



Wednesday, **October 3, 2018**  
Karachi Marriott Hotel | 09:00 am to 05:00 pm

Lead Partner

**TerraBiz**  
Trainings | Conferences | Exhibitions

Management Association of Pakistan

20th MAP Convention



# REINVENTING MANAGEMENT IN THE AGE OF TECHNOLOGY

[www.mapk.org/mapconvention2018](http://www.mapk.org/mapconvention2018)

## FEATURING MAGNUS LINDKVIST

Futurist, Author at The Attack of the Unexpected

Magnus Lindkvist is a trendspotting futurologist and author who weaves together important current trends to forecast what life, society and business might look like in the future. It is the fantastic timing, storytelling and politically incorrect humour that keep the audience - a global audience - laughing and talking well after his talk ends. He has given in excess of a thousand keynote speeches over the past decade to everyone from Fortune 500 CEOs and civil servants in the Middle East to anyone looking to be inspired and enlightened by trendspotting and future-thinking. With a Master of Science in Business and Economics from Stockholm School of Economics and a degree in film production from UCLA, Lindkvist weaves together the worlds of quantitative insights with the imaginative storytelling of Hollywood.



### OTHER NAMES THAT MATTER



**ASIF IKRAM**  
President, Management Association of Pakistan



**EHSAN MASOOD**  
Knight Fellow in Science Journalism at MIT and Ex-Editor, Nature (United Kingdom)



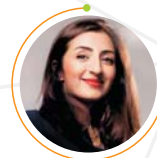
**IRFAN WAHAB KHAN**  
Chief Executive Officer Telenor Pakistan



**UMAIR HAMEED**  
Partner, Financial Services, FinTech, RegTech, KPMG (United Arab Emirates)



**YUSUF HUSSAIN**  
CEO, Ignite National Technology Fund



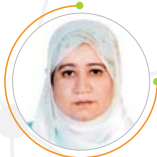
**DR. AYESHA K. KHAN**  
CEO & Country Head, Pakistan Acumen



**KHURRAM HAMID**  
Chief Digital Officer Pfizer, Asia Pacific Region



**SHARJEEL SHAHID, FCA**  
Group Executive Digital Banking United Bank Limited



**ZAINAB HAMEED**  
Co Founder, TeeSquare & SheLeadTech Liaison, ISACA Karachi Chapter



**RABIA AZFAR NIZAMI**  
Member of the Provincial Assembly of Sindh



**HUMAYUN BASHIR**  
Chairman Board, National Clearing Company of Pakistan Limited



**HELMUT VON STRUVE**  
Managing Director, Siemens (Pakistan) Engineering Company Ltd.



**NADEEM ELAHI**  
Managing Director and Country Manager Pakistan TRG



**SYED ASIM RASHID**  
Founder & CEO, CreativeSwan Consulting and Ex-Regional Director, GE Energy (United Arab Emirates)



**MIR NASIR**  
Chief Executive Officer Inbox Business Technologies



**RABIA GARIB**  
Chief Editor TheNewSpaces (Master of Ceremonies)

Crystal Partner



Bronze Partners



Corporate Partner



Sooper Partner



Exclusive Tea Partner



Academic Partner



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Convention Agenda | October 3, 2018

