

Become a...

Certified Private Equity Specialist

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

6 – 10 July 2008, AAFM Training Center, Salhia Complex

This 5-day programme is designed to enable Equity Professionals to:

- 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.

CPES™ Course Overview

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 equity company equity business and best practices to sustain it.

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. It provides a highly practical certification for professionals in the following industries:

- Private equity firms
- Investment companies
- Banks
- Law firms
- Accountancy firms, advisory
- Government bodies
- Family owned businesses.

Course Certification

Participants will receive a Certified Private Equity Specialist certificate awarded by the AAFM. For those wishing to obtain certification, all five days must be completed with active participation in group exercises and successful completion of end of course exam.

The CPES™ Training Style

This five day training programme is comprised of presentations, illustrations, worked examples, exercises and discussions.

“Rewarding and Informative.”

Hamed AlAmiri

Senior Manager,
International Leasing & Investment Company (ILIC),
Kuwait



Dear Finance Professional,

The American Academy of Financial Management (AAFM) provides specialized high level training programs for experienced finance professionals. Our focus is on the strategic development of knowledge and application of skills that enhance the performance of individuals and organizations.

Our Certified Private Equity Specialist (CPES™) training program has been designed to provide you with an in-depth understanding of the private equity markets and the techniques required to conduct an effective and private equity deal from inception to exit.

This five-day training program is comprised of presentations, worked examples, group exercises and discussions.

By attending this program you will achieve immediate and tangible benefits to both yourself and your company.

To join your financial peers on this program simply fax the registration form to +965 246 2050 or email to enrollQ8@aafmgcc.com

Your program directors, Gordian Gaeta, Michael Preiss and I look forward to welcoming you to the program.

Yours sincerely,

Geoffrey Bye

AAFM GCC Chapter President

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

Meet Your Expert Programme Directors



Gordian Gaeta

Global Leadership Team AAFM Hong Kong

Gordian Gaeta has been an advisor, consultant and partner to investment banks, and corporate finance boutiques within the APME region for more than 20 years. He has developed strategies and business plans for capital markets and 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 restructuring.

Gordian began his career in commercial and private banking that took him across several countries before moving to consulting in the early 1980s. Having started at Booz-Allen & Hamilton in London, Gordian 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, Gordian returned to Booz-Allen and became the company's managing partner in Hong Kong for Asia financial services until 1998.

Gordian is or has been a partner in corporate finance firms in Austria, Thailand, Hong Kong and Europe. He has lectured and given seminars to management of investment banks across Asia. Gordian 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*, a former academic and guest lecturer at several universities.



Michael Preiss

Global Leadership Team AAFM Dubai

Michael Preiss is Board Advisor to the American Academy of Financial Management. He is Associate Director with the Investment Advisory Group of HSBC Private Bank based in Dubai. In addition he is a Director and Research Fellow at The Asian Bond Market Forum, a Hong Kong based non-profit think-tank.

The ABMF provides policy research on the development of Asian local currency bond markets and advises on bond-market issuance programs and infrastructure development. He is also a Director and Economic Advisor to East India Asset Management in Sri Lanka, contributing to the launch of the Ceylon Index Fund, the 1st Index fund on the Colombo Stock Exchange.

Mr. Preiss is a graduate of the European Business School with a major in Finance and International Economics, having studied at the schools centers in London, Paris and Bologna, Italy in the respective local languages. In addition he has studied in Japan, Korea, and China.

Mr. Preiss is working with Thailand's Ministry of Finance, as one of the founding members of the Asian Bond Market Development Secretariat in Bangkok.

Mr. Preiss is a regular guest commentator on Bloomberg TV, CNBC Asia and the BBC as well as India's New Delhi Television. He is a columnist for financial magazines in Hong Kong and China, as well Singapore's Business Times and the Bangkok Post where he contributes the regular "Ahead of the Curve" column. He is Adjunct Associate Professor, teaching finance at SMU (Singapore Management University).

AAFM™ Certified Private Equity Specialist

6 to 10 Jul 2008 - Program Outline

Course Timings:

Registration will be at 08:00 AM on Day One with the programme commencing promptly at 08:30 AM each day. There will be two short breaks each day and the sessions will conclude at 2:30 PM.

Day One – 6 Jul 2008

Markets, Business structures & access to Market

Private Equity Markets Globally

- Market structures, stages, nature, geography
- 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 – 7 Jul 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 – 8 Jul 2008

Closing & 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

Investing And Funding

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

Day Four – 9 Jul 2008

Running A Private Equity Business

First 90 Days

- Evolution of an investee company
- Management activities and 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 – 10 Jul 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

GCC Private Equity Overview

- Market developments
- Sample transactions
- Major differences between gcc markets and the world

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

Course 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

Certified Private Equity Specialist

6 - 10 Jul 2008

Timing

From 9:00 AM to 3:00 PM

Venue

AAFM Training Center

Salhia Complex

Kuwait City

Program Fee

Regular fee KD800.00

Early Bird Discount

Register on or before 22 June 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, prior to programme commencement.

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

The fee includes instruction, course material and detailed 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 and cost effective in-house training as well as awarding professional recognition through international certification. Course certification may also be recognised for certain degree level qualifications or from part of a highly focused curriculum delivered by our team of international experts. Our globally recognised specialists are industry practitioners able to teach the ‘how’ and ‘why’ as well as ‘what’. Call us now on +965 246 2030 or email enrollQ8@aafmgcc.com for further information or to make a reservation.

