

Exclusive to the Middle East!

Achieve the recognised
Certified Private Equity Specialist
qualification!

Certified Private Equity Specialist

Building And Managing Effective Private Equity Deals



3 – 7 August 2008

Al Murooj Rotana
Hotel, Dubai, UAE

By Attending This Course You Will:

- Learn the fundamentals of private equity markets and ongoing trends
- Discover how to work and control a potential deal
- Determine best practices for developing a viable private equity business
- Understand the issues involved with running and sustaining a profitable private equity business
- Obtain a certified qualification awarded from the American Academy of Financial Management (AAFM)



Programme Director:

Dr. Gordian Gaeta
Global Leadership Team
AAFM, Hong Kong



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15 May 2008
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Building And Managing Effective Private Equity Deals

Dear Finance Professional,

The complexities of managing a private equity deal are extensive and require much analysis. Private equity is a broad term that refers to any type of equity investment in an asset in which the equity is not freely tradable on a public stock market. As such, the result of a particular investment is hard to predict and is sometimes risky.

IIR's **Certified Private Equity Specialist** programme will provide you with the necessary tools and techniques to effectively source and complete a private equity deal.

The programme will focus on both the art and science of the deal process including classic mistakes to avoid when performing due diligence, ways to improve the investment process, how to develop and manage profitable deals, negotiating the deal, building a thriving private equity business and preparing for an exit.

Do not miss this opportunity to benefit from your expert programme director, Dr. Gordian Gaeta. Gordian is an investment professional with over 20 years experience in sourcing and managing large equity investments.

This course is certified by the American Academy of Financial Management (AAFM) and you will gain a recognised private equity qualification by successfully completing the course.

Gordian and I look forward to meeting you at **Certified Private Equity Specialist** in August 2008.

Yours faithfully,



P.S. Book early and save up to US\$ 500! (See back page for details)

Deep Marwaha
Senior Conference Manager
Head of Finance – Capital Markets and Investment

Programme Director



Dr. Gordian Gaeta has been an advisor, consultant and partner to investment banks and corporate finance boutiques within the region for more than 20 years. He has developed strategies and business plans for capital markets businesses in all major Asian economies as well as for many of the region's stock exchanges, capital markets associations and financial institutions. He currently operates his own private equity investments, risk advisory business and undertakes corporate restructurings.

Dr. Gaeta began his career in commercial and private banking working in several countries before moving to consulting in the early 1980s. Having started at Booz-Allen & Hamilton in London, Dr. Gaeta left and co-founded Spicer & Oppenheim Consultants, a specialised financial services business based in London and Hong Kong. He subsequently also became the strategy advisor to Standard Chartered Bank for Asia. In 1991, Dr. Gaeta returned to Booz-Allen and became the company's managing partner in Hong Kong for Asia financial services where he worked until 1998.

Dr. Gaeta is, or has been, a partner in corporate finance firms in Australia, Thailand, Hong Kong and Europe. He has lectured and given seminars to management of investment banks across Asia. He has a masters and doctorate in law and studied mathematics and business sciences. He is a director and fellow of the Hong Kong Institute of Management Consultants and chairman of the Ethics Committee. He is a well known figure on the international conference circuit, the editor and co-author of *Frontiers in Credit Risk*, former academic and guest lecturer at several universities.



Forthcoming Relevant Events

- BC2510 **Certified Credit Analyst**
6 – 10 July 2008
www.risk-arabia.com
- BC2667 **Certificate in Financial Analysis**
13 – 17 July 2008
www.iirme.com/cfanalyst
- BC2668 **Chartered Fund and Asset Manager**
20 – 24 July 2008
www.iirme.com/fundmgr

For more information on any of the above events please contact us on Tel: 971-4-3352483 or email: info@iirme.com

Building And Managing Effective Private Equity Deals

Programme Objectives

This comprehensive training programme will provide you with an in-depth understanding of private equity markets and the techniques required to conduct an effective and profitable private equity deal from inception to exit. You will also learn the steps required to build a viable private equity business and best practices to sustain it.

