

# ADVANCED FINANCIAL MODELING & FORECASTING

(Sunday - Thursday) 09<sup>th</sup> – 13<sup>rd</sup> February 2025 (5 days)

09:00AM - 03:00PM

In-person @ UIC premises

FEES FOR UIC MEMBERS  
KWD 400

FEES FOR NON-MEMBERS  
KWD 450



**Alaa Ghanem**

## Introduction:

The learning techniques delivered in this training are based on a 20-year-experience in building financial models and generating forecasts for listed companies and privately held firms in GCC and the MENA region.

With the increasing complexity of financial markets and the need for accurate predictions, companies are looking for professionals who can effectively analyze data and make informed decisions.

Advanced financial modelling allows organizations to create detailed projections and scenarios that can help them plan for the future, identify potential risks, and optimize their resources. By mastering these skills, individuals can enhance their career prospects and stand out in a competitive job market.

Furthermore, with the rise of big data and technological advancements, the demand for experts in financial modelling and forecasting is only going to increase. Investing in developing these skills now will not only benefit you personally but also open up a world of opportunities in various industries.

## Target Audience:

- Equity analysts
- Private bankers
- Financial advisors
- Investment bankers
- Portfolio managers
- Customer Service Officer
- Financial risk experts
- CFOs
- Finance Managers
- Accountants
- Business Owners
- Entrepreneurs
- Venture capital specialists
- Management consultants
- Students – Finance, Accounting, Economics, Management



# ADVANCED FINANCIAL MODELING & FORECASTING

## Outline:

### 1. Build financial models from scratch

- Transform qualitative factors into numbers to be used in the model
- Develop links, formulas and ratios using excel

### 2. Line-by-line projections for the Income Statement, Balance Sheet and Cash Flow items

- Revenues
- COGS
- Depreciation
- Operating expenses
- Finance cost and income
- Net income
- Terminal growth
- Dividends
- Cash
- Receivables
- Inventory
- PPE
- Capex
- Loans
- Payables
- Reserves
- Retained earnings
- CFO
- CFI

### 3. Methods used to report income from investment in subsidiaries

- Dividend
- Equity
- Consolidation

### 4. Researching the macro factors (global, regional or local) that impact the company performance and learn how to get these information

- Population
- GDP
- GDP per capita
- Inflation
- Raw material cost
- Unemployment rate



# ADVANCED FINANCIAL MODELING & FORECASTING

- Interest rates
- Regulation
- Taxes

## 5. Study the company specific factors

- Capacity
- Utilization rate
- Future plans
- Market share
- Employees
- Management

## 6. Market structure analysis

- SWOT analysis
- Competition
- Economic cycle
- Price elasticity
- Nature of products

## 7. Scenario development

- Base case assumption
- Worst case – risky situation
- Best case
- 

## 8. Detect how ratio analysis is used in generating accurate forecasting

- Profitability ratios
- Liquidity
- Solvency
- Coverage
- Activity

## 9. Final comments



# ADVANCED FINANCIAL MODELING & FORECASTING

## Expert's Profile: Alaa Ghanem

Alaa Ghanem is the CEO of Advisory and Business Company. Alaa has more than 16 years of experience at international and regional conglomerates. He developed and established the financial and equity research departments and the economic advisory units in leading companies in the MENA region like Bank Audi. He participated in tens of financial and economic global conferences and wrote thousands of investment notes and research papers that were published by international and regional newspapers like Bloomberg and Zawya. Alaa graduated in 2007 with distinction from the Lebanese American University in collaboration with George Washington University in USA, with double major in Finance and Economics. He completed his CVA in 2008 and his CFA in 2009. Alaa attended several executive education courses at INSEAD University, University of Cambridge and Yale University.