

المعهد المصرفي الفلسطيني  
Palestinian Banking Institute



## البرنامج التدريبي الأزمات المالية العالمية

٢٥ - ٣/٢٨ ٢٠١٩  
رام الله / فلسطين

# financial crisis Crash of

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<b>Program Name</b>	<b>The Financial Crisis</b>
	الأزمات المالية العالمية
<b>Start Date</b>	25/3/2019
<b>End Date</b>	28/3/2019
<b>Time</b>	Full Days
<b>Fees</b>	USD 850 per participant
<b>Registration Deadline</b>	14/3/2019
<b>Language</b>	اللغة الأساسية هي اللغة العربية
<b>State</b>	Palestine
<b>Location</b>	Ramallah
<b>Targeted Audience</b>	<ul style="list-style-type: none"> <li>• Regulators</li> <li>• Risk Management</li> <li>• Compliance</li> <li>• Treasurers</li> <li>• Investment portfolio managers</li> <li>• Organizations and Methods officers</li> <li>• Strategic planning officers</li> <li>• Credit officers</li> <li>• Internal Audit</li> </ul>
<b>Introduction</b>	The Financial Crisis of 2007 – 2008 exposed the major weaknesses in the global economies in terms of the high liquidity, easy credit, subprime lending, lax regulations, innovative products, dubious credit rating by the major credit rating agencies and the rush by greedy bankers to exploit the opportunities to make extravagant profits.

	<p>This workshop will discuss in details the reasons of the financial crisis of 2007 – 2008 and compare its circumstances to the present economic environments prevailing in the major economies of the world. The participants will learn about and discuss :</p> <ol style="list-style-type: none"> <li>1. The major causes of the financial crisis of 2007 – 2008, its impacts, aftermath and the governments’ responses around the world.</li> <li>2. The possible scenarios of the next financial crisis.</li> <li>3. What can the regulators do to avoid the next financial crisis?</li> <li>4. What can the banks do to manage, when and if, the next financial crisis occurs?</li> <li>5. The economic outlook for 2019 and beyond.</li> <li>6. The personal views of the presenter.</li> </ol>
<p><b>Goals</b></p>	<p>Understanding the circumstances, causes, impacts, and the governments’ responses to the financial crisis of 2007 – 2008 will give the participants a comprehensive knowledge of that crisis. It will also alerts them to possible dangerous economic signals that might arise before the next crisis occurs. It will make the regulators aware of the regulatory gaps the led to the financial crisis of 2007 – 2008 so they can issue pre-emptive regulations to avoid the next financial crisis. Finally, it will briefly outline the necessary tools for the banks and consumers to manage the next financial crisis in terms of better compliance, investment strategies, sticking to the basics of banking, and the need for an effective asset/liability management of the balance sheet.</p>
<p><b>Outcomes</b></p>	<ul style="list-style-type: none"> <li>• Learn about the nature, history, and sequence of events that led to the financial crisis of 2007 - 2008.</li> <li>• Become aware of the different scenarios of the next financial crisis with the various views for and against each point of view.</li> <li>• Identify the roles and responsibilities of the regulatory authorities in the country, executives of the banks, and the individual consumer in avoiding and managing the next financial crisis.</li> <li>• Learn about the indicators to watch in 2019 and the necessary actions to consider to decrease the risk of a financial crisis, when and if it occurs.</li> </ul>



Topics

**اليوم الأول: Day One**

- نظرية البجعة السوداء أو نظرية الأحداث: Black Swan Theory of Events
- نظرة عامة على الأزمة: Overview of the Financial Crisis of 2007 – 2008: المالية في الفترة 2007 - 2008
- أسباب الأزمة المالية 2007 – 2008: Causes of The Financial Crisis of 2007 – 2008 –

**اليوم الثاني: Day Two**

- ما بعد الأزمة: The Aftermath
- تسلسل الأحداث: Sequence of Events
- تأثيرات 2007 – 2008: Impacts of the Financial Crisis of 2007 – 2008: الأزمة المالية العالمية
- ردود وأفعال الحكومات: Governments' Responses & Actions

**اليوم الثالث: Day Three**

- التغطية: The Media Coverage of the Financial Crisis of 2007 – 2008: الإعلامية للأزمة المالية
- الأزمة المالية القادمة - نظرة عامة: The Next Financial Crisis – Overview
- Possible Scenarios of the Next Financial Crisis:
  - a. القروض الطلابية: Student Loans
  - b. ديون الصين: China Debt
  - c. حرب الصين التجارية: China Trade War
  - d. التخفيض الكمي (QT): Quantitative Tightening (QT)



**اليوم الرابع: Day Four**

e. إرتفاع أسعار الفائدة: The Higher Interest Rates

f. الفجوات الرقابية: Regulatory Gaps

- What can regulators do to avoid next financial crisis?
- ما الذي يجب على الهيئات الرقابية فعله لتجنب الأزمة المالية القادمة؟
- What can banks do to mitigate the impacts of the next financial crisis?
- ما الذي يمكن أن تقوم به البنوك للتخفيف من آثار الأزمة المالية القادمة؟
- The 2019 Economic Outlook: الرؤية الاقتصادية لعام 2019

**Mr. Adam Mansour , Expert and Consultant:**

**Professional Profile:** A seasoned banking professional with thirty-two years of experience at major financial institutions in the United States and the Middle East and solid achievements in the areas of:

**Trainer**

- Compliance /AML / CFT/ Sanctions FATCA
- Risk Management Asset / Liability Management
- Branch Management & Operations Treasury Administration
- Investment Portfolio Management Balance Sheet Re-Structuring
- Capital Markets Team Management & Development

**Work Experience:**

*Independent Financial Consultant*

*August 2017 – Present*



A.M. Financial Consulting

Beirut, Lebanon

A.M. Financial Consulting delivers consulting and training services to financial institutions and central banks in the Middle East region. As an independent consultant, Mr. Mansour helps design and implement best-in-class strategies, policies, and controls to manage the balance sheet's risks (credit, market, liquidity and operational). A special emphasis is placed on the compliance risks (AML / CFT) to protect against illicit financing threats with a solid commitment to keeping money launderers, sanctions targets, corrupt officials, terrorist networks, and weapons proliferators out of the global financial system. This is accompanied with the appropriate on and off-site training to implement these strategies, policies and controls using his experience at top notch financial institutions in the United States, Saudi Arabia and Lebanon.