Programme Methodology

This five day training programme will comprise of presentations, illustrations, worked examples, exercises and discussions.

Who Should Attend?

This training programme has been specifically designed to benefit professionals with an interest in the methodology required to conduct a profitable private equity deal. Those that will benefit are finance professionals working in private equity firms, investment companies, banks, law firms, accountancy firms, advisories, government bodies and family owned businesses.

Programme Timings

Registration will start at 08.00 on the first day. The programme will commence each day at 08.30. Refreshments will be served at appropriate times with each day concluding at 14.30 with lunch.

Programme Outline

Day One – Sunday, 3 August 2008

The Markets, Business Structures And Access To Markets

Private Equity Markets Globally

- Market structure, stages, nature, geographies
- Deal flows and centres of excellence

Trends And Outlook

- Investor and investee perceptions
- The future of private equity

Exercises:

- *Designing the ideal characteristics of a target private equity company*
- *Defining the ideal macro framework conditions for private equity markets*

Deal And Funding Sources

- Finding deal opportunities
- Accessing the funding market

Investing And Funding

- Conceptual and economic differences
- Corporate finance considerations in private equity

Day Two – Monday, 4 August 2008

Working A Potential Deal To The Point Of Decision

Core Concepts Of Business Strategy And Operating Risk

- Valid strategic positions
- Risk and rewards of core strategies
- Operating risk models and assessments

Due Diligence

- Company accounts and realities
- Documentation and legalities
- Third party advisors

Deal Evaluation And Planning

- Traditional models
- Uncertainty models and approaches
- Private equity anomalies
- Restructuring plans – good business plans

Exercises:

- *Valuation exercises for companies with and without assets/cash flows*
- *Developing a restructuring plan for xyz company*
- *Developing a financing plan to take over abc company*

Day Three – Tuesday, 5 August 2008

Closing And Taking Ownership Or Control Of A Deal

Deal Structures

- Pure equity deals
- Hybrid structures
- Joint venture investments
- Risk considerations

Deal Negotiations

- MOUs, LOIs, pre-contracts
- Investor requirements
- Last mile approach
- Principles of negotiations

Closure And Completion

- Contracts, side letters, agreements
- Documentation and validation

Exercises:

- Define the essential contract elements for a private equity investment
- Develop options for mitigating key risks in minority/majority investments

Day Four – Wednesday, 6 August 2008

Running A Private Equity Business

First 90 Days

- Evolution of an investee company
- Management activities
- Financing activities

Exercises:

- Develop a management restructuring plan for efg company
- Develop a self assessment of capabilities and ideal role in a private equity investment scenario

Three Years

- Performance management
- Second round financings
- Recovery planning
- Preparing for exit

Exit Strategies

- Listings
- Trade sales
- Others

Day Five – Thursday, 7 August 2008

Developing A Sustainable Private Equity Business

Private Equity Portfolios

- Industry and size composition
- Management complexities and control
- Optimal portfolios

Building A Private Equity Business

- Targets and strategies
- Staff and rewards
- Capital and deals
- Issues in private equity

Exercises:

- Defining the key industries and parameters to seek target investments in MENA
- Creating a business plan for a MENA private equity business

Performance And Benchmarks

- Targeting performance
- Measuring performance
- Benchmarking performance

Course Review And Discussion

- Topics to be covered in more depth – participants selection
- Review of material, secondary sources, research aids and related practical applications

Course Examination

- 80 multiple choice questions (2 hours max)
- Course assessment by participants



The **American Academy of Financial Management™** is the world's fastest growing professional association with members in over 145 countries hosting and organising certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria.

AAFM is in alliance with the top 560 business schools in the world and is officially listed on the NASD and US Department of Labor Websites.

