

A House of Islamic Financial Learning on the  
Wheels throughout Pakistan from Khyber to Karachi



**CENTRE OF  
ISLAMIC BANKING  
AND ECONOMICS**

Knocking into 10 Million Minds

Nationwide Awareness Campaign  
**ROAD SHOW**

On

# Islamic Banking & Takaful

*Khyber To Karachi*

25th March to 25th April 2009

**A Mega Campaign for the Development of Islamic Banking & Takaful Industry in Pakistan**

35 Awareness Programs at Chambers of Commerces & Industries

40 Seminars at Universities

25 Interactive Sessions with Trade & Business Associations

20 Press Clubs & Media Program

**30 Days - 100 Cities - 300 Programs**



Peshawar



Islamabad



Azad Jammu & Kashmir



Lahore



Faisalabad



Multan



Sukkur



Karachi





**AIHuda-CIBE** is a well established name in financial industry, working for Education, Training, Promotion and Awareness of Islamic Banking & Finance in Pakistan as well as abroad. This is an effort to promote Islamic Banking and Finance in Mass level through Education, Training, Awareness and practice, with a view to support, sustain, spread and supplement SBP and Govt initiative for promoting Islamic Banking & Finance in Pakistan, **AIHuda-CIBE** has come up to promote this pioneering effort and beyond as well.

We have so far organized 150 such training sessions/workshops on Islamic Banking, Finance, Takaful & Sukuk all over Pakistan, mainly at Karachi, Lahore, Islamabad/Rawalpindi, Peshawar, Multan, Faisalabad, Hyderabad, Gujranwala, Mirpur (AJK) and Quetta. **AIHuda-CIBE** is jointly working with 12 International Institutions as a partner for the development of Islamic Banking & Finance Worldwide.

## About Road Show

We are pleased to organize Nationwide Road Show on Islamic Banking & Takaful from Khyber to Karachi. It will be a 22 wheels vehicular float and starting from Peshawar on 25<sup>th</sup> March, 2009 and will pass throughout all the major cities of Pakistan for conducting the awareness Seminars/Workshops on Islamic Finance and complete this journey on April 25, 2009 at Karachi. We have more than 300 interactive sessions on Islamic Banking & Finance in Chamber of Commerce, Universities and Trade Associations and in the masses at more than 100 Cities of Pakistan. This will give us opportunity to direct interaction with 10 Million people.

## Salient Feature of the Islamic Financial Road Show

- 35 Awareness Programs at Chambers of Commerce's, 25 Programs at Trade & Business Associations to develop core concepts among the Business Class
- 40 Awareness Programs at Top Universities, ICMAP & ICAP to Generate and Equip Islamic Financial Professionals
- 20 Interactive Sessions at Press Clubs and Media Associations to pass on the message among the masses
- An opportunity for Islamic Financial Institutions to develop direct linkages and liaisons with their target Market
- Develop/Expand an extended Market/Business/Scope for Islamic Financial Institutions
- 100 Cities with 300 Awareness Program
- Create Harmony among Masses & Business Class
- Direct interaction with More than 10 Million peoples
- Develop synchronization among the Ullma Karam for the development of the cause
- 300 Awards to Senior Islamic Bankers as the acknowledgment of their working in their respective Area's
- 200 Awards to Corporate & Industrial Clients of Islamic Banking & Takaful Industry
- Daily Media Coverage in Electronic & Print Media throughout the month

## An ever remembered Event in the History of Islamic Finance

### ROAD SHOW SUPPORTERS



### INTERNATIONAL ASSOCIATES





# FEW PREVIOUS ACTIVITIES



**ALHUDA: 2<sup>nd</sup> International Conference & Exhibition on Islamic Banking & Finance at Aiwan-e-Iqbal Lahore. 25<sup>th</sup> August 2008**



