



ICMA
Pakistan

**Institute of Cost and Management
Accountants of Pakistan**

Karachi Branch Council 2016-18

Please bring
Laptop with you



Workshop on

Freelancing for Accountants



Technology has provided new amazing avenues for businesses around the globe. One of them is outsourcing of work from expensive markets like USA to comparatively less expensive markets like Pakistan, India and Philippines. Though a lot of outsourcing work is done by large corporates, significant amount of work is done by freelancers in Pakistan, India etc.

Global freelancing market size is 1.4 trillion dollars and this is growing at 5% per annum. Pakistan is the Third largest player in the market. Though Pakistan made a record income of 1 bn USD in 2017, and there is a lot of scope in the market that has not yet been explored.

Considering this Government of Pakistan has also taken the initiative to train 1 Million freelancers. Several private sector organizations are also working on this agenda. However, all of these efforts are focused on freelancing development in IT and digital marketing field, with Accounting and Finance being totally ignored. As an estimate, Accounting & Finance freelancing work makes 3.51% of total market.

So considering this gap, we have taken the initiative and conducting an introductory Accounting and Finance freelancing training with StartX (StartX is a non-profit startup accelerator and founder community)

Introduction to freelancing:

- Everything you need to know about freelancing online.
- Freelancing platforms.
- Skills required.
- Tools required.
- Profile tips.
- Applying on jobs and after sales service.

Freelancing as Accountant/bookkeeper:

- Learn the most demanded Accounting Software in freelancing market "Xero".
- Learn the complete Xero set up and end to end user training.

Drafting Business Plans:

- Learn to draft the business plans for start ups and SMBs looking for funding.

Freelancing as Business/Finance Content Writer:

- Learn the art of SEO optimized writing content for different business and finance websites.

TRAINER:

Mr. Irfan Sharif is an entrepreneur, a trainer and a top rated freelancer. He worked as consultant at A.F. Ferguson & Co. and served as Manager Finance at Reckitt Benckiser. In 2004, Mr. Irfan started his Accountancy outsourcing business for UK Accounting firms and SMBs.

Day Date & Timing:

Saturday April, 21, 2018
from 9:30 am to 5:30 pm

CPD Hours

08 Hours

Venue:

Siminar Hall, Head Office ICMA Pakistan

Registration Fee:

ICMA Pakistan Qualified & Students Rs. 500/-
Others Rs. 1000/-
(Inclusive of Teas and Lunch)

Registration:

Limited seats on first come first serve basis

PROGRAM COORDINATOR:

Mr. Faraz Ahmed, ACMA

With warm regards:

Shaham Ahmed, ACMA
Chairman, CPD Committee
Karachi Branch Council

Rozina Muzammil, FCMA
Chairperson, CRC Committee
Karachi Branch Council

Noman Bombaywala, FCMA
Chairman
Karachi Branch Council

For Further details & registration, please visit the website or contact:

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