08:45 am - 09:15 am	Registration, Welcome Tea & Networking
09:15 am - 09:30 am	Recitation from the Holy Quran and the National Anthem of Pakistan
09:30 am - 09:45 am	Welcome Address: <b>Asif Ikram</b> - President, Management Association of Pakistan
09:45 am - 10:00 am	Opening Remarks: CEO of Platinum Partner
10:00 am - 11:00 am	<b>Keynote Presentation: Why the Future Begins: How 21<sup>st</sup> Century CEOs Need to Change</b> <i>Napoleon once said that a leader is "a dealer in hope." If there's one thing the world need in the late 2010's, it's hope and optimism. "The Future" has in the past decade been transformed from a place of promise into a place of doom. With this backdrop, what should managers learn and what behaviors do they need to change in order to be effective in the coming decade? Swedish futurologist Magnus Lindkvist will shed light on how can organizations translate visions of tomorrow into action? And how can we maintain a sense of stability in the face of exponential change and the unexpected?</i> <b>Magnus Lindkvist</b> - Trendspotting Futurologist and Author
11:00 am - 11:30 am	TEA BREAK
11:30 am - 11:50 am	<b>The Digital Consumer</b> <b>Irfan Wahab Khan</b> - Chief Executive Officer, Telenor Pakistan and President, Overseas Investors Chamber of Commerce & Industry (OICCI)
11:50 am - 01:00 pm	<b>Keynote Session: Driving the Agenda in Pakistan</b> <b>A Roadmap to Digital Transformation</b> <i>Khurram Hamid with over 17 years of global experience in leading major global digital transformation programs that have unlocked over \$300m in new value for the biggest companies in the world including Gillette, Procter and Gamble, GlaxoSmithKline and Pfizer. He will share his experience on how to successfully develop and execute Company Wide Digital Transformation Efforts that Unlocks New Value and Growth.</i> <b>Khurram Hamid</b> - Chief Digital Officer, Pfizer, Asia Pacific Region
11:50 am - 12:10 pm	<b>Going Beyond the Hype - Making Blockchain Real for Business</b> <b>Umair Hameed</b> - Partner, Financial Services, FinTech, RegTech, KPMG (UAE)
12:10 pm - 12:30 pm	<b>Future of Banking</b> <b>Sharjeel Shahid, FCA</b> - Group Executive Digital Banking, United Bank Limited
12:30 pm - 12:50 pm	<i>Interaction with the audience</i> <b>Session Chair and Moderator: Humayun Bashir</b> - Chairman Board, National Clearing Company of Pakistan Ltd.
12:50 pm - 01:00 pm	LUNCH AND PRAYERS BREAK
01:00 pm - 02:00 pm	<b>New Perspectives on Pakistan's Science and Innovation Policies</b> <b>Ehsan Masood</b> - Knight Fellow in Science Journalism, MIT and Ex-Editor, Nature (UK)
02:00 pm - 02:20 pm	<i>Interaction with the audience</i>
02:20 pm - 02:25 pm	<b>Panel Discussion: Empowering Women with Emerging Technologies</b>
02:25 pm - 02:55 pm	<ul style="list-style-type: none"> <li>- How do we engage women to be more digitally literate and use of technology for their benefit</li> <li>- How should we empower women in technology as leaders, role models and mentors</li> <li>- How can we elevate the role of women in technology driven transformations</li> <li>- What is the role of men in elevating the role of Women in technology</li> </ul> <b>Moderator: Zainab Hameed</b> - Co Founder, TeeSquare and SheLeadsTech Liaison, ISACA Karachi Chapter <b>Panelists:</b> <b>Dr. Ayesha K. Khan</b> - CEO & Country Head, Pakistan, Acumen <b>Rabia Azfar Nizami</b> - Member of the Provincial Assembly of Sindh <b>1 more panelist to be added</b>
02:55 pm - 03:15 pm	<b>Human-eering: Re- Engineering Human Capital to cater to the Future Challenges</b> <i>In almost 60% of all occupations an average 30% of their work activities are automatable. So, what's the future of work and what skills are relevant in the age of technology? How business leaders can build future of work in their strategies?</i> <b>Syed Asim Rashid</b> - Founder & CEO, CreativeSwan Consulting and Ex-Regional Director, GE Energy
03:15 pm - 03:20 pm	<i>Interaction with the audience</i>
03:20 pm - 04:20 pm	<b>Panel Discussion: Business 4.0 – How to Excel in Execution</b> <ul style="list-style-type: none"> <li>- The Challenges in Adopting the Future Technologies</li> <li>- What will the fourth industrial revolution mean for different sectors of the economy?</li> <li>- How to successfully execute an enterprise wide digital transformation strategy</li> <li>- How corporates and startups can collaborate to bring about innovation in businesses.</li> </ul> <b>Session Chair &amp; Moderator: Yusuf Hussain</b> - CEO, Ignite - National Technology Fund <b>Panelists:</b> <b>Helmut von Struve</b> - Managing Director, Siemens (Pakistan) Engineering Company Ltd. <b>Mir Nasir</b> - Chief Executive Officer, Inbox Business Technologies <b>Nadeem Elahi</b> - Managing Director and Country Manager Pakistan, TRG <b>Khurram Hamid</b> - Chief Digital Officer, Pfizer, Asia Pacific Region
04:20 pm - 04:30 pm	Vote of Thanks followed by Closing & Tea

Note: The organizer reserves the right to amend the program agenda

### Why You Should Attend:

The event brings together some of the best management thinkers, and business leaders to ignite and recharge your mind to achieve high impact outcome. Be motivated and inspired, connect with key influencers, and gain a perspective on future trends.





