

SME CERTIFICATION FOR RELATIONSHIP MANAGERS

DATE: Saturday, September 09, 2017
FEE: PKR 8,500/- per participant
VENUE: IBP, M.T. Khan Road, Karachi
TIMINGS: 9:00 am to 5:00 pm

5%
DISCOUNT
on 3-5 nominations

10%
DISCOUNT
on 6+ nominations

LAST DATE OF REGISTRATION
September 07, 2017

COURSE FACILITATOR
Mr. Atif Ikram

COURSE OVERVIEW

Small & Medium Enterprises (SME) serve as an engine of growth for industrial and economic development. SME sector in Pakistan has a large potential which needs to be tapped for an accelerated industrial growth, employment generation and increasing exports. For the purpose, SMEs' access to finance from formal sector needs to be enhanced. Cognizant of the situation, SBP has provided an enabling regulatory environment for SME financing. This course will enable the participants to increase their focus on SME financing by aligning their marketing/financing strategy in line with regulatory requirements.

SME CERTIFICATION FOR RELATIONSHIP MANAGERS

The Institute
of Bankers
Pakistan



LEARNING OBJECTIVES

This one-day program will enable participants to understand dynamics of SME banking/business and the revised regulatory framework for SME Financing. The program will enhance understanding of the participants about SBP PRs for SME Financing, thereby facilitating them in complying with the regulatory framework and consequently preventing penalties imposed by the Regulator. It will facilitate in identifying right customers to promote SME financing.

COURSE CONTENT

- Introduction and overview of SME sector in Pakistan.
- Identifying SME needs
- Prudential Regulations for SME financing
- Financing of SMEs - Opportunity with various challenges
- Products for SME sector
- Sales/ credit growth planning, plan implementation, performance monitoring against the plan.
- Distribution channel management and routine planning for client acquisition, client retention, cross-selling techniques and monitoring timely disbursement of SME loans.
- Portfolio management (growth, quality, profit & loss) and collection paradigm enforcement.
- Sales team performance management, career planning and development.
- Correspondence with CAD & other stakeholders within & outside the bank.

WHO SHOULD ATTEND?

Relationship Managers handling SME portfolio in banks.

CERTIFICATE

A certificate of qualification will be awarded by IBP to those participants who qualify the post assessment test; non-qualifying participants will be awarded with participation certificate only.

METHODOLOGY

Following methods will be used to convey the content:

- Open Discussions
- Case Studies
- Brainstorming
- Presentations/ Mini-lecture

FACILITATOR

Mr. Atif Ikram

Mr Ikram is a young, experienced banker and trainer, having hands-on experience of over thirteen years in the areas of advances and customer relationship management. He has previously worked with a number of reputable organizations and is currently serving as Unit Head SME at National Bank of Pakistan. He has contributed significantly in developing capacity building programs for SME sector, benefiting the industry stakeholders. At present he is looking after a total of 20 regions including Punjab, KPK and Kashmir, with a large portfolio of SME advances. He has flavor of working with commercial as well as Islamic banks.

CONTACT DETAILS:

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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.