

MARKET TRENDS & MACRO ANALYSIS

(Wednesday & Thursday) 23rd & 24th April 2025 (2 Days)

09:00AM - 03:00PM

In-person @ UIC premises

Arabic/material in English

FEES FOR UIC MEMBERS
KWD 195

FEES FOR NON-MEMBERS
KWD 225



Alaa Ghanem

Introduction:

This training examines the key factors that shape global markets, with a focus on emerging trends, economic indicators, international trade, and geopolitical events.

Participants will gain insight into the complexities of global financial markets and learn how to analyze market movements, trade patterns, and investment opportunities.

This training will strongly help participants with the knowledge and tools to make informed, effective investment decisions.

Target Audience:

- Head of departments
- Managers
- Financial analysts
- Private bankers
- Financial advisors
- Investment bankers
- Portfolio managers
- Financial risk experts
- Finance Managers
- Directors



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Outline:

Module 1: Key drivers of the market

- Global
- Regional
- Local

Module 2: The top-down vs bottom-up approach

- Asset class
- Geographical
- Sector
- Single investment selection

Module 3: Economic indicators and how to analyze them

- GDP
- Inflation
- Interest Rates
- Unemployment
- Currencies

Module 4: The investment cycle

- Trend continuity vs reversal
- Growth, peak, recession, bottom
- Hot vs cold money investment flow in each cycle

Module 5: Sector specific trends

- Cyclical sectors
- Defensive sectors
- Sustainable sectors
- Mix

Module 6: Analyzing future trends

- Identifying market opportunities and risks
- Using data to forecast future trends in global markets
- Evaluating market conditions (economic cycles, interest rates, inflation)

Module 7: Catching the opportunities and preparing for the risk

- How businesses can prepare for emerging market trends
- The impact of disruptive technologies and social changes



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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.