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## Brief Profile of the Speakers, Panelists and Master of Ceremonies


**EHSAN MASOOD**

Knight Fellow in Science Journalism at MIT and Ex-Editor, Nature (United Kingdom)

Ehsan Masood is a science and innovation policy journalist based in London and the 2017/18 Knight Science Journalism Fellow at the Massachusetts Institute of Technology. He was editor of the British science policy magazine Research Fortnight from 2009 to 2017 and before that worked in writing and editing roles at the journal, Nature. Ehsan has authored a number of books, most recently, The Great Invention (Pegasus, 2016) which tells the story of how GDP (Gross Domestic Product) became the world's most powerful formula. His previous book is Science and Islam: A History (Icon Books). Ehsan has also taught science policy communication at Imperial College London since 2007. He is at present working on a documentary for BBC radio which will tell the stories of the last surviving academics who fell victim to McCarthyism in 1950s America.


**IRFAN WAHAB KHAN**

Chief Executive Officer, Telenor Pakistan

Irfan Wahab Khan currently serves as the CEO of Telenor Pakistan and has recently been appointed as the president of the Overseas Investor Chambers of Commerce (OIICC). He is also the Board Member Telenor Pakistan, Telenor Microfinance Bank and the Indus Entrepreneurship (Islamabad Chapter). Irfan Wahab has over 25 years of leadership experience. Prior to joining Telenor, he has worked for Orange telecom, PTCL, T-Mobile, Ericsson, Telcordia Technologies and Ministry of IT and Telecom Pakistan. He has worked in various countries including United Kingdom, United States, Philippines, Norway and Bangkok. He has a wide cross-functional experience and has successfully led several business domains and turnarounds. Irfan graduated from the UET Lahore in Electrical Communication in 1992 and did his Masters in Mobile and Personal Communications, University of Westminster London UK. He also holds qualification in Financial Management from Harvard Business School, USA, Marketing from London Business School and Management from INSEAD.


**UMAIR HAMEED**

Partner, Financial Services, FinTech, RegTech, KPMG (United Arab Emirates)

Umair Hameed is a Partner in KPMG Advisory practice in the Lower Gulf. He has over 15 years of experience of advising and collaborating with senior executives at retail and commercial banks, investment management entities, central banks and other financial regulatory authorities in the Middle East, North Africa, South East Asia, the USA and Europe. His subject matter expertise, coupled with his energy, leadership and strong interpersonal skills deliver a meaningful output with clear implementation guidelines. He has a successful track record of delivering multi-disciplinary engagements encompassing corporate strategy and business transformation, operational excellence, cost optimization, regulatory compliance and FinTech. He is a widely published author, wrote series of articles in Forbes Magazine and often speaks at prominent regional and international conferences. Umair was awarded the DIFC scholarship for his MBA at London Business School, achieved with Distinction, specializing in Organizational Behavior and Change Management.


**YUSUF HUSSAIN**

CEO, Ignite - National Technology Fund

Yusuf Hussain is a Tech Entrepreneur with international experience. As CEO of IGNITE he has brought strategic shift in the direction of the fund, under the guidance of the Board and Ministry of IT, toward fixing innovation in Pakistan through incubators and Seed Funding of deep tech startups. Before joining IGNITE, he has worked as Managing Director of the Pakistan Software Export Board (PSEB). He was also the co-founder of CresSoft, Inc., an eCommerce technology company with FORTUNE 500 and GLOBAL 2000 clients. He has served as a consultant to the World Bank, the WTO, and the United Nations. As technology adviser to Government of Pakistan, he helped formulate a National Technology Policy. He is also a founding charter member of The Indus Entrepreneurs (TIE) Islamabad.


**DR. AYESHA K. KHAN**

CEO &amp; Country Head, Pakistan, Acumen

Dr. Ayesha K. Khan, is the CEO and Country Head for Pakistan at Acumen - a global impact investment fund. Dr. Khan has a strong background in business strategy, economic policy and international development. She has previously worked as the head of strategy at HBL. She has also worked as a management consultant with McKinsey and Company, and at the UNDP, where she was a consultant with the Millennium Development Project. She also serves as a Director on various corporate boards, including NRSP Bank and Bank Al Falah. Dr. Khan holds a doctorate from Harvard Business School (HBS), where she focused on corporate strategy, institutional development and emerging markets. Her doctoral research concentrated on consumer financial choices in the banking sector. In addition, Dr. Khan has authored HBS case studies and published several articles focused on different aspects of building a successful business for various publications.