*Advisor to the General Manager*

*August 2015 – August 2017*

First National Bank

*Beirut, Lebanon*

**Advised the general manager of the bank on strategic issues related to risk management and compliance.**

*Group Chief Compliance Officer / Compliance & Review May 2009 – August 2015*

First National Bank

*Beirut, Lebanon*

**Established and managed the Compliance & Review Department (CRD) centralizing the compliance, anti-money laundering and controls processes across the bank and its subsidiaries to help the organization achieve its governance, regulatory and profitability goals with transparency, independence and integrity. The CRD encompassed the development, implementation and monitoring of policies, procedures, processes and tasks to ensure efficiency of operations, quality of internal / external reporting and compliance with applicable local and international laws and regulations. The CRD also established and managed the FATCA Project Management Office (PMO) fully meeting**



internal and external vendors slashing the cost by 15%;

- Chairing and participating in critical committees for the retail and wholesale franchises of the Bank increasing deposits by 12% annually.

***Senior Manager, Asset / Liability Management & Strategic Planning  
Dec. 1994 – Dec. 1998***

***Saudi Fransi Bank  
Riyadh, Saudi Arabia***

Managed a team of 8 highly skilled professionals to develop, implement and monitor interest rate risk and liquidity strategies, procedures and investment analysis for the entire balance sheet of the Bank. Specifically:

- Restructured the balance sheet successfully tripling the net income of the Bank in 3 years;
- Managed actively a \$2.5 billion investment portfolio including American / European fixed income securities, Saudi Government Development Bonds (SGDBs) and emerging markets securities with a return of over 15% annually;
- Implemented successfully a major asset/liability simulation model to assess the balance sheet's risks;
- Participated actively in the Executive Committee to re-structure the major areas of the bank; and,
- Established and monitored risk limits for the balance sheet and trading activities.

***Senior Consultant***

***1993 - 1994***

***Treasury Services Corporation.  
Santa Monica, California***



Managed relationships with client banks involving cost allocations, product profitability, transfer pricing, asset / liability modeling and systems analysis as well as training of staff meeting the targets set by management.

***Manager, Asset / Liability Management***  
***1991 – 1992***

**BankAmerica Financial Service**  
***San Diego, California***

Analyzed and managed a portfolio of \$1.5 billion of short, medium and long term collateralized corporate debt as well as provided monthly analytical reports for senior management. Moreover:

- Developed and recommended funding strategies to quantify the cost/benefit tradeoffs of three alternative rate scenarios;
- Reconciled and improved the quality of information for the three major financial reports within four months reducing preparation time by 50%; and,
- Developed a strategy to increase the collateral efficiency by 25% and reduced the borrowing cost by 1% on the \$1.5 billion debt portfolio.

***Assistant Vice President, Finance***

***1988 – 1991***

**Santa Barbara Savings**  
***California***

***Santa Barbara,***

Designed and established processes, models and policies to evaluate and streamline operations in the retail and wholesale areas of the bank. Major tasks:

- Developed and implemented pricing and profitability models and strategies resulting in savings of \$3 million annually in interest expense;
- Collaborated with the marketing team to develop, price and monitor new products resulting in increased deposits of \$100 million;

- Assisted in the liquidity management of \$2 billion portfolio;
- Worked closely with regional and branch managers to retain and increase deposits by \$150 million in 1 year; and,
- Negotiated successfully with prospective buyers of the retail franchise tripling the sales premium.

***Manager, Financial Analysis & Planning***

***1985 – 1988***

**Pima Savings**

***Tucson, Arizona***

Occupied positions of increasing responsibilities starting as a branch management trainee and quickly promoted to the position of the manager of the Financial Analysis and Planning Department. Tasks concentrated around:

- Collaborating with the investment team by researching and recommending buy/sell strategies resulting in annual profits of up to \$12 million;
- Building and executing a funding optimization model using linear programming to decrease total borrowing cost by \$135 million annually; and,
- Managing a \$500 million portfolio of risk controlled arbitrage generating an annual rate of return of 18%.

**Training and Lecturing Experience:**

I have designed modules and training programs on the balance sheet's risk management (credit, market liquidity & operational), FATCA, economic sanctions, economic crime, Basel Accords, AML / CFT, asset / liability management, funds transfer pricing, portfolio management, treasury operations, capital markets, financial regulations and branch management. These programs were tailored to staff, managers, senior management and board members to ensure well-informed decisions are made at all levels of the institution.

**The training forums included:** Cambridge University, World Union of



Arab Banks, The Banking Institute in Saudi Arabia, Sendero Corporation in the United States and the Institute of Financial Education in the United States. This is in addition to the training conducted internally at the banks I worked for.

**Education:** Graduated with high distinction at the University of Arizona in Tucson, Arizona.

**MASTERS OF ART** in Economics and Finance    **BACHELOR**                    **OF**  
**SCIENCES** in Business Economics

**PERSONAL**

Married with two children

US citizen

Excellent writing and presentation skills  
Arabic, and French)

Multi-lingual (English,