

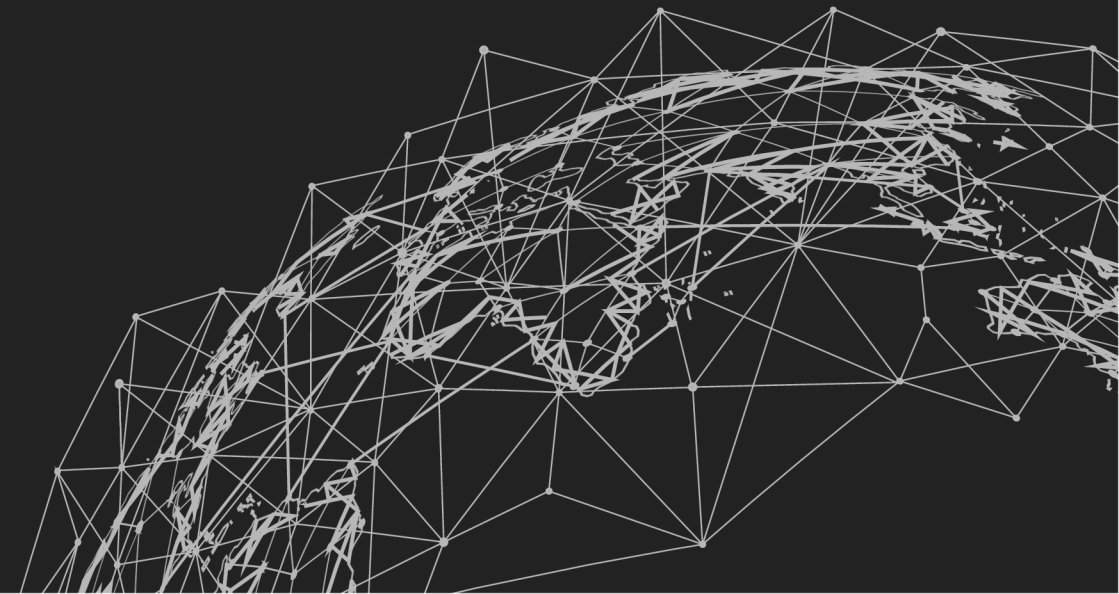


The 2nd Annual

Samera Global Summit

Everything Indian CA's need to know to Go Global.
From Outsourcing to building GCC's - **An essential
event for CA's planning to Go Global!!!
Everything you need to know!!!**

Courtyard by Marriott, Mumbai
2 - 3 August 2025





Welcome to the **Samera Global Summit**

Helping Indian Chartered Accountants Go Global

Welcome to the Samera Global Summit, the premier platform for empowering Indian Chartered Accountants to expand their horizons and make their mark globally.

In an increasingly interconnected world, the opportunities for Indian CA's and accountants to lead on a global stage have never been greater. This summit is designed to equip you with the insights, strategies, and connections to take your practice beyond borders.

From mastering gaining international clients to building offshore operations and leveraging cutting-edge technology, we are excited to inspire you to think big and act boldly.

This is your chance to connect with like-minded professionals, forge new partnerships, and create a blueprint for global success.

Your global journey starts here.
Welcome to the Samera Global Summit!

Warm regards,

Arun Mehra FCA
Founder, Samera Global

Getting the Most Out of the Samera Global Summit

Welcome to the Samera Global Summit!
Here's how to make the most of your time:

1. **Engage with Experts:** Ask questions, connect with speakers, and seek advice.
2. **Network Effectively:** Meet peers, exchange ideas, and build valuable connections.
3. **Explore Exhibitors:** Discover tools and services to support your global journey.
4. **Take Actionable Notes:** Jot down key takeaways to implement immediately.
5. **Join Breakout Sessions:** Dive deeper into topics that matter to you.

This is your opportunity to grow, connect, and take your practice global. Make it count!

Enjoy the Summit,
The Samera Global Team

Day 1

08:00 Registration

09:00 Welcome from Arun Mehra - Plus Meet the Team

09:15 My Story

10:00 The Current Accounting Offshoring Industry and the International Opportunity inc GCC etc.

10:30 Marketing - Brand building, Niches and Funnels

11:00 **Break**

11:30 The Biggest Issues Facing Indian CA's and Offshoring Firms - Team Culture and Development - Attitude etc.

12:00 Mastering Communication Skills and Exercise

13:00 **Lunch and Networking**

14:00 How Samera Can Help

14:15 How General AI is Transforming Accounting Outsourcing: Insights from Our Market Research and the Samera AI Innovation Centre - What are we building? Our thinking.

15:00 Empowering Modern Firms with Zoho: Our Journey, Vision, & Solutions

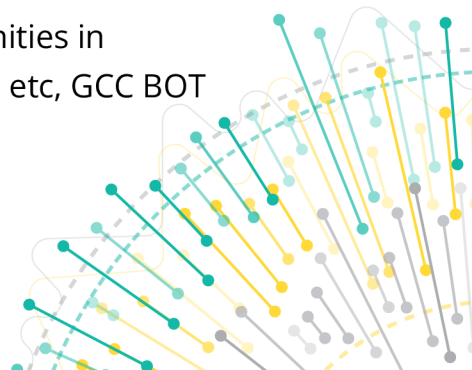
15:30 **High Tea - Hot Snack**

16:00 How I Built my Offshore Firm

16:30 UK India FTA - Opportunities for Indian CA's

17:00 Panel Discussion on Opportunities in Offshore Space - FTA UK India etc, GCC BOT

17:30 **Finish**



Day 2

09:00 Morning Tea

09:30 Easy Yoga!

10:00 Well-being in Accounting and Finance

10:30 How I Built My Outsourcing Firm

11:00 Panel Session on Success Stories

11:30 **Break**

12:00 Website, SEO and PPC and AI marketing

13:00 **Lunch**

CSR Video

14:00 The Zoho Experience: A CA's Perspective

14:45 Panel - Marketing Team

15:30 **High Tea - Hot Snack**

16:00 Large Panel - Q&A - Key Team Members etc

17:00 Moving Forward your Next Steps - Samera Global

17:30 Summary and Close of Summit

