

Management Training

"Finance for non-financial Managers"

Learning in days what others have learned in years...

Monday-Thursday 8-11 December 2014

Burjuman Business Tower, Sheikh Zayed Street, Dubai

Dubai, August 2014

To all participants

Thank you for pre-registering for this seminar. Please find attached further information about the venue and settings for the event, including hotel, transportation, confirmation of your registration, payment and contact details.

1 Burjuman Business Tower, 18th Floor



The seminar takes place at Regus on the 18th Floor of the Burjuman Tower, in Bur Dubai.

The tower is located adjacent to the Burjuman Mall and is walking distance (200m) from the Burjuman Metro station (intersection of red line and green line), with magnificent view of the creek and the city.

From Dubai airport you will need 15 minutes by taxi, and about the same if you use the metro (only 6 stops from Airport Terminal 3).



2 Transportation

If you come by plane, we recommend travelling with Emirates, one of the best airlines in the world. Enjoy great service and facilities on board. All Emirates flights land at Terminal 3, and from there you can take a taxi or the metro (red line) to reach the heart of the city.

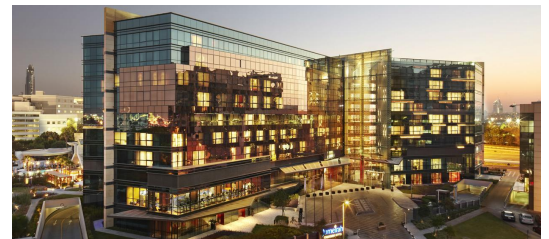
A taxi to the Bur Dubai area should cost around AED 50. If you take the metro, we recommend using a 'nol' card (grey card), which you can get for 10 AED and recharge. The metro trip from the airport costs AED 2-6 depending where you are going (Burjuman, Sheikh Zayed Road) - see also <http://metro.rtaprojects.me/>.

3 Dubai Hotels

There are many hotels in Dubai, in particular on Sheikh Zayed Road (e.g. the Fairmont Dubai, Crowne Plaza). We present a selection of pleasant hotels in Bur Dubai and Deira, not far away from Burjuman. A wider range can also be found and booked at general travel sites such as: <http://www.expedia.co.uk>

3.1 Jumeirah Creekside Hotel

Located in the heart of Dubai and overlooking the Dubai Creek, the five-star Jumeirah Creekside Hotel in Dubai is conveniently situated for access to Dubai's International Airport and within minutes away from some of Dubai's most important landmarks and shopping centres.



<http://www.jumeirah.com/en/hotels-resorts/dubai/jumeirah-creekside-hotel/>

3.2 Mövenpick Hotel Bur Dubai

The five-star Mövenpick Hotel and Apartments Bur Dubai is 10 minutes from everywhere and perfectly positioned in a close proximity to Dubai International Airport and key locations. These include Dubai Healthcare City, Wafi Mall, World Trade Centre or Dubai International Conference Centre. Experience modern accommodations, exceptional dining and our newly renovated ballroom that can accommodate up to 350 guests.



<http://www.moevenpick-hotels.com/en/middle-east/uae/dubai/hotel-dubai-bur/overview/>

3.3 Sheraton Dubai Creek

A 5-star landmark hotel. Enjoy the spectacular views over Dubai's creek from the brand new rooms and suites or benefit from the optimal location of the hotel by walking to Deira's city center, the Gold Souk or the Spice Souk. You can also walk to Dubai Metro, which will take you anywhere in town. Dubai International Airport and Dubai Mall are just a 10 minutes' drive away.



<http://www.sheratondubaicreek.com/>

3.3 Golden Sands (3 & 5) Hotel and Serviced Apartments

If your budget is lower and all that counts is a comfortable, quiet and spacious room within walking distance from the Burjuman Tower (10-12 minutes), you can stay at Golden Sands. The hotel provides good service and value for money, starting at \$100 per night in the winter season.