Founded in 1995, via a merger between the American Academy of Financial Management & Analysts (AAFMA) and the Founders Advisory Committee of the Original Tax and Estate Planning Law Review, the AAFM currently recognises over 40,000 PhDs, Lawyers, CPAs, AACSB Graduates, & Masters Degree Holders as executive members. AAFM was the 1st US-based professional association to receive sanctioned recognition from the Chinese Government, and is recognised by regulators and banking associations in China, Hong Kong, Singapore, Dubai and elsewhere.

With liaison offices in Dubai, Hong Kong, Kuwait, Singapore, San Francisco, Monterey, New Orleans, Melbourne, Beijing, the Caribbean, India and Europe, AAFM is fast becoming the professional association of choice for financial practitioners.

Visit Dubai This Summer!

Dubai is an emirate of captivating contrasts. From the timeless tranquility of the desert to the lively bustle of the souk, Dubai offers a kaleidoscope of attractions for visitors.

In a single day, you can experience everything from rugged mountains and awe-inspiring sand dunes to sandy beaches and lush green parks, from dusty villages to luxurious residential districts, and from ancient houses with windtowers to ultra-modern shopping malls.

The emirate is both a dynamic international business centre and a laid-back tourist escape; a city where the sophistication of the 21st Century walks hand in hand with the simplicity of a bygone era.

These contrasts give Dubai its unique flavour and personality; a cosmopolitan society with an international lifestyle, yet with a culture deeply rooted in the Islamic traditions of Arabia. Since earliest times, Dubai has been a meeting place, bringing together the Bedouin of the desert interior with the pearl-diver, the merchant of the city with the sea-going fisherman.

Dubai Summer Surprises (DSS) is an annual festival focusing on providing fun, knowledge and entertainment through a medley of events that puts the 'pep' back into summer for both adults and children.

Each week from June to August, a series of weekly themed surprises unfold. Shopping malls become entertainment hubs providing shows and hosting special activities based on the different surprises.

Combine business with leisure this summer! Enjoy discounted hotel packages and treat the family to a fun-filled holiday!

Certified Private Equity Specialist

3 – 7 August 2008 • Al Murooj Rotana Hotel, Dubai, UAE

IIR Middle East certified by



ISO 9001:2000

FIVE EASY WAYS TO REGISTER

971-4-3352437
 971-4-3352438
 register@iirme.com
 IIR Holdings Ltd. GCS/IIR Holdings Ltd.
 PO Box 21743, Dubai, UAE P O Box 13977, Muharraq, Kingdom of Bahrain
www.iirme.com/certpe

Your chance to win a Nokia E90!

Register for this training course before 15 June 2008 and you will automatically enter our monthly prize draw to win a Nokia E90. Each month's winners will be contacted directly and the prize awarded at the course. A full list of winners will be announced on our website www.iirme.com



WEB BC2744

Yes, I want to register for:

Event	Dates	Price before 25 May 2008	Price between 25 May and 22 June 2008	Price after 22 June 2008
<input type="checkbox"/> Certified Private Equity Specialist	3 – 7 August 2008	US\$ 4,250 (Save US\$ 500)	US\$ 4,550 (Save US\$ 200)	US\$ 4,750

For further information and **Group Discounts** contact 971-4-3352483 or email: info@iirme.com

If you have eight or more delegates who need this training, contact IIR In-House on 971-4-3352439 or inhouse@iirme.com

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email
1 st Delegate						
2 nd Delegate						
3 rd Delegate						
4 th Delegate						

To assist us with future correspondence, please supply the following details:

Head of Department						
Training Manager						
Booking Contact						

Company:
 Address (if different from label above):
 Postcode: Country:
 Tel: Fax:
 No. of employees on your site:
 0-49 50-249 250-499 500-999 1000+
 Nature of your company's business:

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

My email address is:

Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

Card Payment

Please charge my credit card: Visa Mastercard American Express

Name on Card:

Card Number: Exp. Date:

Signature:

Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.

Event Venue

Al Murooj Rotana Hotel, Dubai, UAE

Tel: 971-4-3211111

Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: hospitality@iirme.com