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Future-Proofing CFOs for Sustainable Leadership

20 & 21 July 2020 (Monday & Tuesday) Day 1: 9.00am - 1.15pm Day 2: 9.00am - 12.10pm

Wisdom on sustainability and digital transformation are must-haves for CFOs in their role as stewards in their organisations. With the outbreak of COVID-19 public health measures ravage business continuity planning and economic and social wellbeing.

The CFO Conference 2020 emphasises the need for CFOs to rewire their culture, thinking and practices to become future-ready and agile leaders who can shift their organisations and business models onto new paths of sustainable growth. CFOs will pick up new emerging strategies for business development, including implementing a culture of integrated thinking to enhance decision-making, driving digital transformation shifting to alternative funding and managing impact of financial reporting while still maintaining ethics and thrust.

Do join us to explore how CFOs can pivot their thoughts and actions for resilience and blaze a path of sustainable growth in the post-COVID-19 era.

CONFERENCE OBJECTIVES

To equip CFOs to:

- Embrace integrated thinking to help clarify and structure scenario planning, business model pivoting and high-quality data-driven decision making
- Manage liquidity and cashflows for business continuity and sustainability
- Leverage opportunities and mitigate risks in the adoption of digital technology
- Strengthen organisational culture and ethical behaviour despite emerging challenges in the new normal
- Manage the impact of COVID-19 and other emerging concerns on financial reporting

WHO SHOULD ATTEND

- Chief Financial Officers
- Finance Directors
- **Financial Controllers**
- Accountants in public and private sectors
- Finance professionals
- Academicians





