



Centre of Islamic Banking and Economics

## COUNTRYWIDE ISLAMIC FINANCIAL LITERACY PROGRAM

From

### KHYBER TO KARACHI

1st Oct to 23rd Oct, 2012

NATIONWIDE AWARENESS CAMPAIGN

**ROAD SHOW**

Islamic Microfinance - Islamic Funds - Sukuk - Takaful - Halal Industry

#### With Special focus

- ◆ To promote and encourage the Islamic Banking & Finance Literacy
- ◆ To make Islamic Banking & Finance the first choice of Pakistani people
- ◆ To highlight the key issues & Solutions in the field of Islamic Banking & Finance
- ◆ Developing the bridge between investor and Islamic Banking & Finance Industry
- ◆ Future recommendations for enhancement of Islamic Finance Industry

**30 Days – 50 Cities – 100 Programs**



Peshawar



Islamabad



Azad Jamu & Kashmir



Lahore



Faisalabad



Multan



Sukkur



Karachi

A mega campaign for the awareness & literacy of Islamic Banking & Finance



AlHuda Center of Islamic Banking and Economics (CIBE) is a recognized name in Islamic Banking and Finance Market for trainings, research and advisory over the last six years. The prime goal has always been to remain stick to the commitments and provide state-of-the-art Advisory, Consultancy and Education through various well recognized modes viz. Campus programs, Distance learning programs, Trainings Workshops, Awareness Programs and Islamic Microfinance Products Development all side by side through our distinguished and generally acceptable and known Publications in Islamic Banking and Finance.

## ABOUT ROAD SHOW

We are pleased to organize a "Nationwide Awareness Road Show on Islamic Banking & Finance" with the theme to promote awareness in Islamic banking and finance literacy among the masses through seminars in different regions. We have previously organized three successful Road Shows by conducting about 300 seminars/discussion in the gathering of entrepreneurs, Bankers, Trade Associations and University students. The Road Shows were::

1. First Khyber to Karachi Road Show on Islamic Banking – March 25 to April 25, 2009
2. Second Khyber to Karachi Road Show on Islamic Banking and Takaful – March 10 to April 10, 2010
3. First Khyber to Karachi Road Show on Halal Industry – February 01 to March 01, 2011

Over the time period of One month of Road Show, more than one million people will have the opportunity to get themselves educated from our experts, panelists and by their experiences through sessions, speeches and presentations designed under different tracks within the specific subject.

## NEED ASSESSMENT OF ISLAMIC FINANCE LITERACY IN PAKISTAN

Pakistan has gained a considerable growth in financial sector over the last two decades, but there is still a huge gap and potential for further growth. There are lots of reasons behind the fact that this financial system is relatively smaller in relation to the size of the economy, even when compared with other emerging economies around the globe, some of these reasons behind promoting Islamic Finance are:

1. Only 11% of the population of Pakistan has an access to even the conventional financial institutions. So the remaining 89% of the populations still untapped.
2. The failure of the so-called Islamic Banking launched in early 1980s still strikes lots of questions with millions of minds regarding its legitimacy, so people being God fearing become careful to adapt to the concepts and practices in Islamic Banking and Finance.
3. The current global financial crisis faced by the world in the conventional financial system makes the people more cautious about any dealings with Banks or Financial Institutions. On the other hand, the financing of Islamic banks are backed by Real Assets, making it safer mode and a Shariah compliant alternative
4. Islamic banking has shown visible growth trend in spite of negative questions in the mind of people regarding Islamic finance.
5. It is observed that Islamic banking is still out of reach of common citizens of Pakistan.

