

Become a...

Financial Analyst Designate - Chartered Market Analyst

Certified by the American Academy of Financial Management (AAFM).
Recognized in over 145 countries by 560 training providers, universities,
colleges and business schools.

26 - 30 Oct 2008, AAFM Training Center, Salhia Complex

*An interactive five-day Training Program
for Corporate Professionals to:*

- Gain a general understanding of finance and the key drivers of corporate performance
- Understand financial statements and interpret company performance
- Understand the principles of market operation and the impact of macro-economics on both markets and the corporation
- Explore the difference between equity and debt markets
- Learn the basics of corporate valuation
- Discuss and understand the impact of merger and acquisition activity

Who should attend?

This highly practical qualification has been specifically designed for:

- Non-finance professionals looking for an overview of finance and corporate finance and as a refresher course for existing finance professionals
- Market Researchers and Analysts
- Portfolio Managers
- Private Bankers
- Wealth Managers
- Retail Branch Managers for Banks
- Investment Advisor and Financial Planners
- Financial analysts within corporations



**“An excellent course – adds
real value to our experience.”**

Omar Jahameh
Finance Supervisor, Qatar Airways, Qatar

**“The course leader is
an authority and a great
ambassador for the subject.”**

Vishal Goel
Financial Consultant, Aayan Leasing and Investments,
Kuwait



Dear Finance Professional,

AAFM's Financial Analyst Designate program (FAD-CMA) will provide an overview of the relationship between financial statements and the performance of a company. For corporate professionals who have limited exposure to finance it provides an excellent introduction into finance and for existing professionals the course acts as a refresher of the key concepts. Most of the learning will be gained through the interactive group exercises that will be conducted each day.

On completion of this five days training course you will collect your certification from the American Academy of Financial Management (AAFM), which is recognized in over 145 countries.

Join your industry peers at this cutting-edge event by simply faxing the registration form to +965 246 2050 or email to enrollQ8@aafmgcc.com.

Your expert course director, Michael Armstrong and I look forward to welcoming you to this highly informative program.

Yours Sincerely,

Geoffrey Bye

AAFM GCC Chapter President

P. S. You will receive up to 18 months membership to the AAFM professional body.

Meet Your Expert Program

Director



Michael Armstrong

**Global Leadership Team
AAFM Australia**

Michael Armstrong runs his own financial services consulting practice concentrating on markets in Asia and the Middle

East. He has spent 15 years in the banking and finance industry based in Sydney, Hong Kong and now Singapore.

He is Industry Advisor to the American Academy of Financial Management (AAFM) and a former Senior Manager, with HSBC in Hong Kong. His experience covers all aspects of financial services including, Wealth Management, product development, distribution, marketing and operations, working with global financial services firms including Citibank and HSBC.

At HSBC Mr. Armstrong was responsible for development of alternative distribution channels including Internet and self-service devices. Prior to this he was responsible for all consumer finance products in the Asia Pacific region. His challenge was to launch profitable products in countries as diverse as Korea and India.

His consulting activities have included work for Asian Development Bank in Manila. In addition he has lectured extensively with AAFM in the Middle East covering topics as diverse as mortgages, sales effectiveness, wealth management, investment products and asset allocation. Clients have included National Bank

of Dubai, Dubai Financial markets and Gulf Bank in Kuwait.

His particular interest is in developing wealth management services and driving more effective channel distribution strategies.

Program Overview:

This is a program designed to teach practical market theory elements, corporate reporting and financial statement analysis. It covers five major subject areas and utilises a variety of training techniques. The key areas include the Economics and Corporate Finance, Equity and Debt Markets, Financial Statements and Analysis, Mergers and Acquisitions, Research and Reporting Techniques. Emphasis is practical and pragmatic rather than theoretical.

Program Objectives:

The goal of this program is to provide corporate managers with diagnostic skills that can be immediately used upon return to their business. This course is also designed to enhance the understanding of market dynamics on share price and the impact of external factors.



AAFM™ Financial Analyst Designate

26 to 30 October 2008 – Program Outline

Course Timings:

Registration will be at 08:30 AM on Day One with the program commencing promptly at 09:00 AM each day. There will be two short breaks each day and the sessions will conclude at 03:00 PM.