**KHURRAM HAMID**

Chief Digital Officer, Pfizer, Asia Pacific Region

Khurram Hamid is an accomplished and visionary Senior Management and Leadership Executive with global experience in leading the definition, implementation and execution of Digital Transformation strategies that have transformed performance, improved customer experience and increased revenue in multi-billion dollar global organizations, including Gillette, Procter and Gamble and GlaxoSmithKline. Currently as Chief Digital Officer he is leading the Digital transformation of Pfizer for the Asia Pacific Region. Khurram is also a published thought leader on the 4th Industrial Revolution and its impact on business and society through his blog the Reimagine. He is also a subject matter expert to the University of Cambridge Judge Business School MBA program on Digital Transformation.


**SHARJEEL SHAHID, FCA**

Group Executive Digital Banking, United Bank Limited

Sharjeel Shahid has more than 23 years of diversified experience of managing banking operations in large retail banks and business management for various institutions. Sharjeel is a tech savvy qualified Chartered Accountant who worked in London prior to working for Barclays, Standard Chartered and now United Bank in Pakistan. He has been instrumental in transformation of business models, corporate restructuring, cost optimisation and development of alternate delivery channels. He is currently spearheading the Digital Transformation Strategy for UBL, the second largest bank in the country. He is also serving on the Board of several companies in different sectors.


**ZAINAB HAMEED**

 - Co Founder, TeeSquare  
 - SheLeadsTech Liaison, ISACA Karachi Chapter

She is an entrepreneurial and achievement driven IT professional, with about two decades of experience, working across board in IT including Technology Management, IS Governance, ERP Implementation, Program Management, Information Systems Security. She has proven leadership skills with managing diverse, cross-functional and multi-cultural teams. She has worked as a CIO for FMCG and Pharmaceutical industries and is a Project Management Professional (PMP), managed large scale projects including implementation of SAP and other innovative solutions that created value for the business and have won ICT awards. She is Certified IT Governance professional and IS Auditor, having worked in Pakistan, UK and USA, on assurance and advisory assignments. She have been associated with GSK, Engro Foods, Ford Rhodes Sidat Hyder and Ernst & Young Global.



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**RABIA AZFAR NIZAMI**

- Member of the Provincial Assembly of Sindh

Rabia Azfar Nizami is currently a member of the Sindh Assembly. Ms. Nizami is a Financial Sector Lead- Enterprise Group in a Global Software Company is currently responsible for leading transformation in the Banking Industry and helping customers accelerate their digital journey. Ms. Nizami has multi-discipline experience across Sales, Telco Operations, Service Delivery and Customer Service in the IT and Telecom Industry. She strongly believes that every individual irrespective of the gender has a right to reach to their full potential. As a service to the community, her ambition is to facilitate removal of those barriers that come in the way of girls and boys from underprivileged segments of society. She is committed to doing the advocacy to strengthen Education System, especially for girls as they should be the center of priority for the nation to move to prosperity. Which she believes cannot be achieved without a strong commitment and requires lots of funds to build a sustainable education system.


**HUMAYUN BASHIR**

Chairman Board, National Clearing Company of Pakistan Ltd.

Humayun Bashir is serving as Chairman and independent Director of NCCPL, and is on the Boards of NAFA-NBP, Management Association of Pakistan (MAP) and INJAZ (Aman Foundation), Chairman of PSX IT Steering committee and on Advisory Boards of startups and incubators. He has 40 years of diversified experience with IBM (up to June 2016) in Pakistan, Afghanistan, Iran, and MEA headquarters Dubai. He has also served as Independent Director on Boards of SILKBANK, Linde, Karachi Port- KPT, Export Processing Zone Authority, MIT-EP. He has been the President of American Business Council (ABC) 2011 and President of Overseas Investors Chamber of Commerce & industry (OICCI) 2012.


**Helmut Von Struve**

Managing Director, Siemens (Pakistan) Engineering Co. Ltd.

Mr. Helmut von Struve is the Managing Director of Siemens (Pakistan) Engineering Company Ltd, since his appointment on October 1, 2015. Mr. von Struve has held various positions in the Power Generation Industrial Application division of Siemens AG, Germany, as Head of Business Development Services, Manager Regional Sales Middle East Region, Regional Sales Director, Middle East Region. Mr. von Struve holds a Master degree in Mechanical Engineering from Technical University, Darmstadt, Germany. He is also a Certified Director from the Pakistan Institute of Corporate Governance.