**ALHUDA: International Seminar & Exhibition on Islamic Banking at Aiwan-e-Iqbal, Lahore. 29<sup>th</sup> April 2006**



**ALHUDA: 2-Days Training Workshop on Islamic Agriculture Finance Lahore**

**Launching Ceremony of True Banking by President & CEO Dawood Islamic Bank**

**Panel Discussion by ALHUDA Team on a TV, Channel**

**ALHUDA: 2-Days Training Workshop on Islamic Micro Finance Lahore**



**ALHUDA: Seminar on Islamic Banking at P.C Peshawar, 17<sup>th</sup> July 2006**



**Seminar on Islamic Banking at FPCCI, Lahore.**

**Seminar on Islamic Banking at Gujranwala Chamber of Commerce & Industry, Gujranwala,.**

**Seminar on Islamic Banking at SKB, Lahore.**

**Seminar on Islamic Banking at Sarhad Chamber of Commerce & Industry, Peshawar.**



**AlHuda Training Session on Islamic Banking at Multan**

**Training Session at Faisal Bank, Faisalabad**

**Group Photo of AlHuda Training Session at Peshawar.**

**Group Photo of Training Workshop on Ijarah & Murabah**



**Participants of 2 days Specialized Training Workshop organized by**

**Speakes of Islamic Housing Finance Training Session**

**Zubair Mughal Deliver Presentation at Hyderabad chamber of Commerce &**

**AlHuda - Takaful Workshop at ICMAP**

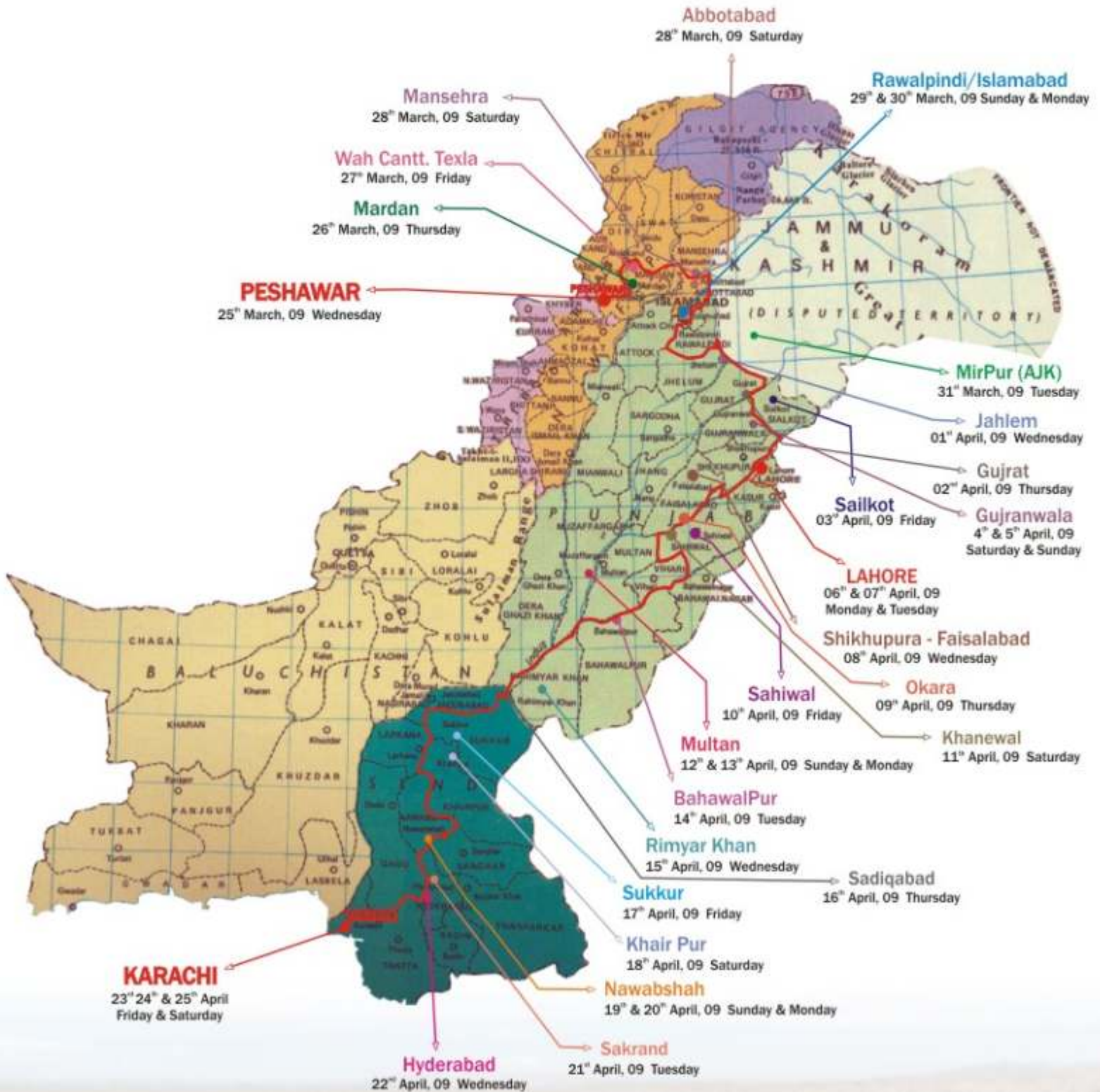


# ROAD MAP

## Khyber to Karachi

25th March to 25th April 2009

Date wise detail



30 Days - 100 Cities - 300 Programs



## Peshawar

25<sup>th</sup> March, 09 Wednesday

- Sarhad Chamber of Commerce & Industry
- Tribal Area Chamber of Commerce & Industry
- Fata Chamber of Commerce & Industry
- University of Peshawar
- Sarhad University
- ICMAP
- City University
- Peshawar Press Club
- 5 Public Awareness Programs at Different Areas of Peshawar



## Rawalpindi - Islamabad

29<sup>th</sup> & 30<sup>th</sup> March, 09 Sunday & Monday

- Rawalpindi Chamber of Commerce & Industry
- Islamabad Chamber of Commerce & Industry
- Islamabad Stock Exchange
- ICMAP Islamabad Campus
- International Islamic University
