and private sector.
- Increased awareness and adoption of future-ready skills to develop agile human resources, reducing operational costs and supporting value creation.
- Women in the workplace can help bridge the gap in the country’s talent pool.
- Adopting future ways of working, flexibility and agility can bring more individuals to the workforce, enhancing economic productivity.



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# Conversation Leaders (Previous Editions)



**Robert Stenhouse**  
ACCA President & Director -  
National Accounting and Audit  
at Deloitte UK



**Imran Ismail**  
Governor Sindh



**Asad Umar**  
Minister for Finance, Revenue and  
Economic Affairs



**Shafqat Mahmood**  
Federal Minister of Education



**Mian M. Mansha**  
Chairman, Nishat Group (Pakistan)



**Maggie McGhee**  
Executive Director - governance,  
ACCA



**Derek Lai**  
Deloitte Global Belt & Road  
Leader



**Irfan Wahab**  
CEO, Telenor Pakistan



**Helen Brand**  
CEO, ACCA



**Syed Irfan Ali**  
Executive Director (BP & RG),  
State Bank of Pakistan



**Kabeer Naqvi**  
CEO - U Bank



**Muhammad Imran**  
Director, Projects & Training,  
CSRCP



**Haroon Sharif**  
Chairman - Board of Investment



**Agha Zafar Abbas**  
Group Chief Operating Officer,  
Kansai Paint Middle East



**Arif Ahmed Khan**  
Secretary - Ministry of Finance,  
Government of Pakistan



**Zouhair Khaliq**  
Co-Founder - TeamUp



**Saad Mahmood Rashid**  
CEO, AlkzoNobel Pakistan Limited



**Khurram Zafar**  
Entrepreneurial Director,  
National Incubation Center Lahore



**Muhammad Asim**  
President, CFA Society Pakistan



**Shazad Dada**  
CEO, Standard Chartered  
Bank (Pakistan) Limited



**Asif Peer**  
CEO, Systems Limited



**Zeshan Afzal**  
Global CEO, SAF & MD,  
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Deloitte Yousuf Adil Chartered Accountants



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Country Managing Director -  
Oracle Systems Pakistan Pvt. Ltd.



**Yusuf Hussain**  
CEO, Ignite  
(National Technology Fund)



**Javed Ahmed**  
Chairman - Punjab Revenue Authority



**Dr. Abid Qaiyum Suleri**  
Executive Director, SDPI



**Almas Hyder**  
President, Lahore Chamber of  
Commerce & Industry (LCCI)



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# Conversation Leaders (Previous Editions)



**Richard Morin**  
Managing Director,  
Pakistan Stock Exchange



**Salim Ghauri**  
CEO, NetSol Technologies



**Sajid Hussain**  
CEO, SKANS



**Monis Rehman**  
Chairman and CEO, Naseeb  
Networks, Inc. (Rozee.pk)



**Dr. Hamid Ateeq Sarwar**  
Member (Inland Revenue - Policy) -  
Federal Board of Revenue



**Dr. Yasar Ayaz**  
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Managing Partner Venture Capital -  
Lakson Investments Ltd.



**Shehryar Hydri**  
Secretary General - Pakistan  
Software Houses Association  
for IT & ITES



**Irfan Farooq Memon**  
Group Head Audit and Risk  
Review, UBL



**M. Kamran Nasir**  
CEO, JS Global Capital



**Jahanzeb Burana**  
CEO, PBIT



**Noman Amin Farooqi**  
Director General (Legal) -  
Competition Commission of Pakistan



**Syed Muhammad  
Shabbar Zaidi**  
Territory Senior Partner,  
A. F. Ferguson & Co (PwC Pakistan)



**Sartaj Aziz**  
Deputy Chairman Planning  
Commission



**Muhammad Zubair**  
Governor Sindh



**Rana Muhammad  
Afzal Khan**  
Minister of State for Finance  
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**Muhammad  
Rafique Rajwana**  
Governor of Punjab



**Clara Zamarro**  
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**Muhammad Ibrahim  
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Former Senior Vice President, Karachi  
Chamber of Commerce & Industry  
(KCCI) and Chairman



**Saiful Islam**  
Head of Finance &  
Controls at Nestlé Pakistan



**Bruno Olierhoek**  
President, OICCI & CEO,  
Nestlé Pakistan Limited



**Muhammad Azfar  
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**Muhammad Saleem  
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**Tarek Hamdy**  
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**Lindsay Taylor**  
Marketing Manager -  
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**Jehan Ara**  
President, P@SHA



**Riaz Riazuddin**  
Deputy Governor, State  
Bank of Pakistan





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# Conversation Leaders (Previous Editions)



