ICMA Pakistan

Estd. 1951

Webinar on

Business Innovation

Islamabad Branch Council (IBC) in collaboration with CPD committee of ICMA Pakistan is pleased to announce Webinar on Business Innovation.

The webinar on Business Innovation aims to provide creative insights to the businesses ranging from a newly incubated startup, to a Family oriented business, to small and large commercial setups. This session will identify the structures, ideas and ideal frameworks for working environment in order to help business to sustain and flourish in an Ecosystem.

This session will walk you through the Business Canvas Model along with the idea of exploring and unleashing the inner potential, and also how to make optimal use of limited resources. Real-Time experiences of Home-grown Asian entrepreneurial families will also be part of the session.

This unique Business Model can be followed by the new start-ups, large Business Organizations, and also by a small family-owned business to bring innovation and creativity. The model is also favorable to Profitable and Non-Profitable social ventures for defining their project activities.

Distinguished Speaker

Syed Atiqur Rehman

- Director, Managing Partner, Owner of multiple business. Consultant Oil & Gas (Engineering, Operation & Maintenance, Project Management).
- BE Electrical Engineering (NED Khi), MSc Telecom Engineering (UET Peshawar, STEP 2 Excellence Management Diploma (IMD Switzerland).
- Advance Diploma in Business Innovation from IBA Karachi.
- Alumni IMD Switzerland: extensive Management program included Strategic Vision, Business Innovation, and Culture in Business.
- Conducted Training at Corporate Sector Companies; ICMA Pakistan, Atomic Energy, Red Crescent, PTCL, UN, Telenor, In Tech, OMV, PETRROM, PPL, AFAQ, IRA, H & M (Ulster University).
- Extensive experience of setting up small business in energy, food (export), technology & social business.

What you will learn?

- Innovative Revenue Models.
- Key essentials of Innovation.
- Difference b/w Traditional & Innovation theory of Entrepreneurship.
- Gain an understanding on how to apply the canvas model in various settings.
- An understanding and the application of the Business Startup Model to start a business or introduce innovation in an existing business.
- How to mobilize resources.
- How to grow: Blue Ocean Strategy.

Program Details

Day, Date & Timing:
Thursday, October 1, 2020, 5:30 pm to 7:30 pm

CPD: 2 Hours

Joining Link:
https://us02web.zoom.us/j/86424165350

LIVE WEBINAR

For Live Streaming:
www.facebook.com/icmapak

Live STREAMING

Program Moderator:

Mr. Muhammad Abdur Rab Khan, ACMA
Secretary, Islamabad Branch Council

With warm regards:

Ather Saleem Ch., FCMA
Chairman
National CPD Committee

Muhammad Nawaz, ACMA
Chairman CPD Committee
Islamabad Branch Council

Muhammad Arif, FCMA
Vice Chairman
Islamabad Branch Council

Adil Ameen, FCMA
Chairman
Islamabad Branch Council

Plot No. 16, Sector H-9, Islamabad.
UAN: 051-111-262-092, Tel: 051-9265215-18, Ext. 107, E-Mail: isb@icmap.com.pk