- Fatima Jinnah Women University
- Riphah University.
- Islamabad/Rawalpindi Press Club
- Awareness Lecture at Islamabad Industrial Estate Association
- 10 Public Awareness Programs at different locations in Islamabad/Rawalpindi.



## Pubbi - Nowshera - Mardan

26<sup>th</sup> March, 09 Thursday

- National Rural Support Program - Regional Office
- Mardan Chamber of Commerce & Industry
- Mardan Industrial Zone - Gadoon Amazai
- Mardan Press Club
- 5 Public Awareness Programs in Pubbi, Nowshera and Mardan



## Gugar Khan - Mandra - Mangla Sohawa - Dina - Mirpur (Azad Jammu & Kashmir)

31<sup>st</sup> March, 09 Tuesday

- Mirpur Chamber of Commerce & Industry
- AlKhair University
- University of Azad Jamu & Kashmir
- Bankers Reception.
- Mirpur University
- 6 Public Awareness Programs
- Mirpur (Azad Jamu & Kashmir) Press Club



## Kamra - Jehangira - Hassanabdal Wah Cantt - Texilla

27<sup>th</sup> March, 09 Friday

- COMSAT University
- 10 Public awareness programs at G.T.Road
- Hassanabdal Cadet Collage,
- Nowshera Press Club



## Jhelum - Kharian - Sarai-Alamgir LalaMusa

1<sup>st</sup> April, 09 Wednesday

- Program in Bank Square
- Jhelum Chamber of Commerce & Industry
- Lectures at Trader Associations
- Jhelum Press Club
- 4 Public Awareness Programs at Jhelum, Kharian & LalaMosa



## Hawelian - Hattar - Abbotabad Qalandarabad - Mansehra - Haripur

28<sup>th</sup> March, 09 Saturday

- Haripur Chamber of Commerce & Industry
- Hattar Industrial Estate
- Hazara Chamber of Commerce & Industry
- Sungi Development Foundation
- ICMAP Abbotabad Campus
- Hazara University Mansehra
- Abbottabad Press Club
- 8 Public Awareness Programs at Different Places of the City



## Gujrat - Wazirabad - Sambrial

2<sup>nd</sup> April, 09 Thursday

- Reception from Bankers of the City
- Gujrat Chamber of Commerce & Industry
- Wazirabad Chamber of Commerce & Industry
- Gujrat Press Club
- University of Gujrat
- 8 Public Awareness Lectures among Public Gatherings





