



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Centre for Excellence in Islamic Finance
Institute of Business Administration

Executive Learning Program Introduction to Islamic Finance for Media Professionals



Islamic Finance



In Collaboration with the Centre for Excellence in Journalism, IBA



July 26th, 2016

Venue: IBA City Campus

Timing: 10:00 am - 5:30 pm

Introduction to Islamic Finance for Media Professionals

COURSE DESCRIPTION

IBA Centre for Excellence in Islamic Finance in collaboration with the Centre for Excellence in Journalism are pleased to announce the "Introduction to Islamic Finance for Media Professionals" one day work shop on the importance of Islamic Finance, its structures and the different modes of finance on the 26th of July, 2016.

Globally, Islamic Banking assets have witnessed a CAGR of 17% over a period of last 5 years. Strong demand push has resulted in global Islamic financial assets to surge from USD 150 billion in the mid-1990s to over USD 2 trillion by the year 2015. In Pakistan, according to SBP, the Islamic Banking assets are growing at the CAGR of 30% at present and the total Islamic banking assets are at 13% of the total banking assets, expected to exponentially increase to 20% of the market by 2020. It is expected that the overall Islamic Finance market size will increase by 25% over the next 5 years which will translate to USD 4 trillion. Another is Sukuk for which the Bahrain based International Islamic Financial Market (IIFM) in its 2016 Sukuk Report stated that 2015 witnessed issuances of USD 60.6 billion. The Islamic finance industry is witnessing an increase in adaptation of Islamic products with close to 85 countries using Islamic Finance as an alternative which include Malaysia, Saudi Arabia, Bahrain, Qatar, Pakistan and even industry newcomers such as Indonesia, Oman, Hong Kong and Australia.

The growth in the Islamic Finance industry over the years has made it increasingly important for our media and reporters to gain insights into this industry to understand the mechanism and practices of Islamic Finance. This workshop is specifically arranged for journalists, reporters and media professionals to disseminate knowledge about Islamic Finance and to equip them with the tools to understand, use and promote Islamic Finance and the Industry as a whole.

LEARNING OUTCOMES

- To understand the basic concepts and theology of Islamic Finance
- To be aware about the current status of Islamic Finance locally and globally
- To find out Differences between Islamic and Conventional Finance
- To clarify the misconceptions about Islamic Finance
- To understand the role of media in augmenting the propagation of Islamic Finance
- To understand the importance of Islamic Finance and future projections

WHO SHOULD ATTEND:

Journalists

News Desk/Room
Professionals

Reporters

Media Administrators

Public Affairs
Specialists

Media Information
Specialists

Concept Development
Managers

Bureau Cheifs
Producers

PROGRAM INVESTMENT

PKR 15,000/-

LIMITED SCHOLARSHIPS
AVAILABLE FROM
CEIF

Introduction to Islamic Finance for Media Professionals

REGISTRATION FORM

Name of organization

Booking Details

Name:

Designation:

Organization:

Email:

Contact No:

Please send your Queries & Registrations to:
Program Manager
Centre for Excellence in Islamic Finance,
6th Floor, Aman Tower, IBA City Campus,
Plot # 68 & 88, Garden/ Kiyani Shaheed Road,
Karachi

Limited Scholarships are available
To apply, please send an email
to IBA Centre for Excellence in
Islamic Finance at **ceif@iba.edu.pk**
with your area of reporting,
department and organization

SEND US REGISTRATION

By Email: CEIF@iba.edu.pk
Or Book online at <http://ceif.iba.edu.pk/>
For further Details : (021) 38104701 Ext: 1851, 1853

BOOKING TERMS & CONDITIONS

All the registrations are to be received before the start of the course date.

- IBA CEIF shall receive full registrations before the program start, no last minute entries shall be entertained.
- If the mentioned participants cannot attend the course, replacement participants are welcome.
- To cancel the registration, request should be sent through email at least 2 days before the course start date to be eligible.
- If a course is postponed for whatever reason, the registered participant will automatically be registered for new date of the course. (Participants will be informed)