

CFO CONFERENCE 2008

“THE EVOLVING ROLE AND CHALLENGES FOR THE MODERN CFO IN IMPLEMENTING AN EFFECTIVE FINANCE FUNCTION DURING UNCERTAIN TIMES”

19 & 20 NOVEMBER 2008

IMPIANA KLCC HOTEL & SPA, KUALA LUMPUR
KEYNOTES ADDRESS by YAB Datuk Seri Najib Tun Razak
Deputy Prime Minister & Minister of Finance Malaysia

SIDC
Accredited 10
CPE Point

16 MIA CPE Hours



Continuing Professional Education

The role of Chief Financial Officer, Financial Directors, and Financial Controllers has changed considerably in recent years, to keep abreast with changes in the Corporate Governance Regulatory Framework and market dynamics. The days when finance functions acted as number crunchers and record keepers are over. From implementing financial reporting standards to strategic business planning, the CFO is now viewed as strategic partners to the Chief Executive Officers.

With the present financial turbulence impacting and paralysing the global financial system, the modern CFO must have the financial rigor and strategic insight to identify and assess profitable business ventures, lead mergers and Acquisitions and shape future growth strategies with other functions to achieve strategic goals.

With globalisation and credit crunch impacting the world, volatile exchange rate, trans border acquisitions and divestitures, need for timely and accurate information, increased reporting regulation, a greater focus on Corporate Governance and technological innovation all play a part in radically changing the way, CFO impact an organisation.

Amidst this onslaught and regulatory changes taking place the modern CFO must have an array of skill sets to survive and thrive and this conference endeavours to help CFO's redefine their finance functions. This 2 day conference will showcase a power packed presentation from carefully selected speakers from leading organisation who will impart and share their wisdom, insight and experience on most pivotal issues facing the modern CFO to response towards the 21st century's rapidly changing financial dynamics during uncertain times.

Key Benefits of Attending

- **Understanding** the latest development in fair value accounting (IFRS / FRS)
- **Identify** the key Risk Domain CFO need to know
- **Leveraging** on Corporate Social Responsibility and how it affects your company bottom line.
- **Learn** the potential of Islamic investment during turbulence financial times
- **Integrating** performance Management Tools to enhance efficiency
- **Learn** the skills CFO need to move ahead
- **Discover** the evolving role of modern CFO in accomplishing transformation strategies
- **Implement** Business Intelligence tools in developing business models
- **Develop** an effective internal control mechanism in managing risk
- **How** to integrate data analytics and secure revenues for your organisation and prevent fraud.
- **Sharpen** your understanding on Transfer Pricing Mechanics

DISTINGUISHED SPEAKERS:

CHAN HOOI LAM
Executive Director, Ernst & Young

DR JOSEPH EBY RUIN
Principal, Riskfirst Consultancy & Training Services.

DR GEOFFREY WILLIAMS
Managing Director, OWW Consulting

CHOW SANG HOE
Executive Director, Ernst & Young

EDWARD CHEAH
Director of Performance Management, SAS Malaysia

TURSINA YAAKOB
Associate Director, KFH Research Limited

DATO' MOHAMMED HUSSEIN
Advisor & Former CFO, Maybank

GIRISH RAMACHANDRAN
Executive Director, RSM Strategic Business Advisors

AZHIM HADI DAUD
Director, Numa Solution

ERIC CHING
Associate Director, Forensic Services, Deloitte & Touche Financial Advisory Services

RAYMOND CORRAY
Advisory, BDO Binder Malaysia

IRENE YONG
Advocate & Solicitor, Partner, Shearn Delamore & Co



Federation of Public Listed Companies Berhad

The idea of forming **FPLC** was mooted by the then Prime Minister of Malaysia during the trip to China in 1985. He was accompanied by prominent captains of industries who were lamenting over the stock market crash following the Pan Electric debacle. An in-depth study and rationale for setting up an umbrella body for public listed companies was undertaken and financed by a small group of **CEOs** headed by YAM Tunku Naquiyuddin ibni Tunku Ja'afar of Antah Holdings Berhad. This has led to the incorporation of **FPLC** with YAM Tunku Naquiyuddin as its first President.