	CONFERENCE PROGRAMME
	DAY 1
8.30 am	LOG IN TIME FOR PARTICIPANTS AND ANNOUNCEMENTS BY EMCEE
9.00 am	Welcome Remarks
9.05 am	Embracing Integrated Thinking for Enhanced Decision-Making and Business Continuity [PANEL DISCUSSION] Evidence shows that integrated thinking helps to clarify and structure high-quality decision-relevant management information that underpins effective decision making and reporting. In order to materialise this, CFOs as the leaders and stewards of the organisational "big picture" must identify the right integrated thinking model and structure for the organisation. MODERATOR SIMON TAY Executive Director, Professional Practices & Technical, Malaysian Institute of Accountants PANELLIST PROF UANTCHERNLOH Corporate Culture Reporting Practice Leader, Black Sun Group (Asia Pacific) WAN AHMAD IKRAM WAN AHMAD LOTFI Chief Financial Officer, Perbadanan Insurans Deposit Malaysia (PIDM)
	DATUK ZAITON MOHD HASSAN Chair, Bank Pembangunan Malaysia Berhad
10:10 am	Driving Agility and Resilience with Digital Transformation Emerging digital technologies continue to disrupt and transform the myriad and expanding roles of modern CFOs, as reported by 79% of CFOs surveyed in Accenture's "CFO Reimagined" report. CFOs therefore must be agile, adaptable and open-minded pathfinders in leveraging these disruptions and managing emerging business issues in digital technology adoption, data value, privacy and security, artificial intelligence and automation which present a vast new universe of business opportunities. MODERATOR DR NURMAZILAH DATO' MAHZAN Chief Executive Officer, Malaysian Institute of Accountants PANELLIST CHARI TVT Board Member SANJAY C. RUGHANI Chair, IFAC Professional Accountants in Business Advisory Group
	TAN LEE THONG CFO Practice Lead Asia, Workday
	BREAK Enhancing Liquidity through Funding Innovation [PANEL DISCUSSION] Funding for liquidity is more necessary than ever in the COVID-19 crisis to ensure business continuity in the face of cashflow challenges. This session guides CFOs on the latest strategies and funding alternatives available in the Malaysian market, including flexible funding, equity crowdfunding and P2P lending. As COVID-19 presents a timely window for sustainable and digital transformation, this session will also address how to incorporate the United Nations Sustainable Development Goals in business plans to attract climate-safe investments and funding and explore technology funding via vendor subsidy programmes, co-investment and industry consortia. MODERATOR BRYAN CHUNG Principal, Cadence VC PANELLISTS
	AMRI SOFIAN Chief Corporate & Investment Officer, Danajamin PROMOD DASS Deputy Group Chief Executive Officer, RAM Holdings Berhad (RAM) and Chief Executive Officer, RAM Sustainability Sdn Bhd VINCENT SOH Founder & Group Chief Executive Officer, Moneysave (M) Sdn Bhd
12.25 pm	Ethics vs Competence: Building Trust in the New Normal [PANEL DISCUSSION] Edelman shines a light on how CFOs and business leaders will be expected to play the all-important role of 'Trust Champions' within their respective business ecosystem. Navigating the 'Trust Paradox' of Ethics vs Competence in the new normal, where it's no longer only about what you do, but how you do it in the new normal. As 'Fortifying Trust' emerges as the single biggest value creation mission for leadership in ensuring organisational resilience and business sustainability for the future. SPEAKERS HAIRUDDIN MOHD NOH Associate Director, Edelman Malaysia SAILESH WADWHA Chief Strategist, Senior Counsel & Specialist Team, Edelman Malaysia
1.15 pm	END OF DAY 1
	DAY 2
8.30 am	LOG IN TIME FOR PARTICIPANTS AND ANNOUNCEMENTS BY EMCEE
9.00 am	Post-MCO Debt & Business Restructuring: Key Legal & Tax Considerations This session will address the impact of COVID-19 on contractual and debt restructuring matters as well as the effect of a COVID-19 Bill on Force Majeure and Corporate & Debt Restructuring. The speaker will also share strategies to address the practical and tax concerns that general counsel may face as a result of business reorganisation. SPEAKER S. SARAVANA KUMAR Partner, RDS Partnership
9.50 am	CFO Leadership Future-Proof Playbook in the Age of COVID-19 and Digital Disruption The why and how of the need for a CFO leadership future-proof playbook. CFO's have to be Aware, Adjust, Adapt, Apply, and Accelerate the process of anticipating the future and developing methods of minimising the effects of shocks and stresses of future Black Swan events. This global pandemic has created overwhelming anxiety. Many people are anxious not just about the virus, but the resulting financial pressure and uncertainty. The finance function has both the opportunity and need to accelerate its evolution and influence over the next six months to effectively support the overall pace of crisis that is effecting change across industries. SPEAKER VS RAVI <i>Chief Executive Officer and Founder, Invictus Leader Pte Ltd</i>
10.50 am	BREAK
11.10 am	Managing Impact of Financial Reporting [PANEL DISCUSSION] Financial reporting is becoming even more complex due to the implications and impacts of COVID-19. This session examines some of the most pressing issues affecting financial reporting, including whether the COVID-19 outbreak is an adjusting or non-adjusting event, its impact on the impairment of assets, the write down of inventory to net realisable value, derecognition of deferred tax assets, fair value adjustments, going concern and related disclosures both within and external to the financial statements. MODERATOR
	RASMIMI RAMLI Deputy Executive Director, Digital Economy, Reporting & Risk, Malaysian Institute of Accountants PANELLIST MICHAEL WELLS Professor of Practice, Imperial College Business School, London SIEW KAR WAI Partner, PricewaterhouseCoopers Risk Services Sdn Bhd
12.10 pm	WONG YEE FUN Chief Financial Officer, Genting Berhad END OF CONFERENCE END OF CONFERENCE



CONFERENCE SPEAKERS



AMRI SOFIAN

Amri is Chief Corporate & Investment Officer at Danajamin. He joined Danajamin in 2011 as Director of Finance and was later appointed as Director of Client Management before assuming his current position. Prior to joining Danajamin, he last served

as the Chief Financial Officer of RHB Islamic Bank Berhad where had also held the position of Vice President-Head of Finance Shared Services at RHB Bank Berhad. He started his career as an external auditor with PricewaterhouseCoopers (PwC) where he worked in the Audit and Business Advisory Services department. During his 10-year stint with PwC, he also served in PwC London under a secondment programme. Amri is a fellow member of the Association of Chartered Certified Accountants and a member of the Malaysian Institute of Accountants.



