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# REGIONAL CFO Summit 2010

## CFOs in a Golden Age: Do You Measure Up?

5 AUGUST 2010

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# REGIONAL **CFO Summit** 2010

**CFOs in a Golden Age: Do You Measure Up?**

The accounting profession today is experiencing a “Golden Age”, where demand for accountants and their talent and skills is reaching unforeseen peaks as businesses plagued by the global crisis seek financial professionals with visionary, strategic and operational capabilities.

While crisis is catalysing demand, it is also rewriting the roles played by accountants in business as companies seek innovative and value-added means to survive and thrive amidst a global business landscape that has changed irrevocably. In response, the role of the accountant is expanding in scope, intensity and diversity, no longer confined to crunching numbers in the backroom. Therefore, accountants must look beyond their comfort zone, as financial know-how is no longer the sole success factor for effective Chief Financial Officers (CFOs). To capitalise on the vast opportunities opening up in the Golden Age, you need the ability to communicate successfully, to mould and lead an effective Finance team and to provide innovative and forward-looking analysis that will enable your organisation to stay ahead.

To assist you in navigating the Golden Age, ACCA and ASLI are proud to present the inaugural **Regional CFO Summit 2010** in Kuala Lumpur, which welcomes top CFOs and financial executives from across all major industry sectors in the region to exchange views, discuss key industry concerns and share best practices as they contend with the increasing challenges facing their organisations.

This one day high-level and highly informative summit will feature expert insights and compelling case studies on various current issues affecting CFOs in the region that will definitely help you guide your firm to success, while seizing the abundant prospects of the Golden Age.

## CONFIRMED SPEAKERS / PANELISTS & MODERATORS

### Tan Sri G Gnanalingam

Executive Chairman, Westports Malaysia Sdn Bhd

### Dato' Lukman bin Ibrahim

Group Chief Financial Officer, DRB-Hicom Berhad /  
Member, ACCA Malaysia Advisory Committee (MAC)

### Dato' Abdul Aziz Bakar,

Chief Executive Officer, Malaysian Directors Academy (MINDA)

### Gabriel Low

Regional Financial Controller, GEA Westfalia Separator,  
Singapore

### Sean Wilkins

Finance Director, Tesco Malaysia

### Dr Narongchai Akrasanee

Former Minister of Commerce and Senator of Thailand

### Kamarul Bahrin Haron

Anchor, Astro Awani

### Zaiton Mohd Hassan

Managing Director, Capital Intelligence Advisors Sdn Bhd /  
Member, ACCA Malaysia Advisory Committee (MAC)

### Rita Benoy Bushon

Chief Executive Officer, Minority Shareholder Watchdog Group  
(MSWG), Malaysia

### Nik Mohd Hasyudeen Yusoff

Executive Chairman, Audit Oversight Board, Securities  
Commission Malaysia

### Siew Chin Kiang

Partner, KPMG Malaysia /  
Member, ACCA Malaysia Advisory Committee (MAC)

### Paul Mok

Group Financial Controller, Orient Overseas International Limited,  
Hong Kong

### Rajiv Biswas

Director, Southeast Asia, Corporate Network,  
Economist Intelligence Unit, The Economist, Singapore

# PROGRAMME

5 AUGUST 2010

PRINCE HOTEL & RESIDENCE KUALA LUMPUR

8.30 am Registration of participants / Coffee & Tea

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9.00 am Joint Welcome Remarks

**Dato' Dr Michael Yeoh**

Chief Executive Officer, Asian Strategy & Leadership Institute (ASLI)

**Ms Jennifer Lopez**

Country Head, ACCA Malaysia

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9.15 am Special Address

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10.00 am Refreshments & Business Interaction

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10.30 pm **Forum - CFOs in a Golden Age: Are They Up To It?**

As business emerges from the downturn, CFOs and their teams are grappling with the increasing and competing demands placed upon them. Finance functions, traditionally focused on compliance and control, face tremendous pressure to tightly manage costs and to deliver information of improved quality and quantity to their organisations to stay ahead in a fast-changing and aggressive environment.

- What do today's CEOs expect from their CFOs?
  - How can CFOs change to meet these expectations?
  - How can CFOs help drive value in their organisations?
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12.00 pm **Transforming Finance for Value Creation - Case Study**

Almost 90 percent of CFOs worldwide are now engaged in finance transformation strategies to move their teams away from mundane tasks like data analysis and process improvements, towards enhanced value-creating activities that can influence corporate strategy and boost enterprise performance.

- How are leading CFOs transforming Finance for greater value creation?
  - What are the potential risks and challenges?
  - During transformation, how do you keep people energised, motivated and focused on a vision?
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1.00 pm Lunch & Business Interaction

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2.00 pm **Forum - Regional Economic & Investment Outlook in 2010**

As the world emerges from the worst global financial crisis since the Great Depression, the international economic order and the character of the global financial system is undergoing a transformation process that is shifting the global balance of power. In this transformed new world, Asia is being hailed as one of the most dynamic and vibrant regions which is set to play an increasingly critical role in determining the direction and shape of the future global economic landscape.