The **Federation of Public Listed Companies (FPLC)** was incorporated under the *Companies Act 1965* on 3 April 1987 as a public company limited by guarantee. It is an organisation whose members comprise of companies listed on the Stock Exchange, as defined under the *Securities Industry Act 1983*. FPLC is now under the helm of YBhg Tan Sri Dato' Seri Megat Najmuddin Khas.

Membership of FPLC is open to all public listed companies (PLCs) in Malaysia, of which about 300 of the larger PLCs are currently FPLC members. FPLC serves, among others, as a platform to analyse, discuss and address industry-interest issues along its members or with other relevant authorities and institutions. Significantly in recent years, FPLC acts as facilitator for business explorations and visits overseas

Missions FPLC

1. To educate, develop, promote, enhance position and profile professionalism, corporate governance, value creation, quality assurance and competitiveness of FPLC members.
2. To serve as a platform to discuss and address industry – level issues and challenges with regulatory authorities, private sector bodies and any institutions.
3. To promote and encourage the healthy development of the capital market in Malaysia, including its expansion and development in new and diversified fields of economic activity.
4. To serve as the platform for networking, cross-selling and strategic alliances with local and global corporate players and or corporate stakeholders.
5. To facilitate the identification of FPLC members so as to create a higher profile and heightened their professionalism in belonging to an industry group.



Malaysian Institute of Corporate Governance

MICG's objectives are to represent, express and give effect to the opinions of the public on issues relating to governance of the business and affairs of corporations in Malaysia, with the objective to enhance longer term shareholder value and financial sustainability of business.

The Report on Corporate Governance published by the High Level Finance Committee on March 1999 has stipulated MICG as '**The Recognized Corporate Governance Training Centre**' (CGTC).

As its continuing activity, MICG promotes public awareness on Corporate Governance (CG), and encourages regular inter-active dialogues on CG among its members and the investing public.

For more info, please visit <http://www.micg.net>

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DAY ONE

- 8:30am – 9:00am Registration
- 9:00am – 9:20am Opening address by **YBhg Tan Sri Dato' Seri Megat Najmuddin Megat Khas**
President, of Malaysian Institute of Corporate Governance & Federation of Public Listed Company Berhad
- 9:20am – 10:00am Keynote address by **YAB Datuk Seri Najib Tun Razak**
Deputy Prime Minister & Minister of Finance Malaysia
- 10:00am – 10:20am Refreshments / Networking

MORNING SESSION

Chairperson / Moderator: Mohd Hanif Mohd Helmi

Chairman
National Institute of Accountants Australia
Malaysian Branch

10:20am – 11:20am **Transfer Pricing – Topical Cases & Legal Issues**

- *Managing transfer pricing documentation requirements*
- *Transfer pricing guidelines and comparative legislation*
- *Case law on transfer pricing – the price isn't right, is it?*
- *Recent legislative development*

Irene Yong
Advocate & Solicitor, Partner
Partner, Shearn Delamore & Co

11:20am – 12:20pm **The Key Risk Domains CFOs Need to Know and Co-Manage in Their Organisations**

- *Understanding the generic risk domains in any entity*
- *Risk fundamentals CFOs must master to function effectively*
- *Best mindset for CFOs: Managing risks is about knowing organisational objectives*
- *Harnessing control dynamics to manage organisational risks*
- *Applying mitigants to minimise negative corporate risk impacts*

Dr Joseph Eby Ruin
Principal
Riskfirst Consultancy & Training Services

12:20pm – 1:20pm **The Evolving Role of Modern CFO**

- *CFO's should play more of a business performing role and less of a transaction based one*
- *CFO's must help organisation focus on key vital areas when transforming*
- *CFO's need to establish clear measures of success to track transformation progress*
- *CFO's have to push for a monitoring and issue resolution discipline and mentality*
- *Practical example of how CFO's transform their companies, and position them for group*