**Khurram Shahid**  
Investment Banking &  
Corporate Financing AKD  
Securities



**Naeem Zamindar**  
Minister of State & Chairman,  
Board of Investment



**Sajjeed Aslam**  
Head of ACCA Pakistan



**Tughrul Ali**  
Head of Digital Financial  
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**Aamir Niazi**  
CEO, HRSR Recruiting



**Hasnain Sheikh**  
Chairman and CEO, Inov8  
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**Aqueela Mumtaz**  
Head of Corporate  
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**Khawaja Tanveer  
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Chief Information Officer,  
Engro Corporation Limited



**Parvez Abbasi**  
Project Director - National  
Incubation Center



**Naved Hashmi**  
Director Finance - Global  
Packaging and Oleochemicals  
Procurement, Singapore



**Mr. Shehzad Chaudhary**  
President, CAMS



**Jehanzeb Khan**  
CEO, AkzoNobel  
Pakistan Limited



**Nasim Beg**  
Chief Executive Officer,  
Arif Habib Limited



**Syed Jaffar Abbas  
Shirazi**  
Head of Digital partnerships  
& Mobile payments, JAZZ



**Mr. Johnson Gill**  
Director BPO at  
AbacusConsulting



**Mr. JehanZeb  
Amin**  
Chairman NRC ICAP



**Sadia Khan**  
Commissioner SECP



**Salman Hasan**  
CEO, TCS ECOM (Private)  
Limited



**Phoebe Hao Yu**  
ACCA Council Member,  
China



**Muhammad Rafique  
Rajwana**  
Governor of Punjab



**Rizwan Tiwana**  
CEO, Wateen Telecom  
Limited



**Asad Ali Shah**  
Managing Partner, Deloitte  
Yousuf Adil Chartered  
Accountants



**John Davis**  
Head of Finance & Control,  
Nestlé Pakistan



**Adil Khattak**  
CEO, Attock Refinery Limited



**Faisal Qamar**  
Managing Partner,  
HRS Global BPO



**Dr. Farrukh Iqbal**  
Dean & Director, IBA Karachi



**Faiq Sadiq**  
Chief Internal Auditor,  
Habib Bank Limited



**Dr. Umar Saif**  
Vice Chancellor & Chairman,  
Punjab Information Technology Board



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# Conversation Leaders (Previous Editions)



**Ali Sarfraz Hussain**  
CEO, Karandaz



**Maryam Aurangzeb**  
Minister of State for Information  
and Broadcasting



**Khawar Ansari**  
Regional Program Manager,  
Corporate Governance  
(MENA) IFC



**Wajid Mirza**  
Managing Partner,  
Arthur Lawrence



**Junaid Shekha**  
CEO, IT Minds



**Riaz Riazuddin**  
Deputy Governor, State  
Bank of Pakistan



**Martin Van Roekel**  
CEO, BDO International Limited



**Naeem Zamindar**  
Country Director & CEO,  
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**Zulfikar Ali Causer**  
Partner, BDO Ebrahim & Co.



**Ali Syed**  
Founder and Chief  
Scientist, Persontyle UK



**Mustafa Haider**  
Executive Director, Pakistan  
China Institute



**Muzzammil Aslam**  
Chairman & CEO, Emerging  
Economic Research



**Malik Mirza**  
Managing Director,  
Firmen Group



**Misbah Burney**  
Business Control & Finance  
Director, Tetra Pak



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# Partners at PLC (Previous Edition)

## Strategic Partners:



## Platinum Partners:



## Gold Partners:



## Supported by:



## Knowledge Partners:



## Media Partners:



# Why partner with ACCA (Our global reach)

As the leading professional accountancy body in Pakistan we can support building your business brand through partnerships. Our leading platform provides unmatched visibility, channels to market and influence at global, national and local levels.

**241,000**

Members  
and

**542,000**

Future  
Members

in **178**  
countries

**117** offices  
and centres  
in **51**  
countries

**322**  
approved  
learning partners

**7,828**  
approved  
employers

**2,073**  
exemption-accredited  
programmes from  
**924**  
institutions

Your organization is invited to join us in bringing together key stakeholders including regulators, academicians as well as opinion leaders from the industry to deliberate upon important issues and provide a way forward.

## Event Reach (Pre & Post)



**50+** conversation  
leaders



**06** high-octane keynotes  
& panel discussions



**3,000**

Industry leaders / new members

- Invites
- Brochures
- Thank you letters
- Event briefs
- Print Ad for participating



**200,000**

ACCA students / members

- E-invites
- E-brochures
- Event briefs
- Online video content for webinar



**2.0m**

Social Media Promotion

- Events promotion
- Pictures
- ACCA digital assets 2M Facebook Fans, ACCA Official Website, Twitter, Instagram & LinkedIn
- Live streaming





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## Contact Details

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