# SCHEDULE

25TH MARCH TO 25TH APRIL 2009

## Sialkot - Daska

3<sup>rd</sup> April, 09 Friday

- Sialkot Chamber of Commerce & Industry
- Sialkot Dry Port Trust
- Sialkot Press Club
- 6 Public Awareness Lectures with Public Gatherings



## Gujranwala - Aimanabad - Kamoki Muridke - KalashahKakoo - Shahdara

4<sup>th</sup> & 5<sup>th</sup> April, 09 Saturday & Sunday

- Gujranwala Chamber of Commerce & Industry
- GIFT University
- The University of Punjab - Gujranwala Campus
- Gujranwala Press Club
- 5 Public Awareness Program at GT.Road



## Lahore - Raiwind - Kasur

6<sup>th</sup> & 7<sup>th</sup> April, 09 Monday & Tuesday

- Lahore Chamber of Commerce & Industry
- Federation of Chamber of Commerce & Industry
- GC University
- University of Central Punjab
- Hailey College of Banking & Finance (Old Campus)
- University of Punjab
- Minhaj University
- Superior University
- ICMAP Lahore Campus
- UMT
- Jamia Asharfia
- Awareness Lecture at Quid-e-Azam Industrial Estate
- Lahore Press Club
- 10 Public Awareness Programs at different areas of city



## Shikhupura - Farooqabad Chack Jhumra - Faisalabad

8<sup>th</sup> April, 9 Wednesday

- Faisalabad Chamber of Commerce & Industry
- Sheikhpura Chamber of Commerce & Industry
- Special Award to Sitara Chemical
- Faisalabad Press Club
- 8 Public Awareness Programs



## Chung - Sundar - Manga Mindi Bahi Peru - Patoki - Rinala - Okara

9<sup>th</sup> April, 09 Thursday

- Bankers Reception
- Okara Press Club
- 6 Public Awareness Programs at different areas of Cities
- Okara Chamber of Commerce & Industry



## Sahiwal - Harapa - Chichawatni

10<sup>th</sup> April, 09 Friday

- Reception from Islamic Bankers.
- Sahiwal Chamber of Commerce & Industry.
- Bahudin Zakriya University Sahiwal Campus
- 8 Public awareness programs at different areas of Cities



## Perowal - Mian Chunu - Khanewal Kabirwala - Qadirpur Rawaan

11<sup>th</sup> April, 09 Saturday

- Khanewal Small Industrial Estate
- Meeting with Trade Association
- Khanewal Press Club
- 8 Awards to top industrial & traders on consumer side



## Multan

12<sup>th</sup> & 13<sup>th</sup> April, 09 Sunday & Monday

- Multan Chamber of Commerce & Industry
- Bahauddin Zakariya University
- ICMAP
- ICAP
- Multan Press Club
- Awareness Lecture at Small Industrial Zone Multan
- 8 Public Awareness Program in the City
- Wafaq-ul-Madaris





# PROGRAMS SCHEDULE

25<sup>TH</sup> MARCH TO 25<sup>TH</sup> APRIL 2009

## Basti Maluk - Jala Arian Laar Lodhran - BahawalPur

14<sup>th</sup> April, 09 Tuesday

- Bahawalpur Chamber of Commerce & Industry
- Bahawalpur Press Club
- Lecture at Industrial Estate.
- Islamia University
- 6 Public Awareness Programs in DuniaPur, Lodhran, Bahawalpur & Samasata



## Liaqat Pur - AhmedPur - Trinda Zahir Peer - KhanPur - Rahim Yar Khan

15<sup>th</sup> April, 09 Wednesday

- Rahim Yar Khan Chamber of Commerce & Industry
- Awareness Program at Bank Square
- Govt. College Rahim Yar Khan
- Rahim Yar Khan Press Club
- 5 Public Awareness Programs



## Iqbal Nagar - Sadiqabad - Dilhair Sarhad- Dharki - Ripti - Ubauro - Gotki

16<sup>th</sup> April, 09 Thursday

- Sadiqabad Small Industrial Estate
- Sadiqabad Press Club
- 10 Public Awareness Programs at Sadiqabad, Dilhair, Ripti, Obaro, Gotki



