



CFO Summit 2009

"CFOs to the Rescue"

6 – 7 July 2009

Sheraton Imperial Kuala Lumpur

Programme

Day 1, Monday, 6 July 2009

8.30am Registration of participants

9.00am Welcome Remarks
Dato' Dr Michael Yeoh
Chief Executive Officer, ASLI

Introductory Remarks
Datuk Mohd Nasir Ahmad
President & Advisory Committee
ACCA Malaysia

Keynote Address
YAB Tan Sri Haji Muhyiddin bin Haji Mohd Yassin*
Deputy Prime Minister of Malaysia

10.00am Refreshments & Business Interaction

10.30am **Economic Outlook – Essential Facts for CFOs**

- Current Economic Outlook and impacts to businesses in the region
- Implementation measures: how effective are they?
- Where are we heading and where are the growth opportunities?
- How should we respond to these opportunities?

Moderator: **Mr Kamarul Bahrin Haron**
Anchor, Astro Awani

Speaker: **Dr Mahani Zainal Abidin**
Director General
ISIS Malaysia

Q & A

11.15am **CFO Forum**
**Priorities for business in current economic condition –
assessing the focus for finance**

Faced with the global economic downturn, how are CFOs around the region adapting to business uncertainties?

- Impacts for CFOs in 2009 and beyond

- What are the priorities for CFOs in response to changing internal and external challenges arising from current economic conditions?
- Should finance indicators determine the growth & remain working towards long term strategic goals?
- How can finance perform under an increasingly bright spotlight?

Moderator: **Mr Devanesan Evanson**
Chief, Market Operations
Bursa Malaysia

Panelists:

Dr Ernest Kan

President, Institute of Certified Public Accountants of Singapore (ICPAS) / Partner, Deloitte & Touche

Mr Chin Kwai Fatt

Managing Partner
PricewaterhouseCoopers

Mr Jean-Gabriel Osmont

Oracle Enterprise Performance Management-Financial Applications Asia Pacific Domain Leaders & Programme Director, Strategic Planning Solution, Singapore

Dato' Sri Jamaludin Ibrahim*

Group Chief Executive Officer
Axiata Group Berhad

12.30pm

Lunch

2.30pm

Should CR and ethics take a back seat during tough times?

The economic slowdown is not an excuse to ditch strategies on CR (Corporate Responsibility) and Sustainability. In fact, the need to demonstrate sustainability leadership is even more compelling in current conditions.

- Why must companies take CR more seriously?
- CR Strategies & Opportunities for business in current conditions
- Areas where CFOs can take the lead?

Moderator: **Associate Professor Salleh Hassan**
Deputy Director of Business School
Nottingham University

Speaker: **Ms Rita Benoy Bushon***

Chief Executive Officer
Minority Shareholder Watchdog Group (MSWG)

3.30pm

Access to finance – Getting the best in the current economic climate

Financial institutions are becoming highly selective in providing financial assistance to companies, CFOs need to be alert to these changes and other latest development affecting credit for their companies

- Are financial institutions becoming overly cautious by tightening their credit belts?

- Is the future shape of financial institutions going to change, and is the industry going back to basics?
- Will increased regulations be on the agenda?
- Is it the right time for alternative funding options?

Moderator: **Mr Suhaimi Sulaiman**
Executive Producer and Anchor Astro Awani

Speakers:
Ms Irene M. Dorner
Deputy Chairman & Chief Executive Officer
HSBC Bank Malaysia Berhad

Mr Kenny Kim*
Group Chief Financial Officer
CIMB

4.45pm End of Day 1/ Refreshments & Business Interaction

Day 2, Tuesday, 7 July 2009

9.00am

CFO Dialogue:
Beyond the storm: A new era for CFOs

In light of the recent changes, CFOs are embarking on another journey of significant changes. Will these changes be even greater in the years ahead?

- How will the role of CFOs evolve in ten years?
- Will areas such as risk management and governance dominate the CFO role?
- What are the skills gaps?
- What will be the expectations of the next generations of CFOs?
- Are we expecting too much of CFOs?

Moderator: **Dato' Izaddin Idris**
Chief Financial Officer
Tenaga Nasional Berhad

Speaker:
Mr Stefan Carlsson
Chief Financial Officer
DiGi Telecommunications

Mr Tan Theng Hooi
Country Managing Partner
Deloitte Malaysia

Mr Malkit Singh Maan
Chief Financial Officer
Bank Islam

Ms Eunice Chu*
Regional Finance Director
Sony BMG Music Hong Kong

10.30am Refreshments & Business Interaction

11.00 am

Tech Talk: IFRS Convergence: Essential info that CFOs should know

Countries around the region have announced convergence to IFRS

- How will it impact the role and responsibility of the CFO?
- Areas CFOs need to look out for during these uncertain times.
- Is fair value accounting still relevant?
- What changes need to be made in terms of infrastructure, people and mindsets?

Moderator: **Mr Rhys Johnson**
Head of Education & Development
ACCA ASEAN & Australasia

Speakers:
Mr Stephen Oong
Partner, Ernst & Young

Dr S. Susela Devi
Executive Director
Malaysian Accounting Standards Board

Q&A

12.30pm

Lunch

1.30pm

Reinventing CFOs: Strength beyond numbers.

With increasing demands for CFOs to go beyond the finance functions, CFOs now need to equip themselves with leadership and people management tools..

Moderator: **Ms Anne Edwards**
Anchor Bernama TV

Speaker 1: Finance Best Practices: Integrated Support for Business Growth
Dr Ng Boon Beng
Finance Director, Oracle Corporation

Speaker 2: The coaching and mentoring revolution: Is it working?
Tay Kay Luan
ACCA Director, ASEAN & Australasia

Q&A

2.30pm

CEO Insights: Secrets of a CEO

A UK survey in 2005 showed that 1 in 4 CEOs have a finance background. Many CFOs have moved up the career ladder and been selected to head their organizations. Find out how CFOs can become CEOs by taking part in a dialogue with prominent CEOs and learn their secrets to success.

- What is it really like to be a CEO today?
- Strategic collaboration between CEO and CFO
- What will CEOs do differently in the future?

Moderator: **TBA**

Panelists

Dato' Dr Abdul Halim Harun

Chief Executive Officer
UMW Holdings Berhad

Dato' Tony Fernandes*

Chief Executive Officer
AirAsia

Ms Kaisri Nuengsigkapan*

Chief Executive Officer
KPMG Phoomchai Holdings Co Ltd

4.00pm

End of Summit/Refreshments

ACCA 16 CPD Units * pending confirmation

Note:

The organiser reserves the right to amend the programme in the best interest of the Summit.

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Programme as of 4 June 2009 at 10.30am