Egyptian Society of Technical Analysts (ESTA)
Basic Technical Analysis Course

This course includes sessions (21 hours):

- **28 30 5 12 14 18 21**
  - September 2021
  - October 2021

- **3:00 - 6:00 PM Cairo Time**

www.arab-exchanges.org
Course Objectives

At the completion of this course, each student should be able to:

01 Understand Psychological States of Market Participants at each phase
02 Analyze Price Trends
03 Identify Market Reversals
04 Use both leading and lagging Technical Analysis indicators
05 Recognize Japanese candle sticks patterns

Who should attend?

This course is useful to those who are interested in the investment field like:

- Financial markets account officers and brokers
- Portfolio and Asset Managers
- Financial markets Investors
- Bank currencies FX dealers

The Best Value comes from The Integrity of Successful & Working Perfectly.

Professional Fees

AFE Members USD 500
Non-AFE Members USD 650
Course content:

1. Session 1
   - Definition of Technical Analysis
   - Risks of investing
   - Crowd Psychology and its effect on financial markets
   - Discipline and self-control

2. Session 2
   - Chart Construction; different charting techniques, Arithmetic Vs. Log Scale
   - Trend Analysis
   - How to identify trends and how to identify their reversals
   - The concept of Support and Resistance and their role reversal
   - How to identify stronger support and resistance levels
   - Long-term versus short-term investing

3. Session 3
   - Price patterns and their definition
   - Reversal Patterns; topping patterns and bottoming patterns
   - Continuation Patterns
   - The difference between reversal and continuation patterns and the dual role of continuation patterns

4. Session 4
   - Leading Versus Lagging Indicators
   - Using Moving Averages for long-term investments
   - Price Oscillators and their importance
   - The concept of divergence and how to capitalize on such important phenomenon

5. Session 5
   - Envelopes and Bollinger Bands
   - Oscillators and their uses, ROC, Stochastics, RSI and how to use them.
   - Relative Strength

6. Session 6
   - Candlesticks charting techniques
   - Basic candlesticks formations

About Arab Federation of Exchanges

The Arab Federation of Exchanges was established in June 1978 to be the guiding body for the Arab stock exchanges, under the recommendation of the Arab Central Banks Conference, held under the auspices of the General Secretariat of the League of Arab States in the Hashemite Kingdom of Jordan. The headquarters of the Arab Federation of Exchanges is located in Beirut, Lebanon.

The AFE is the Arab industry group for 17 exchanges and 4 Clearing houses (CSDs), and multiple of affiliate members (financial institutions, brokerage firms) from all around the Arab regions (GCC, Levant and Arab African countries). The Federation was set up to contribute to the “development of regulations and promoting harmonized and proactive legislations, and exchanging viewpoints and providing opportunities for cooperation among members”.

About Egyptian Society of Technical Analysts ESTA

ESTA is a non-profit organization, was established in the year 2000 as the first professional technical analysis society in the Middle East. Its main aim is to disseminate and teach the science of technical analysis for financial markets all around Egypt. ESTA is a full member of the International Federation of Technical Analysts IFTA, and that placed it as one of the top societies around the globe.
Mr. Younis started his relation with the stock market from 2004. He began his career as a technical analyst for BLOM Egypt Securities then senior technical analyst at Okaz Brokerage then he was appointed at Pioneers Securities as a chief technical analyst then a chief FOREX strategist for Pioneers Holding, one of the multinational big players operating in the field of investment. Currently he is Co-founder and Director at Empire Markets Ltd and Board Member at Three Way Securities Brokerage. He is a Certified Financial Technician CFTe from the International Federation of Technical Analysts IFTA. In addition, he holds CETA diploma from the Egyptian Society of Technical analysts ESTA. He is also Certified DCPP DGCX Commodity Professional Program from Dubai Gold and Commodities Exchange. Currently he is the ESTA Chairman and member of its education committee and member of IFTA nomination committee. He is also former freelance trainer in the Institute of Banking Saudi Arabia IOB and former member of Amwal Asset Management Investment committee.

Ahmed Shehata, CETA, CFTe

Ahmed Worked in the field of economic research and investment decisions for over 25 years across various assets classes with focus on MENA markets. Hands on experience in formulating investment strategies and analyzing prospective investment opportunities.

