

# Executive Learning Program

## Building Digital IFIs



4<sup>th</sup> April, 2019

Venue: IBA City Campus

Timing: 9:00 am - 1:00 pm

# Building Digital IFIs

## COURSE DESCRIPTION

IBA Centre for Excellence in Islamic Finance is pleased to offer a half day workshop on "Building Digital IFIs". The workshop is designed to give the participants an insight into the developments around the world and especially in the middle east wrt digitization of financial services. Financial Institutions that do not take the lead in digital can lose up to half their potential growth and a third of their earnings, while banks going digital aggressively decrease costs, increase customers, and win greater secondary deposit accounts. At the "Building Digital IFIs" workshop the participants will learn how to lead the digital strategy, navigate the risks and leave with a roadmap for digital success.

## LEARNING OUTCOMES

The course aims to:

- Know how to assess markets needs to identify target customer segments
- Understand the digital product development cycle
- Explore the structure for IFI to ensure agility
- Evaluate customer acquisition strategies for growth
- Assess the critical success factors for building a digital outfit
- Know how to reinvent the marketing strategy for the digital age

## TRAINER'S PROFILE

### Mr. Ashar Nazim

Ashar Nazim led E&Y's global Islamic banking practice during which he launched over 30 banks. He is currently Group CEO at Aion Digital a digital banking platform and one of the fastest growing Fintechs in the region that helps banks go digital with certainty. Aion Digital closed its most recent funding round with a 15M USD valuation and is helping incumbent banks go digital in Bahrain, UAE and the Kingdom of Saudi Arabia.

## WHO SHOULD ATTEND

Corporate Strategist

Digital Department Heads

Chief Digital Officers

Shariah Advisors

Marketing Dept Heads

## BOOKING DETAILS

**PKR 30,000/-**

per participant

**Registration Deadline:**

**3<sup>rd</sup> April, 2019**

## IBA CEIF

For Registration

[CEIF@iba.edu.pk](mailto:CEIF@iba.edu.pk)

<http://ceif.iba.edu.pk/>

**4<sup>th</sup> April 2019**

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**Timing**

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## Building Digital IFIs

4<sup>th</sup> April, 2019

# REGISTRATION FORM

Name of organization

Booking Details

### Participants Details

Name:	Designation:	Email:	Cell Phone:
CNIC:			
Name:	Designation:	Email:	Cell Phone:
CNIC:			
Name:	Designation:	Email:	Cell Phone:
CNIC:			

Amount:

Payment method :

**Payable to IBA (Karachi) CEIF**

Cheque

Pay Order

Online Payment

Please send your payment to:

Program Manager

**IBA Centre for Excellence in Islamic Finance**

6th Floor, Aman Tower, IBA City Campus,  
Plot # 68 & 88, Garden/ Kiyani Shaheed Road,  
Karachi

**Online Payment Details:**

Account Title IBA Karachi (CEIF)  
Bank Name Meezan Bank Limited, Jubilee Market Branch  
IBAN# PK 85 MEZN 00 9911 0101746008

**Course Fee:** Rs. 30,000/-

**Registration Deadline:**  
3<sup>rd</sup> April, 2019

## SEND US REGISTRATION

By Email: [CEIF@iba.edu.pk](mailto: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 payments are to be received before the start of the course date.

- IBA CEIF shall receive full course fee.
- If the mentioned participants cannot attend the course, replacement participants are welcome.
- To cancel the registration, request should be sent through email at least 5 days before the course start date to be eligible for a refund.
- Participants who do not show up for the course are liable to pay full course fee & no refund will be given.
- 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)