Chow Sang Hoe
Executive Director
Ernst & Young

1:20pm – 2:20pm Lunch

AFTERNOON SESSION

Moderator: Mohd Hanif Mohd Helmi

Chairman

National Institute of Accountants Australia

Malaysian Branch

2:20pm – 3:20pm **Beyond Budgeting: Enabling True Business Performance Management.**

- *How finance can move beyond traditional budgeting*
- *How top finance organisations are saving time and improving results by replacing traditional budgeting with continuous planning and adaptive controls*
- *Create a close loop strategic enterprise management process*
- *Evaluate the strengths and weaknesses of your existing processes*
- *Analyse the effectiveness of your existing tools*
- *Create a road map of your complementation path*

Edward Cheah

Director of Performance Management,

SAS Malaysia

3:20pm – 4:20pm **Accounting for Financial Crisis and Determining Fair Value under IFRS**

- *The use of fair value under International Financial Reporting Standards (IFRS) and financial Reporting Standards in Malaysia (FRS)*
- *Measuring fair value of financial instrument in markets that are no longer active*
- *'Fair value' vs. 'fundamental value'*
- *Latest development on fair value accounting amid the financial crisis globally*

Chan Hooi Lam

Executive Director,

Ernst & Young

4:20pm – 4:40pm Refreshments / Networking

4:40pm – 5:30pm **Using Data Analytics to Secure Revenues and Prevent Fraud in Your Organisation**

- *The average organisation loses 6% of its revenue through fraud, how do you rate*
- *Many organisations lose revenue by other means, but don't know how or where, or even why*
- *Samplings techniques are inherently designed to fail in the search for lost revenues and fraud*
- *Using data analytics will help you find where your revenue is leaking and who is committing fraud on you*
- *How to look at of your data and find the gaps to remediate*

Eric Ching

Associate Director, Forensic Services

Deloitte & Touche Financial Advisory Services

5:30pm Closing of Day One

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DAY TWO

8:30am – 9:00am Registration

MORNING SESSION

Moderator: Wong Tat Chung
Partner
Wong Beh & Toh

9:00am – 10:00am **The Looking Beyond Finance: An Expansion of the CFO skills**

- *New expectation: the CEO, the board and the investor*
- *Identifying the skills you need and moving ahead*
- *Paradigm Shift – there is more to the CFO than managing finance*
- *On the look out : What areas of the business are due to become the most challenging*

Dato' Mohammed Hussein
Advisor & Former CFO
Maybank

10:00am – 10:30am Refreshments / Networking

10:30am – 11:30am **The Role of the Chief Financial Officers (CFOs) in Setting and Accomplishing Transformation Strategies**

- *Strategies to detect changes and adopting quickly to financial trends*
- *Leveraging financial knowledge as a tool to drive profit*
- *A CFOs breadth of responsibility as a strategic financial thinker*
- *Analyzing methods used to “spearhead” change – thrive and lead in harsh markets and competitive industries*
- *Embracing performance management as a core capacity*
- *How CFOs create shareholder value with vigilant internal-cost-controls*

Girish Ramachandran
Executive Director
RSM Strategic Business Advisors

11:30am – 12:30pm **Global Economic Outlook : “ Riding the Tide”**

- *An overview of the global economics situation as well as Asia and GCC*
- *Opportunities during crisis – which countries/region are attractive? What are the potential sectors?*
- *Potential threats and challenges to growth*

Tursina Yaacob
Associate Director
KFH Research Limited

12:30pm – 2:00pm Lunch

AFTERNOON SESSION

Moderator: Wong Tat Chung
Partner
Wong Beh & Toh

2:00pm – 3:00pm **The Financial Implications of Good and Bad CSR**

- *What is the connection between good CSR and your company's bottom line?*
- *How can bad CSR damage your company's financial performance?*
- *What is the return? – the size of the Socially Responsible Investment (SRI) Market*
- *How and why SRI Funds rate companies?*
- *The comparative performance of Malaysian companies on CSR Ratings*