## Punoaqil - Mir Pur Mathelo Mahsair - Sangi - Rohri - Sukkur

17<sup>th</sup> April, 09 Friday

- Sukkur Chamber of Commerce & Industry
- Govt. Degree College Rohri
- 10 Public Awareness Programs at Punoaqil, Mirpur Mathelo, Rohri, Sukkur



## Khair Pur - Rani Pur Tando Masti Khan - Kot Dachhi

18<sup>th</sup> April, 09 Saturday

- Khairpur Chamber of Commerce & Industry
- 10 Public Awareness Programs at different locations of Cities



## Naushero Feroz - Moro - Nawabshah

19<sup>th</sup> & 20<sup>th</sup> April, 09 Sunday & Monday

- Nawabshah Small Industrial Estate
- Quid-e-Awan University
- 5 Public Awareness Programs at different location of cities



## Kazi Ahmed - Sakrand New Saeedabad - Hala

21<sup>st</sup> April, 09 Tuesday

- Lecture at Bankers Gathering
- 8 Public Awareness Programs at G. T. Road



## Hyderabad - Kotri - Noriabad

22<sup>nd</sup> April, 09 Wednesday

- Hyderabad Chamber of Commerce & Industry
- ISRA University
- Hyderabad Press Club
- 6 Public Awareness Programs at different locations of city



## Welcome to Karachi

23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup> April Thursday, Friday & Saturday

- Karachi Chamber of Commerce & Industry
- Overseas Investor Chamber of Commerce & Industry
- Landi Industrial Area
- Bahria University
- Karachi University
- Modaraba Association of Pakistan
- Korangi Industrial Estate Association
- Leasing Association of Pakistan
- ICMAP
- Hamdard University
- Karachi Press Club
- ICAP
- Awareness walk at I.I Chundrighar Road Karachi
- 15 Public Awareness Programs at different locations



## GRAND CLOSING CEREMONY

25<sup>TH</sup> APRIL, 09 SATURDAY AT KARACHI



## OUR PROMISE

### QUALITY PRODUCTS

All our services meet the required standards and offer you competitive pricing and strict regulatory compliance.

### HIGHLY SHARIAH COMPLIANCE

Our services are carefully designed for strict adherence to the principles of Shariah. Every product we offer is reviewed, approved, and overseen by highly respected, independent Shariah scholars.

### SERVICES EXCELLENCE

We are committed to the highest level of professionalism, and strive to be respectful, responsive, and reliable.

## AlHuda Magazines on Islamic Banking & Finance



Fortnightly Online Magazine on Islamic Finance

Please allow us to introduce Islamic Banking & Finance News, a unique online magazine for the better awareness of Islamic Banking, Finance and Takaful

worldwide, With Free Subscription by more than 150,000 desktops. IBF News also working with different International Islamic Financial Institutions for spreading information of Islamic Finance Development worldwide.



Bi-Monthly Magazine on Banking & Finance

True Banking is a Bi-Monthly magazine on Banking & Financial Services sector with specific target on research development, market analysis,

Training & advancement in this sector with focusing on Development of Islamic Banking, Takaful & Investment. The prime aim of True Banking to create harmony, awareness & innovation in this sector.

[www.truebanking.com.pk](http://www.truebanking.com.pk)

It is good to note the warm public response to State Bank efforts in Islamizing the Banking System of the Country. We hope that AlHuda effort for promotion of Islamic Banking through holding training programs at AlHuda cibe- and organizing Seminars will continue for the benefit of this industry.

Governor  
State Bank of Pakistan.

Allow me to express my thanks to AlHuda, Mr. Zubair Mughai (Director AlHuda) has been in touch with me for 3-4 Years. The truth is that my presence here is on account of his commitment with Islamic Banking. He has taken up the subject seriously and after due consideration. I feel that we should promote and encourage the people in his serious effort. It is not the job of a single institution or a single person. Ever increasing number of persons to promote Islamic Banking shall help expand this cause. In a way, AlHuda has shared our burden.

Pervaiz Said  
Head of Islamic Banking Department,  
State Bank of Pakistan.



AL HUDA

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