BRYAN CHUNG

Bryan is the Principal at Cadence VC, a venture capital management company registered with the Securities Commission Malaysia and backed by Switzerland-based Mountain Partners. He cofounded Incitable Digital Asia, a family office for tech start-ups and business coaching for SMEs. He was previously the COO of a SC-licensed

equity crowd funding platform operator and a board member of an e-wallet licensed by Bank Negara Malaysia. He sits on the board of an SGX-listed company as an independent director and is a member of the Singapore Institute of Directors. He is a Councillor at CPA Australia, Malaysia Division where he leads the Digital Transformation Committee, and Chair of the Funding Committee of the Digital Technology Implementation Committee of MIA. He is a Fellow at CPA Australia and CIMA.

CHARITVT

Chari was Group Chief Financial Officer at Axiata Group Berhad until retiring in 2016. He has had senior advisory and consulting assignments, including a listed infrastructure company in Malaysia, a global valuation company and a high-tech

semiconductor fabrication company. He is a Board and Board advisory member of a telecommunication company, and an analytics and software company. Prior to Axiata Group, he was Vice President of Sales for Asia Pacific and Japan at HP Financial Services. He holds an MBA from State University of New York at Buffalo, and is a Fellow member of the Chartered Institute of Management Accountants UK, an Associate member of Institute of Chartered Accountants and the Institute of Cost and Works Accountants of India. He is also an advisory member of MIA's Subcommittee and an advisor to a UK-based listed software company.



HAIRUDDIN MOHD NOH

Hairuddin is Associate Director at Edelman Malaysia having joined as a Senior Manager leading the Corporate GLC and Financial Services practice, and is responsible for building and expanding the financial services practice in Malaysia. He started his PR career

with a boutique PR firm in London, where he gained significant experience in event management, publicity, media relations and campaigning. Upon returning to Malaysia, he joined an international PR firm where he developed his niche in corporate and financial communications before joining a major media conglomerate. He then served Khazanah Nasional Berhad in the area of strategic communications, stakeholder management, corporate responsibility, editorial and translation work. Thereafter, he returned to the agency world and led the corporate branding and financial practice for an international PR firm. Hairuddin holds a Bachelor of Arts in International Relations from the University of Leeds, UK.



MICHAEL WELLS CA(SA)

Michael is Professor of Practice at Imperial College Business School in London and a World Bank consultant, working to deepen understanding of international financial reporting requirements and fostering capacity to make/audit/regulate the judgments

necessary to apply them. Before that, for nearly a decade, he led the International Accounting Standards Board (IASB) International Financial Reporting Standards (IFRS) Education Initiative. While leading the IFRS Education Initiative he served as a member of the International Federation of Accountants (IFAC) International Accounting Education Standards Board (IAESB) Consultative Advisory Group (CAG) and the International Association for Accounting Education & Research (IAAER) Board of Advisors. He currently serves on the American Accounting Association (AAA) Membership Advisory Committee. Before that he served as a member of the AAA Education Committee.



DR NURMAZILAH DATO' MAHZAN

Dr Nurmazilah is Chief Executive Officer of the Malaysian Institute of Accountants (MIA). Prior to leading the MIA, she was Director of the University Malaya Graduate School of Business. Her corporate experience covers various industries including property development and construction, banking, unit trusts, trading and manufacturing. Dr Nurmazilah was an MIA Council member, a member of the Malaysian Accounting Standards Board, member of Board of Governors for the Institute of Internal Auditors, Council member of the Malaysian Institute of Certified Public Accountants, and Honorary Treasurer with Persatuan Ekonomi Malaysia. She also served in various committees of MIA and MICPA, and is Chairman of the MIA <IR> Implementation Steering Committee since 2016. Dr Nurmazilah is a member of MIA, MICPA, an ASEAN CPA and a CGMA fellow. She is a Certified Internal Auditor and holds the Certified Risk Management and Assurance qualification. She holds a PhD in accounting from the University of Birmingham, United Kingdom, and has conducted various research projects in the areas of auditing, financial reporting and corporate governance throughout her academic career.

