



**ICMA**INTERNATIONAL  
lead strategically

Faisalabad Branch Council 2022-24

# Seminar on Shift from Monopoly to Competitive Power Market Regime

CPD committee of Faisalabad Branch Council is pleased to announce a seminar on **Shift from Monopoly to Competitive Power Market Regime** to be held on 10 May. Since the Govt of Pakistan has introduced major reforms in the Power Sector, monopoly of public sector utilities, including DISCOs and NTDC has ended. A new concept of Wholesale Electricity Market (CTBCM) has been introduced. Now, electricity can be generated, sold, supplied, distributed and traded by any eligible private entities.

## Resource Person:



### Assad Ullah Ch.

Former Director (Finance)  
CPP-G, Former DG (MIRAD) IESCO

is a Fellow member of ICMA, seasoned trainer and power sector expert with over 22 years of experience in managing complex power purchase agreements, implementing market reforms, and ensuring regulatory compliance. In addition to his industry experience, Mr. Assad has served as a visiting faculty at ICMA Pakistan and many renowned business schools and organizations. He holds an MS in Finance from COMSATS, an MBA from UCP, a Bachelor's in Law from PU.

## Who Should Attend:

- Industrial and commercial consumers
- Captive generators
- Strategic managers
- Legal, financial & energy consultants
- Investment firms & private equity players

## For information, please contact as follows:

### Muhammad Usman Siddique

Tel: 041-9220103, 0333-6518876, 0328-133586

Email: fsd@icmap.com.pk

**Abdul Shakoor, FCMA**  
Chairman, CPD Committee  
Faisalabad Branch Council

## What you will Learn:

- How you can participate in the new electricity market and harvest early benefits
- How the new regime will affect your way of doing business
- Are you eligible to participate in the wholesale electricity market
- What are the new threats and new business opportunities for you
- How can you harvest the new business opportunities
- How the new regime will affect your tariff, cost and competitiveness
- Legal and regulatory framework
- Role of stakeholders in the new market
- Benefits for power producers, consumers, and investors
- Insights into market readiness and implementation roadmap

## Program Details:

### Day, Date & Timing:

Thursday May 15th, 2025

5:30 pm to 9:30 pm, PKT (+5 GMT) (Followed by Refreshments)

### Venue:

ICMA Faisalabad Campus

### Investment:

Members ICMA /ACCA/ICAP/PIFPA/PAOs

Rs.500/-

Qualified & Students ICMA

Rs.200/-

Others:

Rs.1,000/-

**CPD:**  
4 Hours

With warm regards:

**Shahid Irshad, FCMA**  
Chairman  
Faisalabad Branch Council

335-B Peoples Colony No. 1 Faisalabad. Phone: +92 41 922 0103 E-mail: fsd@icmap.com.pk