Dr Geoffrey Williams
Managing Director
OWW Consulting

3:00pm – 4:00pm **Risk Management and Internal Controls**

- *The history of failures*
- *What we can learn from failures*
- *What needs to be done*
- *What the standards say*

Raymond Corray
Advisory, BDO Binder Malaysia

4:00pm – 4:30pm Refreshments / Networking

4:30pm – 5:30pm **Utilizing Business Intelligence for Corporate Planning**

- *Enabling corporate planning activities through business intelligence*
- *Leveraging the use of business data for the planning process*
- *Using business intelligence to develop business models*
- *Building competitiveness with effective usage of analytics*

Azhim Hadi Daud
Director
Numa Solution

5:30pm Closing of Conference

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Yes! Please register the following delegate(s) for this Event (Please photocopy for more delegates)

I am unable to attend but please put me on your mailing list

I claim 15% discount as a member of Malaysian Institute of Corporate Governance / Federation of Public Listed Companies Bhd / MIRA / MIA

MICG membership number: _____ FPLC membership number: _____ MIRA membership number: _____ MIA membership number: _____

5 EASY STEPS TO REGISTER

I. **PHONE:** (603) – 7782 0846

II. **FAX:** complete and send this registration form to:
(603) – 7783 3552

III. **EMAIL:** siti@micg.net

IV. **MAIL:** this completed form together with payment to:
Malaysian Institute of Corporate Governance
2B-I, Bangunan PanGlobal, IA, Jalan Tandang,
46050 Petaling Jaya, Selangor Darul Ehsan

V. **WEBSITE:** <http://www.micg.net>

Your Investment for attending this Conference is:

	Regular Fee	Early Bird Fee
	(Payment after 24 th Oct 2008)	(If payment & registration are received by 24 th Oct 2008)
<i>Conference</i>		
<i>Only</i>	RM 2000.00	RM 1800.00

The fee includes lunch, refreshments and conference documentation. **Group Discount:** Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organization and of the same billing source.

For Government Officials

A Local Order or Letter of Approval to participate must be presented before the conference.

ACKNOWLEDGEMENT OF REGISTRATION

MICG hereby confirmed the registration of the above delegate/s for the conference as stated.

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Approved by:
Date:

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Name: (Dr/Mr/Mrs/Ms): _____

Job Title: _____

Email: _____

Approving Manager: _____

Job Title: _____

Email: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Booking Contact: _____

Email: _____

Nature of Business: _____

Company Website: _____

Bankdraft/Cheque No. _____ Amount _____

Important Notice: I. Payment Terms: Following completion and return of the sales contract, full payment is required within seven (7) working days receipt of invoice. Cheques, bankdrafts should be crossed and made payable to **Malaysian Institute of Corporate Governance**. PLEASE NOTE: Payment must be received prior to the conference date. We reserve the right to refuse admission if payment is not made on time.

II. Cancellation/Transfers: Cancellations must be received in writing by mail two (2) weeks before the conference in order to obtain a refund (Less 20% Administrative Charges) Thereafter the full conference fee is not refundable and will automatically entitle your organization to utilize the same credit amount for any future Conference/Forum/Training that is of interest to your organization conducted by Malaysian Institute of Corporate Governance and credit voucher will be issued.

III. If you unable to attend, a substitute delegate is acceptable at no extra charge. Please provide the name and the position of the substitute delegate at least 2 days prior to the conference.

IV. The Organizer reserves the right to make any amendments or changes as may be necessary on the replacement of speaker, venue, agenda and topics of this conference.

V. Upon confirmation of registration, an invoice will be email as a proof of acceptance and confirmation of delegates' participation in the conference and the receipt and original invoice will be posted to the address as per the registration form, after the full payment has been made.