**SYED ASIM RASHID**

Founder &amp; CEO, CreativeSwan Consulting and Ex-Regional Director, GE Energy, (United Arab Emirates)

Syed Asim Rashid has business experience of 25+ years, he is an award-winning, internationally recognized leader known for business turnarounds, developing leaders and high performance teams, and creating a solid shareholder value. Asim is the founder and CEO of CreativeSwan Consulting, a management consulting company in the United Arab Emirates (UAE). Previously, Asim served as Director GE Industrial Services Middle East, leading 12 countries. He also held key positions with Engro (formerly Exxon), Siemens and Japan Power. Mr. Asim holds an MBA from Manchester Business School, UK, MS in Global Energy Management from University of Colorado Denver, USA, and Electrical Engineering degree from NED University, Karachi. He studied advanced business and leadership at Harvard, MIT, Wharton, Booth, INSEAD, AMA, GE and LUMS. Mr. Asim completed Coaching program and Six Sigma Green Belt in GE.


**NADEEM ELAHI**

Managing Director and Country Manager Pakistan, TRG

Nadeem has an extensive background in operations, general management and business development. He is amongst the co-founders of The Resource Group (TRG), a Washington-DC based investment holding company specializing in the global business process outsourcing & IT services sector. TRG employs approximately 15,000 people across 5 continents. Nadeem currently serves as the Managing Director & Country Manager for Pakistan for TRG. Nadeem is one of the founding members of OPEN, and the past President of the American Business Council of Pakistan. He has also served as Chairman, P@SHA. He is the former President of the Harvard Business School Club of Pakistan. Nadeem is a board member of YPO Pakistan and also a member of the Global Alumni Board at Harvard University Graduate School of Business. Nadeem has an MBA from Harvard Business School and a B.A. in Mathematics and Economics from Brown University, USA.


**MIR NASIR**

Chief Executive Officer, Inbox Business Technologies

Mir Nasir is a successful entrepreneur with over 21 years of versatile experience in product development, strategic technology planning, sales and IT operations. From a small business setup of 15 people, today under the leadership of Mir Nasir, Inbox has grown to be the largest technology company in Pakistan, as recognized by Government of Pakistan in terms of domestic revenue. It provides end-to-end technology solutions across 70 plus cities to 300 customers with a strong employee base of more than 2000, having strategic partnerships with leading international technology solution providers. He also served as member Board of Directors Dawood Lawrencepur, Tenaga Generasi and The Citizens Archive of Pakistan. His core areas of competency includes Strategic technology planning, Enterprise Architecture, product Development, citizen Services and Digital Government Framework.


**RABIA GARIB (Master of Ceremonies)**

Chief Editor, TheNewSpaces and Chief Wrapper, ToffeeTV

Rabia is the Chief Editor at The New Spaces and has been a technology journalist for almost 20 years. A research, author and moderator, it is her job to tell the stories that change and shape businesses and sectors. Rabia has hosted and produced technology shows for television and continues to work at ToffeeTV.com with Talea Zafar as the Chief Wrapper. Rabia is also the Chairperson of the Eisenhower Fellowships in Pakistan.

### Convention Investment:

MAP Individual Member:	<b>Rs. 12,000</b> Per Participant
MAP Institutional Member:	<b>Rs. 14,000</b> Per Participant
Non-Member:	<b>Rs. 16,000</b> Per Participant
<b>10% Discount</b> on 5+ nominations from the same company	

The fee includes lunch, refreshments and business networking

### For branding/ sponsorship opportunities, registration(s) and further details, please contact

For registration(s), send us your Name, Designation, Organisation, Mobile, E-Mail and Postal Address to  
 Ushna Nehal (MAP)  
 Phones: +92 21 35172431-3 Email: [programs@mappk.org](mailto:programs@mappk.org)  
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Send your cheque in favor of "Management Association of Pakistan"  
 Address: 3<sup>rd</sup> Floor, K-House, Plot No.1-C, Khayaban-e-Shahbaz Lane-4, 26<sup>th</sup> Street, Phase- VI, DHA Karachi – 75500, Pakistan.  
 Phone: +92-21-35172431-33-34 Fax: +92-21-35172432 E-mail: [info@mappk.org](mailto:info@mappk.org)

A confirmation letter/e-mail and invoice will be sent upon receipt of your registration. Your participation will be confirmed subject to receipt of payment. Full payment must be received in advance to confirm registration.

Cancellations are not allowed. However, substitute may attend, given we are informed in writing at least 5 working days prior to the event. MAP reserves the right to postponement, amend or cancel the event in case of unforeseen circumstances.