## An Ever Remembered Event in the History of Islamic Finance

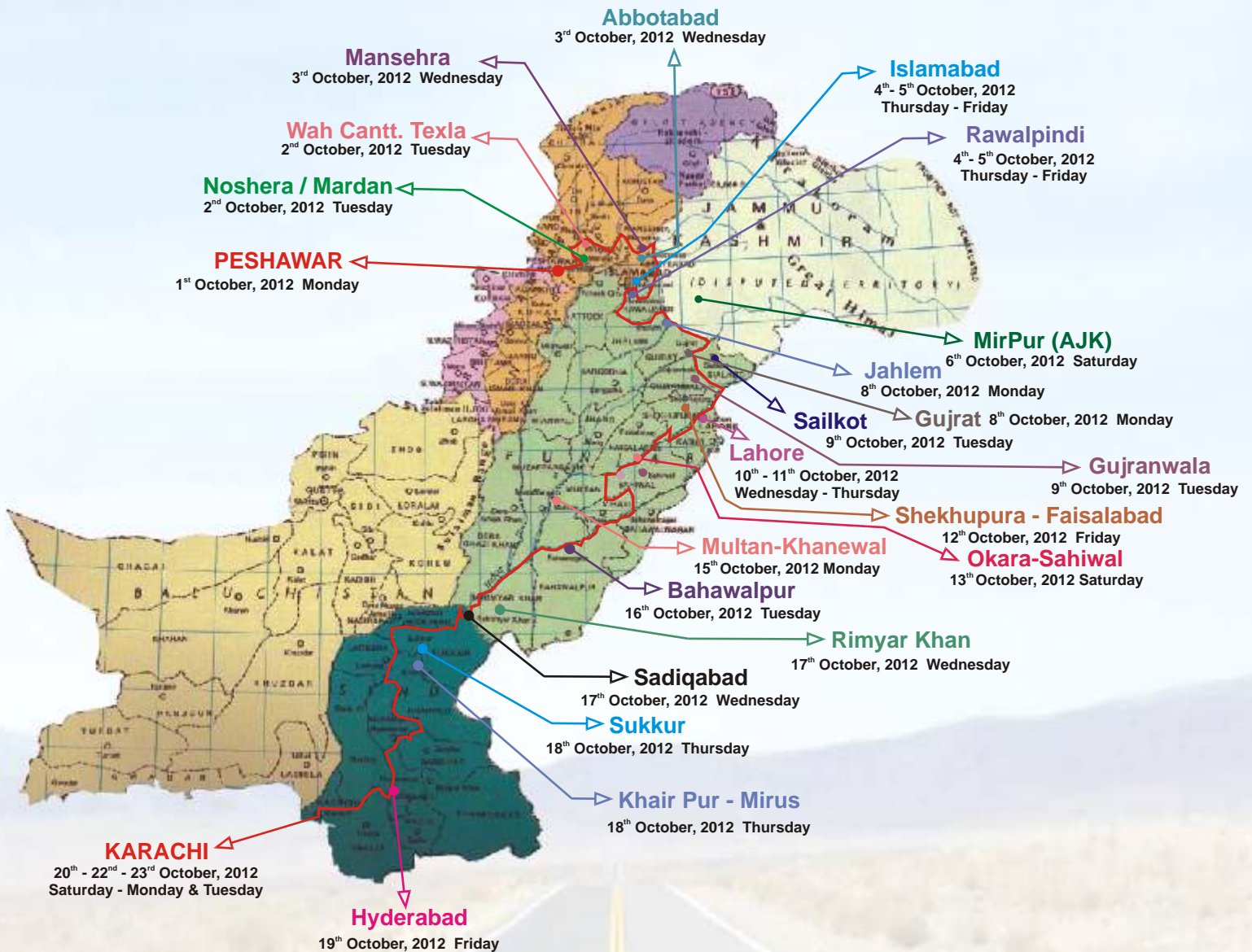
### SUPPORTERS (2011)



# KHYBER TO KARACHI

1<sup>st</sup> Oct to 23<sup>rd</sup> Oct, 2012

30Days - 50Cities - 100Prgrams



## Grand Closing Ceremony in Karachi

20<sup>th</sup> - 22<sup>nd</sup> - 23<sup>rd</sup> Oct, 2012

Grasp the knowledge by driving the vision

## **VISION OF ROAD SHOW:**

“ To promote the Islamic Banking & Finance literacy, set the trend of Pakistani people towards Islamic banking and finance and developing the Professionals for Islamic Banking and Finance for future”

## **MISSION STATEMENT:**

“To promote the Islamic Banking & Finance literacy all over the Pakistan by developing and creating the workforce of Professionals, Researchers, Scholars and Academicians in the field of Islamic Banking & Finance and to make Islamic Finance the first choice of Pakistani people”

## **KEY OBJECTIVES OF ROAD SHOW:**

- ✓ To Promote the Awareness of Islamic Banking and Finance among the Professionals, Academicians, Researchers and Scholars with the help of Government and Non Government institutions
- ✓ To Recognize the Islamic Banking and Finance as sustainable system in Pakistan
- ✓ To encourage industry support in order to fulfill the needs of Islamic Finance industry
- ✓ To create a more favorable environment for Islamic Banking and Finance in Pakistan
- ✓ To provide a platform for an exchange of views and experiences on current trends in Islamic Finance through a Road Show and set the trend of Islamic Banking & Finance
- ✓ Recognizing the key challenges faced by Islamic Finance and providing practical implementations for Islamic Finance industry
- ✓ This Road Show will create awareness of Islamic Banking and Finance system as sustainable and only solution to overcome the current international financial recession
- ✓ It will bring together, directly or indirectly, all the key players of Islamic Banking and Finance, providing them opportunities to understand each other and developing an environment of mutual cooperation which will ultimately help in the development of the Islamic Financial Industry in Pakistan



## **CENTRE OF ISLAMIC BANKING AND ECONOMICS**

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