

SME

SME CERTIFICATION FOR RELATIONSHIP MANAGERS

DATE: Wednesday, January 24, 2018
FEE: PKR 10,500/- per participant
VENUE: Multan
TIMINGS: 9:00 am to 5:00 pm

5%
DISCOUNT
on 3-5 nominations

10%
DISCOUNT
on 6+ nominations

LAST DATE OF REGISTRATION
January 22, 2018

COURSE FACILITATOR
Mr. Nazir Ahmed Malik

COURSE OVERVIEW

This one-day program will enable participants to understand dynamics of SME banking & business, including:

- Determining the revised regulatory framework for SME Financing in light of SBP PRs;
- Equipping with sufficient knowledge to minimize frequency of penalties imposed by the regulator;
- Identify Potential SME Market;
- Identify the financing needs of Small and Medium Enterprises;
- Facilitate in identifying right customers to promote SME financing

SME CERTIFICATION FOR RELATIONSHIP MANAGERS

The Institute
of Bankers
Pakistan



COURSE CONTENT

Program will cover following key areas.

- Overview of SME Sector- Significance and Common Characteristics
- Issues & Challenges in SME Financing
- Business Models in serving SMEs
- Regulatory Framework for SME financing and Prudential Regulations (PRs) for SME
- Identifying of SME customer and implement marketing techniques to acquire SME credit relationship
- Way forward for promoting SMEs' access to finance
- Strategies to promote SME financing and SME development

WHO SHOULD ATTEND?

- Relationship Managers
- Credit & Marketing Officers (CMOs)
- Credit Hub Managers (CHMs) & BMs

FACILITATOR

Nazir Ahmed Malik

A seasoned banker having proven track record of professional excellence of 38 years at HBL, Mr. Nazeer has held key positions like Branch Manager, Chief Manager, RAGM (Operations), Area Manager & Regional General Manager. During the last 9 years, he has worked as RGM -Credit (DGM II /SVP) in Bahawalpur & Sahiwal Regions with a network of 63 & 81 branches respectively. An MBA (Marketing) from IBA Karachi, he has passed AIBP from the Institute of Bankers Pakistan (IBP). His areas of expertise include:

- Marketing & Business Development
- Credit & Risk Management. (SME, Commercial, Agriculture & Consumer)
- Operations, Audit & Compliance
- HR Management, Training & Coaching
- Accounting & Financial Management
- Strategic Management
- Business Communication

CONTACT DETAILS:

Ms. Samia Rafiq T (042) 99210479 E samia.rafiq@ibp.org.pk
Mr. Irfan Ahmed T (042)-99210471 E Irfan.ahmed@ibp.org.pk

NOTE: Payment should be made on or before the course start date in the name of "THE INSTITUTE OF BANKERS PAKISTAN". Please send nominations/requests for participation at least two days before the training date.