Certified ESTA technical analyst program "CETA" - October 2009
Certified financial technician "CFTe" - May 2008
Bachelor of accounting- May 1991
Former Chairman of the Egyptian Society of Technical Analysts ESTA
Treasurer & board member | ESTA - 2011 – April 2015
Member of education committee | ESTA - 2008 – present
Legal representative of the certificate holders | Egyptians real estate fund co Oct 2017 – present
Chief technical strategist | Shuaa securities Egypt-SSE - January 2018 – present
Member of the investment committee | Al Awqaf Egyptian authority Oct 2017 – Oct 2018
Head of investment portfolios | Egyptians abroad for investment & development co.- march 2016 - January 2018
Chief technical strategist |Alnoran brokerage- July 2007 – February 2016
Saleh Nasser, CMT

Saleh Nasser is currently the Chief Technical Strategist of Pioneers Holding and he is currently heading the investment committee of the Asset management Company. Prior to joining Pioneers, Saleh was the executive director and the Chief Technical Strategist of Pharos Holding from 2009 until May 2017. Saleh was also the Chief Technical Strategist of CIBC from 2001 until 2009, and he was a member of the CIBC investment committee. He worked as a chief technical analyst in Flemings CIIC from 2000 until 2001. Saleh completed his CMT designation from the Market Technicians Association (MTA) in 2001 and he was awarded an honorary CFTe designation from the International Federation of Technical Analysts because of his contributions in the Education Committee in the Federation. Saleh is the director of the education committee of the International Federation of Technical Analysts (IFTA). He serves in the board of Directors of IFTA (since 2004) and he is the previous Secretary General of IFTA. He also heads the education committee of the Egyptian Society of Technical Analysts (ESTA) and is the past president of ESTA. Saleh is the originator of the CETA Professional Program which belongs to the Egyptian Society of Technical Analysts, and which is one of three international degrees that are accredited by IFTA as equivalent to the CFTe.

Tamer Gamal – Head of TA Research (AAIS)

Tamer Gamal, a certified financial technician (CFTe) and a certified ESTA technician (CETA), is currently the head of Arab African International securities (AAIS) Technical Analysis Research, a subsidiary of Arab African Bank (AAIB). With a background in Engineering, Tamer joined the financial markets industry in 1998 thought equity / currency trading and private portfolio management. He joined AAIS team in 2007. Since then, Tamer has developed and promoted AAIS TA research with tailor made strategies and techniques. Starting from scratch, AAIS TA research has grown in terms of coverage and quality to cover several exchanges within the MENA region. AAIS TA research expanded further more to cover international markets, commodities and from time to time foreign currencies. In 2011 Tamer was elected Chairman of board of the Egyptian Society of Technical analysts (ESTA), following a three year ESTA board member. In 2008, he was awarded the “Bronwen Wood Memorial Award” by The International Federation of Technical Analysts (IFTA) for best achievement of the year. In 2017, Tamer was unanimously elected as IFTA vice president responsible for MENA region. In this capacity Tamer educates institutional and individual clients on the merits of technical analysis and why AAIS utilizes a technical rules-based model to oversee clients’ requirements. Tamer is a regular contributor to many local journals and TV shows. He is often interviewed in Bloomberg, Reuters, live seminars and Business Monthly (American Chamber of Commerce). Tamer has held many conferences and education seminars / programs that promote Technical Analysis methodology as the primary investment tool and a proactive marketing add-on.
Mohamed Ashraf, MFTA, CETA, CFTe

Mohamed is Chief Technical Analysis for CI-Capital. Prior to this he was the Head of the Technical Analysis desk for Dynamic Securities Brokerage Company – CI-Capital member. He served as a board member and Vice President for the Middle East and Africa region in the International Federation of Technical Analysts (IFTA) from 2010 till 2016. During this period he implemented MOU agreements between IFTA and the United Arab Emirates Securities and Commodities Authority (ESCA) as well as the Capital Market Authority in Sultanate Oman (CMA). He was also responsible for translating the CFTe bank of questions into the Arabic language. Mohamed served as a board member in the Egyptian Society of Technical Analysts (ESTA) from 2011 till 2015, and he is a key education committee member in (ESTA) since year 2007 till the current time. Mohamed teaches Technical Analysis at many financial institutions and universities for more than 13 years; The annual Egyptian Stock Market Conference, The Egyptian Financial Supervisory Authority in Cairo, the Securities and Commodities Authority ESCA in its headquarters in Dubai, the Capital Market Authority in Sultanate of Oman, Capital Markets Authority of State of Kuwait, the annual Technical Analysis course held in the American University in Cairo, the annual portfolio management course held in the Egyptian Association of the Investment Management.

He is a Certified ESTA Technical Analyst CETA, a Certified Financial Technician CFTe and holds a Master degree in Financial Technical Analysis MFTA from the International Federation of Technical Analysts IFTA.