<http://www.goldensandsdubai.com/>

4 Confirm your registration

The seminar is open to participants from all industries. It is important that you confirm your registration no later than 30 days before the start of the training course i.e. not later than 6 November 2014.

The seminar is modular: participants can attend the first 2 days (Terminology, Financial Statements, Ratios and Performance); or the last 2 days (Business Planning, Costing, company and project Valuation); or the full 4 days.

No pre-required knowledge is necessary to attend, however we recommend that participants who are not so familiar with *accounting terminology* and *financial statements* attend the first 2 days as well.

All participants are requested to bring their own laptop, with Excel.

To confirm your registration, please send a scan copy of the bank transfer order / payment slip to the following email address: training@investaura-group.com

5 Make payment

The seminar prices are as follows:

- Day 1-2 USD 2,100 only
- Day 3-4 USD 2,100 only
- Day 1-2-3-4 USD 3,600 only

An 'early bird' discount of \$200 applies if you confirm your registration before 15 October 2014.

Please make payment in USD directly to our bank account, details as below:

Bank: Barclays Bank (UK) Account name: Investaura Limited Account Number: 54800711 Sort Code: 20-17-19 IBAN: GB 19 BARC 2017 1954 8007 11 BIC (Swift): BARCGB22
--

We request payment to be made by bank transfer to our bank account in the UK no later than 15 days before the training starts i.e. no later than 22 November 2014. We reserve the right to close the event to participants whose payment is received after that date. Thank you for your understanding.

6 Visa and passport requirements

We recommend that you enquire well in advance whether you need a visa to travel to the UAE.

Citizens of the GCC nations of Bahrain, Kuwait, Oman, Qatar and Saudi Arabia do not require a visa to travel to the UAE.

Citizen from many other countries will get a 30-day visa on arrival, free of charge.

Check the visa requirements there:

http://www.mofa.gov.ae/mofa_english/portal/79e01fed-3501-4ebb-accd-9e27950433a7.aspx

If you need a letter of invitation to facilitate your visa application, let us know.

7 Contact us if you have any question

If you have any question, feel free to contact us:

Per Email: training@investaura-group.com

Per Telephone:

- OnTargetConsulting at +971 4 454 7016
- INVESTAURA at +49 177 45 77 956

8 About us: INVESTAURA and OnTargetConsulting

The seminar is brought to you by INVESTAURA Management Consultants and its partner in the UAE OnTargetConsulting.



Office 1102, Yes Business Centre
Al Barsha 1
P.O. Box 450025
Dubai, UAE

Mohmaed El Mugtaba Babiker. Mr Mugtaba is the CEO of OnTargetConsulting. He brings immense experience working in the banking and telecoms sector in the Middle East and Africa with 40 years of professional experience. His last assignment was as CFO of Etisalat Afghanistan (2009-2013). He is CPA (Certified Public Accountant), CGMA (Chartered Global Management Accountant), a member of IIA (Institute of Internal Auditors) and holds an MBA from City University, Seattle, USA. His key qualifications include: Finance, Accounting, Audit, Management Reporting, Policy Manual, Enterprise Risk Management, Corporate Governance, Financial systems (incl. ERP) and Supplier selection.



INVESTAURA

205-207 High Street, Cottenham
Cambridge, CB 24 8RX
United Kingdom

Pierre Lurin. Pierre is a Managing Partner at Investaura and has worked in the Middle East and Africa since 2008. Pierre brings 20 years of experience in the telecom industry. He has an M.Sc. in Engineering from Ecole Centrale Paris (France) and holds a Master in Economics and Corporate Finance from Cambridge University (UK). Pierre is expert in Finance, Performance Management, M&A, Due Diligence, Budgeting, Business planning and forecasting, Company valuation, Techno-economic modelling and Service costing. Before INVESTAURA, Pierre was a Manager with Nokia Siemens Networks. He started his career as consultant with Analysys Mason in the UK, Malaysia and France.