PROMOD DASS



Promod is the Deputy Group CEO of RAM and CEO of RAM Sustainability, and was previously Deputy CEO of RAM Rating Services Berhad. Promod leads RAM Group's Sustainability Services and Environment, Social and Governance (ESG) analytics. He has been spearheading RAM Group's involvement in the United Nationssupported Principles for Responsible Investment's (PRI) Statement on ESG in Credit Ratings, and is a member of PRI's Advisory Committee on Credit

Ratings. He has 24 years of experience in the financial services industry and has an established track record as a bank credit rating analyst as well as a thought leader for the Malaysian & ASEAN bond markets and Islamic finance. Promod holds a BSc (Honours) in Accounting and Financial Analysis from University of Warwick, UK.

RASMIMI RAMLI

Rasmimi is Deputy Executive Director, Digital Economy, Reporting & Risk of the Malaysian Institute of Accountants (MIA). She is responsible for finance and oversees the technical and research activities of the Institute which includes financial reporting,

assurance and digital transformation. She provides technical support to the Institute on MFRS, MPERS and MPSAS. She sits on various MASB working groups and task forces, the Government Accounting Standards Advisory Committee, and provides technical assistance to the World Bank Group on IFRS transition projects. She was a technical advisor of the International Public Sector Accounting Standards Board from 2013 to 2015. She has 9 years of audit experience with major firms in the UK and Malaysia and was an internal auditor with Maxis. Rasmimi is a member of MIA and a fellow member of ACCA.

SAILESH WADWHA

 $Saileshis Chief Strategist with the Senior Counsel \& Special is t {\it Team}$ at Edelman Malaysia. He had spent last 20 years across multiple geographical locations (Kuala Lumpur, Colombo, Mumbai, New Delhi) working across Brand Consulting and Advertising Agency

business operations. An avid proponent of Business/Marketing/Creative Effectiveness, he has earned the distinction of bringing home Asia's first Global Effie, and has led work across markets that have been awarded at over 200+ Specialist Marketing & Creative Effectiveness awards regionally. He has worked across multiple sectors of IT, Telecom, FMCG, Aviation and has extensive experience in Travel, Tourism and Hospitality sector. A regular columnist with Marketing Magazine Singapore, Sailesh has served as a jury at Global Effie Awards, APAC Effie Awards 2020, GLOBES MAA Awards 2019, DMAi ECHO Asia Awards 2015 and Effie Malaysia 2013.

SANJAY C. RUGHANI

Management Africa (Nigeria).



Sanjay is Chair of IFAC Professional Accountants in Business Advisory Group and CEO for Standard Chartered Bank (SCB) Tanzania. He has held various key positions in SCB including Interim Head of Global Finance Shared Services, Head of Finance Operations & Change Management-Africa, Executive Director Finance for Ghana and Area CFO, Executive Director Finance for SCB Tanzania and Regional Finance Manager for Africa. He is also Chairman of CEO Round Table Tanzania, Vice Chairperson for Tanzania Bankers Association, Non-Executive Director of Tanzania Private Sector Foundation, Executive Member of Tanzania National Business Council, Trustees of UDOM Endowment Fund and Non-Executive Director Association of Tanzanian Employers. Sanjay holds an MBA in Finance, Management post-graduation in HRD and a Bachelor of Commerce. He is a Chartered Accountant of NBAA Tanzania, a member of ACCA, and a Fellow of Institute of Information



CONFERENCE SPEAKERS



SIEW KAR WAI

Kar Waileads the Capital Market and Accounting Advisory Services practiceinPwCMalaysiaandisaPartneratPricewaterhouseCoopers Risk Services Sdn Bhd. With over 18 years of experience as an IFRS & MFRS expert, she designs and instructs training courses

on various IFRS and MFRS topics; and develops publications and practice aids on various accounting topics. She also conducts quality reviews of client financial statements. She was seconded to PwC Hong Kong for two years, followed by a one-year secondment to the Malaysian Accounting Standards Board where she was the Project Director for Convergence Activities. She is an active participant in various working groups and technical committees with the MASB, MIA and MICPA. She is a Member of Malaysian Institute of Accountants and Malaysia Institute of Certified Public Accountants



SIMON TAY

Simon is the Executive Director of the Professional Practices and Technical Division of MIA, where he directs and contributes to the technical activities of MIA on areas such as integrated reporting, financial reporting, audit and assurance and taxation, and provides technical support to 14 boards/committees. Previously, he was an Executive Director at PwC Malaysia and has over 20 years of experience in auditing

specialising in statutory and special audits across a broad spectrum of industries. He has been involved in instructing courses on audit methodology and conducting public and client-specific workshops on the application of accounting standards. He was involved in the implementation of a new auditing software in Vietnam. Simon is a member of MIA and CPA Australia.

