



ICMA
Pakistan

Karachi Branch Council 2019-21

Live Webinar on

Sustainable Cost Optimization

"Reducing Costs While Staying Ready for the Rebound" from COVID 19

Managing financial uncertainty of a business is a significant challenge; during the constraints as current COVID-19 pandemic, it becomes more substantial.

The behavioral changes needed to fight the downturn trends have led to immediate decline in revenue for most businesses and Sustainable Cost Optimizations have become inevitable.

While making the cost adjustments, the target should be to strike the right balance between sustainable and smart optimization that drives the greatest value without impacting the efficiency, productivity and growth of the business.

Keeping in view the above, the Karachi Branch Council in collaboration with National CPD Committee of ICMA Pakistan is organizing a webinar on this important topic.



Distinguished Speaker:



Asim Rafat Khan, FCA, FCMA
CFO – Hub Power Services Ltd.

- Business Transformation Leader, Certified Director, Mentor & Corporate Trainer
- Power sector proficient, with 20 years+ diversified experience
- Special expertise in business sustainably through Cost Optimization
- Served as Financial Controller at Marafiq IWPP, World largest independent Water & Power Project (IWPP) worth USD 3.6 Bn, based in Jubail-Saudi Arabia
- Conducted more than 300 hours trainings for Directorate of Training & Research - FBR
- Visiting faculty at IBA, IQRA & other Universities
- Founder President of Ocean Hub Toastmasters Program

Moderator:



Azeem Hussain, ACMA, FCA
Vice Chairman
Karachi Branch Council

The webinar will cover:

- Why cost saving is essential
- Fundamental principles of Cost Optimization
- Controllable and uncontrollable costs
- Cost cutting versus Cost optimization
- Costs categorization & prioritization: Necessary versus Nice
- Critical success factors of strategic & sustainable cost optimization

Program Details:

Day, Date & Timing:

Wednesday, July 1, 2020, 6:00 PM PST (+5 GMT)

Joining Link:

<https://us02web.zoom.us/j/84863378375>

For Live Streaming:

www.facebook.com/icmapak

CPD:
1.5 Hours



Live STREAMING

With warm regards:

Ather Saleem Ch. , FCMA
Chairman
National CPD Committee

Hakim Ali, ACMA
Chairman
Student Affairs Committee, KBC

Shaham Ahmed, FCMA
Chairman
CPD Committee, KBC

Farough Ali Naveed, FCMA
Secretary
Karachi Branch Council

Syed Babar Ali, FCMA
Chairman
Karachi Branch Council