

How SMEs can use a high quality CFO: The Virtual CFO Solution

Almas Conference Centre, Almas Tower, JLT
Thursday, 08 May 2014
08:30 am to 10:30 am

Overview:

If your company is an SME and is looking for insights on how to manage your company's finance and accounts effectively, then do not miss out on this event we've organized, in collaboration with Vianta Advisors DMCC & SuperCFO Services Pvt. Ltd., as part of the DMCC Knowledge series.

SMEs need financial advice and timely information. SME owners having a finance background is rare. They need help to plan cash flow, identify profitable clients, control costs, manage payables, and collect receivables and other MIS relating to the business. They need a qualified CFO, which they usually cannot afford. With the "Virtual CFO" concept, SMEs get access to competent part-time CFOs along with back-office-analytics, on a tech-based platform, at a fraction of the cost of having a full time CFO.

The event will cover areas like:

- How do banks perceive SMEs?
- Characteristics of good and bad SMEs
- What do you need to do to become bankable?
- Budgeting & Forecasting, Cost and Cash Flow Management
- CFO Health-check
- Client Profitability and other MIS reports
- Smart & Interactive CEO Reporting Dashboards

Who should attend?

- ✓ Business Owners
- ✓ Finance Directors
- ✓ CFOs
- ✓ Finance Managers
- ✓ Managing Directors

Attendance is free for DMCC Free Zone member companies.

Pre-registered guests only due to limited seating

For RSVP please contact events@dmcc.ae

Agenda

8.30 - 8.45 - Refreshments, registration and networking

8.45 - 9.00 - Welcome Notes by DMCC

9.00 - 09.30 - Raising Bank Finance (Bank Perception of SMEs in the UAE)

09.30 - 10.15 - What Virtual CFO can do for you.

10.15- 10:30 - Question & Answer session

Speakers Profile

Vikram Venkataraman is Founder and Managing Director of Vianta Advisors DMCC, has worked in the UAE for over 20 years - 17 as a banker and over 4 years in consulting, helping companies get bank financing, in the UAE. He has held numerous positions in banks, including Executive Director and Regional Head - MENA region of Credit Structuring - ABN AMRO Bank, Head of Corporate & Institutional Banking - Dubai Bank and Head of SME, Transaction Banking and Factoring at Mashreq Bank.

View [LinkedIn Profile \(www.viantaadvisors.com\)](http://www.viantaadvisors.com)

Bhairav Kothari is Founder & Managing Director of SuperCFO Services Private Limited India's leading and pioneering Virtual CFO Company. He has over 15 years' experience as a finance professional which includes public company listings (IPO), debt syndication, private equity financing, mergers & acquisitions, cross border accounting (IFRS & US GAAP), implementation of cost controls and setting up of MIS systems.

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