Day One – 26 October 2008

Economics And Corporate Finance

Macro Fundamentals

- Impact of economics on financial markets
- Understanding the impact of economic statements and events

Corporate Finance Basics

- Time value of money/present value
- Net present value and other methodologies (e.g. IRR)
- Risk/Return Analysis
- The Capital Asset Pricing Model
- Measuring betas
- Efficient Markets Theory and Random Walk Model

Day Two – 27 October 2008

Introduction To Financial Markets And Operations

Equity Markets

- What is “Equity”?
- Types of equity
- Cost of equity revisited
- Operation of equity markets

Debt Markets

- What is “Debt”?
- Debt forms
- Cost of debt revisited
- Operation of debt markets

Day Three – 28 October 2008

Introduction to Financial Analysis

Financial Statements

- Key elements of financial statements
- Interpretation of financial statements
- Financial ratios
- Relationships between balance sheet, profit and loss account and cash flow statements

Valuation And Analysis

- Valuation methodologies
- Effects of environmental factors
- Understanding accounting assumptions and their effects
- Working capital management and analysis

Day Four – 29 October 2008

Mergers And Acquisitions And Regulatory Framework – Market Cause And Effect

Mergers And Acquisitions: The Deal Fundamentals

- Historical background
- Overview of the contemporary M&A marketplace
- Why engage in M&A?
- Results of M&A for acquirers
- Deal synergy

Day Five – 30 October 2008

Research, Reporting And Marketing Techniques For Analysts

Research And Reporting Techniques

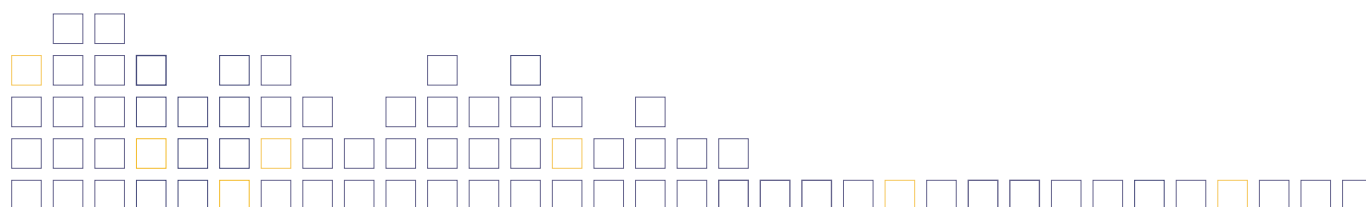
- Resources available to the market analyst
- Structuring data, scenarios and hypotheses
- Reporting techniques
- Writing an analyst report
- Presenting analyst data in a public forum

Group Exercise: Preparation of an analyst report on a chosen corporate

During each day there will be various group exercises and break-out sessions designed to reinforce the theory that has been taught

Program Examination

Program assessment by participants



Registration Form

Three Easy Ways To Enrol

T +965 246 2030 / +965 7688 433
F +965 246 2050
E enrollQ8@aafmgcc.com

Course Dates

Financial Analyst Designation-Chartered
 Market Analyst
 26 - 30 October 2008

Venue

AAFM Training Center
 Salhia Complex
 Kuwait City

Program Fee

Regular fee KD 775

Early Bird Discount

Register on or before 26 of Sept and save KD50

Individual & Corporate Schemes

Enjoy the benefits of our reward, royalty schemes and pricing strategies.

Payment Methods

Please pay by Cheque, Cash or Bank Transfer.

All cheques should be crossed and made in favour of American Academy of Financial Management.

Fee includes instruction, course materials and case studies. On successful completion of the course, the AAFM award free membership for a period of up to 18 months.

Registration Details

Title: First Name:

Last Name:

Company Name:

Job Title:

Department:

Address:

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Country:

Tel:

Fax:

Mobile:

Email:

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

In the case of unforeseen circumstances, AAFM reserves the right to change venue and/or speakers.

Payment Options

- Cash
- Cheque – Payable to “American Academy of Financial Management”
- Bank Transfer – American Academy of Financial Management, Commercial Bank of Kuwait, Hawalli Branch, Account Number: 2001012338.

Cancellation

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a KD 100 service charge will be payable. Registrations cancelled less than seven (7) days before the event must be paid in full.

Customised Solutions And On-Site Training

AAFM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our certifications can be articulated to a full university qualification or simply be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +965 246 2030 or email enrollQ8@aafmgcc.com