- How can the region maximise its competitive strategies?
  - What are the economic prospects and key challenges facing the region?
  - How should CFOs manage political uncertainties in the region?
- 

3.15 pm **CFOs as Future Directors**

Given their unique skill sets backed by financial acumen, experienced CFOs would logically be excellent candidates for board directorships, and their presence on the board should enhance corporate governance and performance. This session maps out the route to the boardroom for aspiring directors, and seeks to address the following issues:

- Would CFOs make good Board of Directors?
  - How do CFOs progress from Management to the Board?
  - How can CFOs contribute if they are part of a Board?
- 

4.15 pm **Can Regulatory and Financial Reporting Reforms Prevent Financial Scandals?  
- Views from Regulators, Auditors and Preparers**

Costly corporate malfeasance in major companies such as Lehman Brothers, Enron and Satyam and Ponzi schemes such as the Madoff fraud have led to the decline of public trust in accounting and reporting practices. Distrust was exacerbated in some cases by these entities' collusion with members of the accounting and auditing profession.

- With impending convergence to the International Financial Reporting Standards (IFRS) and implementation of new regulations, are financial reports sufficiently robust yet portable to enable good oversight and understanding of an entity's business by regulators and investors?
  - Are auditors and CFOs vigilant enough to spot early danger signs of corporate malfeasance or deteriorating business conditions?
  - What measures can be taken to dissuade CFOs from colluding with top management on unethical transactions which could trigger financial scandals?
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5.30 pm End of Summit / Refreshments

**Note:**

The organiser reserves the right to amend the programme in the best interest of the Summit. © Copyright ACCA & ASLI 2010.



ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management. We support our 140,000 members and 404,000 students throughout their careers, providing services through a network of 83 offices and centres. Our global infrastructure means that exams and support are delivered – and reputation and influence developed – at a local level, directly benefiting stakeholders wherever they are based, or plan to move to, in pursuit of new career opportunities. Our reputation is grounded in over 100 years of providing world-class accounting and finance qualifications. We champion opportunity, innovation, diversity, integrity and accountability. By promoting our global standards, and supporting our members wherever they work, we aim to meet the current and future needs of international business.



ASLI is dedicated to creating a better society and is an independent not-for-profit organisation that promotes leadership, strategic thinking and bilateral business partnerships. ASLI's mission is to help organisations enhance leadership and strategic capabilities through the interchange of ideas, information and knowledge. Towards that end, ASLI continuously engages in the research and implementation of strategic leadership programmes, publications, conferences, CEO Membership Forums, and international bilateral business missions. ASLI's events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captains of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to Governments and Businesses. ASLI has, over the years, organised high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. All net proceeds from ASLI's programmes are donated to the non-profit ASLI Foundation. ASLI is also the Malaysian Secretariat of various bilateral Business Councils.

## REGISTRATION Form

### 1st Delegate

Dr/Mr/Ms

Position

Tel  Fax

E-mail

ACCA Membership no. / Approved Employer no.

Vegetarian Meal  Yes

Organisation

Mailing Address

Contact Person

Position

Tel  Fax

E-mail

### 2nd Delegate

Dr/Mr/Ms

Position

Tel  Fax

E-mail

ACCA Membership no. / Approved Employer no.

Vegetarian Meal  Yes

### Payment by

**Cheque or Bank Draft** (Cheque must be crossed and made payable to "Asian Strategy & Leadership Incorporated Sdn Bhd")  
Cheque No.  Amount

**Credit Card**  Visa  MasterCard  Direct Access-ACCA MasterCard  
Card No.   
Cardholder's Name   
Amount  Expiry Date

Cardholder's Signature  Date

## REGISTRATION Information

### REGISTRATION FEE: REGIONAL CFO SUMMIT 2010

	ACCA*	Non-ACCA	3-5 delegates	International Delegate
Normal	RM1000	RM1200	RM900	USD400
Early Bird (register by 30 June)	RM800	RM1000	RM700	USD350

Note: All fees are inclusive of luncheons, refreshments and summit materials. Group rate for organisations of more than 5 delegates are available. Please refer to organisers. Registration fee is HRDF SBL claimable (subject to approval by HRDF).

\*ACCA rate is applicable to ACCA members, affiliates & students, staff of ACCA Approved Employers and members of Supporting Organisations.

### VENUE

Prince Hotel & Residence Kuala Lumpur

### PAYMENT

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on space availability basis. Cheques and bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd**.

### FOR PRIVATE SECTOR

The organiser reserves the right to stop a registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have **NOT** paid the registration fee **PRIOR** to the event date.

### FOR GOVERNMENT OFFICIALS

A Local Order or letter of approval to participate must be presented before the forum.

### SUBSTITUTION / CANCELLATION

Substitution is allowed for registered delegates. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegate if cancellation is received in **WRITING** by **31 July 2010**. No refund will be made for cancellation received after **31 July 2010**.

## REGISTER TODAY!

Send/fax this entire form (or a photocopy) to:

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