S. SARAVANA KUMAR

Saravana is a Partner at RDS Partnership, an Adjunct Professor with University Tenaga Nasional (UNITEN), and chairs the Taxation Section of LAWASIA. He has appeared in benchmark litigations with a sizeable volume of wins in tax disputes. Praised for his ability

to "think outside the box" and "innovative approach" in interpreting the law, Chambers Asia Pacific 2016 acknowledged him for being "dynamic, efficient and helpful". Chambers Asia Pacific 2017 commented that clients have remarked, "His tax knowledge is very in-depth and he is fast at responding". Saravana has been recognised as one of the leading lawyers by Asialaw Profiles 2019, named one of the 40 leading lawyers under 40 in Asia by Asian Legal Business, and as one of the top 100 lawyers in Malaysia by Asia Business Law Journal.

TAN LEE THONG

Lee Thong is the CFO Practice Lead of Asia at Workday and is a chartered accountant with over 25 years of finance leadership experience across listed and privately owned MNCs in various industries. In his last held position with an US\$1.2B MNC headquartered in Singapore, Lee Thong led a Group Finance team of 40, running a full spectrum of Corporate Finance functions and

accomplishing major projects including syndicated fund raising, automating financial reporting, and implementing an ERP across Asia Pacific.



PROFESSOR UANTCHERN LOH

Prof Loh is the Corporate Culture Reporting Practice Leader at Black Sun Group (Asia Pacific), and works with organisations on how to communicate their corporate culture through annual reports, internal communications, websites and social media.

He has taught extensively on ethics and risk management, and supervised a thesis on the "Measurement and Disclosure of Corporate Culture in Companies' Annual Report". He has also supervised Black Sun's research on "The Importance of Culture Reporting" amongst listed companies. His research areas are in risk management, corporate reporting, text analytics and behavioural science. Prof Loh has a Masters in Hospitality Administration, is a Chartered Accountant (Malaysia, Australia and Singapore), and holds the International Certificate in Investor Relations. He was previously the President of the Institute of Internal Auditors Singapore.

VINCENT SOH

Vincent is the Founder and Group CEO of Moneysave (M) Sdn Bhd. He has over 25 years of experience in Financial Risk Management, Institutional Fund Management and Financial Technology, with KPMG, Unisys, Fuji Xerox, Kenanga Investment Banking Group,

Hong Leong Group, and Prudential Asset Management/Eastspring Bhd with a portfolio in excess of RM2.70 billion. An alumni of the Harvard Projects for Asian International Relations since 1996, he is the Executive Director of Magnisave Group Sdn. Bhd. a market leading Financial Planning company licensed by the Securities Commission, and a Financial/Islamic Financial Advisory company by Bank Malaysia since 2018. Vincent holds an MSc in Strategic Business IT, Postgraduate Diploma in Strategic Business Information Technology, and is a qualified CFP (Certified Financial Planner) and a Capital Markets Services Representative registered with Securities Commission.



VS RAVI

RaviisCEO and Founder of Invictus Leader PteLtd. Heisa Leadership Thinker, Explorer & Mechanic, Futurist-in-Residence, Entrepreneur Maverick and President of the Analytics Institute Malaysia Chapter. He is the most compelling, non-conformist, and proactive thought leader to challenge the so-called unchallengeable or impossible. Some have addressed him as the GEMINI MAN because of his capacity to facilitate Foresight Cognitive Agility™. 30 years of learning, unlearning and relearning on leadership has earned him an authority on Leadership Future Proof. He mentors and advises professional coaches and consultants, and has groomed, coached, and mentored over 3,000 Fortune 500 business leaders, public service leaders, and parents with gifted and special children, gifted kids, entrepreneurs, and professional sports personalities. From his extensive travels of over 30 countries, he excels in situations that are strategically challenging and politically sensitive, and where authentic feedback is lacking.

WAN AHMAD IKRAM WAN AHMAD LOTFI

Ikram is Chief Financial Officer of Perbadanan Insurans Deposit Malaysia (PIDM), and oversees its financial management and office administration. Since joining PIDM in 2006, he had been involved in various areas of operations including in an assurance and advisory

role as Chief Internal Auditor. His previous experience include serving with Telekom Malaysia Berhad, KPMG Australia, as well as Tahan Insurance Malaysia Berhad as Chief Internal Auditor and Chief Financial Officer. Ikram holds a Bachelor of Commerce from University of Melbourne, Australia. A Council Member of the Malaysian Institute of Accountants (MIA), he is also a Chartered member of MIA, a Fellow of Chartered Accountants Australia and New Zealand, a Certified Public Accountant of the Malaysian Institute of Certified Public Accountants, a member of the ASEAN Chartered Professional Accountants, and a Chartered member of the Chartered Institute of Islamic Finance

WONG YEE FUN



Yee Fun is Chief Financial Officer of Genting Berhad and was Deputy Chief Financial Officer before this. Prior to Genting Berhad, she was Chief Financial Officer at Maybank Islamic Berhad and was responsible for formulating the finance strategies partnering with,

and in support of the bank's business. She has 20 years of experience with the Maybank Group, holding various senior roles covering finance, corporate finance, capital management, group corporate treasury, strategic planning, investor relations, mergers and acquisitions, strategic alliances and initiatives, and finance related projects which span across multiple lines of business. Additionally, she has had extensive hands-on experience in management and leading strategic initiatives. She holds a Bachelor of Accounting (Honours) from University of Malaya, and a Certificate in Islamic Banking & Finance Law from the International Islamic University Malaysia. She is a member of CPA Australia, MIA, and the Malaysian Institute of Certified Public Accountants.

DATUK ZAITON MOHD HASSAN

Datuk Zaiton is the Chair of Bank Pembangunan Malaysia Berhad, Chair of the Board Governance & Audit Committee of Sime Darby Plantation Berhad, and a member of the Board Risk, Audit & Governance Committee at Tabung Haji. She was appointed

Chairman of the Private Pension Administrator by the Securities Commission to develop the Private Retirement Scheme for the country. Her extensive experienceincludesservingatMaybankinvariousseniorpositionsinTreasury, International Operations and Group Strategic Planning. She was selected by the Bank Negara Malaysia to start Malaysian Rating Corporation Berhad and was its President for eight years. She is a Fellow and Council Member of the Association of Chartered Certified Accountants, United Kingdom, member of the International Federation of Accountants Professional Accountants in Business Committee, a member of the Malaysian Institute of Accountants and the Malaysian Institute of Certified Public Accountants.

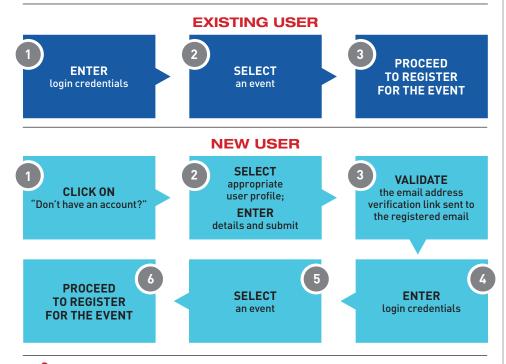
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 Access to join the webinar may be denied upon failure to make full payment as per the above requirement.

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 - A refund (less administrative charge of 20%) will be made.
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 Written cancellation/failed to join on the day of the webinar:
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- Unpaid registrations will also be liable for full payment of registration fee.
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 The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.
- The information on corporate/individual provided shall be deemed true and correct. No alteration will METHODOLOGY, CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS
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MIA CFO Circle Member	I	RM 410		
Member (MIA/ACCA/AFA/BoardRoom/ CIMA/FPLC/MICPA/MSWG*)/				
Member Firm		RM 490		
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* Members of ACCA, AFA, BoardRoom, CIMA, FPLC, MICPA and MSWG are required to contact MIA to register for this conference

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CONFERENCE DETAILS & REGISTRATION

20 & 21 July 2020 (Monday & Tuesday) Day 1: 9.00 am - 1.15 pm Day 2: 9.00 am - 12.10 pm

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