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CFO Conference 2021

*DRIVING TRANSFORMATION,
ACCELERATING PERFORMANCE*

8 December 2021 (Wednesday), 9.00 am –5.30 pm

CFOs are drivers across a range of critical issues that will determine their organisation's financial health in the post-pandemic recovery and its capacity to digitalise and create value for future sustainability.

As organisational leaders, many CFOs have had to meet higher expectations and shoulder expanded responsibilities which have been exacerbated by the COVID-19 pandemic and its repercussions. Across industries, these expanded duties have included leading transformation efforts—both within finance and the overall organisation—as well as driving enterprise growth as companies seek to capitalise on post-pandemic opportunities.

To optimise finance performance, CFOs must also focus on how the finance function can transform to best serve the business by leveraging on technology, process evolution, organisational restructuring and talent management.

CFOs must also be alert in managing data and the proliferation of information on financials as well as ESG. Both quantitative and qualitative data must be strategically harnessed and utilised to drive more informed decisions that create better outcomes and value for customers, employees, investors, society and other stakeholders.

This CFO Conference is specially geared to help CFOs evolve to the next level as chief value officers who can lead their organisations to sustainable prosperity in the post-pandemic economy.

WHO SHOULD ATTEND

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

ENJOY DISCOUNTS
5% GROUP DISCOUNT for registration of 3 pax and above from the same organisation.

CFO CONFERENCE 2021

Driving Transformation, Accelerating Performance

CONFERENCE PROGRAMME

8.30 am PARTICIPANTS LOGIN TO PLATFORM

9.00 am **PANEL DISCUSSION**

INTEGRATING ESG TO DRIVE BUSINESS GROWTH

According to research done by Gartner, 85% of investors considered ESG factors in their investments in 2020. How will ESG requirements and expectations challenge CFOs going forward and to ensure good ESG performance? This panel session will centre on:

- Building robust ESG data collection systems for better decision-making/reporting
- Challenges and opportunities for integrating ESG into organisational operations, and
- Lessons and best practices from ESG leaders

MODERATOR

DR NURMAZILAH DATO' MAHZAN Chief Executive Officer, Malaysian Institute of Accountants

PANELLISTS

AZIZAN ABD AZIZ Chief Financial Officer, Bank Islam Malaysia Berhad

HERBERT CHUA Assurance Partner, PwC Malaysia

DR RENARD SIEW Head, Sustainability, Malaysian Resources Corporation Berhad

10.15 am **SIGNIFICANCE OF PURPOSE DRIVEN LEADERSHIP AND MANAGING TRUST DEFICIT**

Doing the right thing is good for business but that's not why we do it. We do it because it is the right thing to do:

- What is Purpose Driven Leadership?
- Purpose vs Profits
- Global examples and comments from global leaders
- What is Trust Deficit?
- Global examples from Boeing, Volkswagen, Wells Fargo, Enron etc
- Executive pay and trust deficit
- Key take away

SPEAKER

CHARI TVT Board Member, various PLCs

11.15 am BREAK

11.30 am **HOW TO DRIVE POSITIVE-SUM GROWTH WITH ACCOUNTS RECEIVABLE**

With the economy opening up and the industry rising, process efficiency is pivotal to business growth. AR departments must reevaluate how they grow, as it ultimately impacts the resilience and cashflow moving forward. Positive sum growth encourages collaboration within and outside of organisations (e.g. employees, customers, etc.) to achieve efficiency, visibility and productivity. Join this session to discover:

- How people, process, technology can bring positive sum growth
- Trends and insights on digitalisation
- Finance goals for 2022 and moving forward
- How to achieve greater collaboration, visibility and efficiency

SPEAKER

CHARLIE CHEAH Director, Sales & Services, Esker Malaysia

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12.35 pm BREAK

1.35 pm **MANAGING FINANCIAL RISKS IN TIMES OF UNCERTAINTY**

Financial risks swept to the forefront during the pandemic, and continue to be a source of concern in the unfolding economic recovery. This session shines a light on how CFOs can manage the myriad financial risks (e.g. cashflow, credit, and financial performance) that affect their organisation's business sustainability.

SPEAKER

KHOO POH POH Senior Executive Director, Ernst & Young

2.10 pm **TAX GOVERNANCE: RELEVANCE TO CFOS**

Tax strategy and governance can have a significant impact on an organisation's ESG performance. This session draws on leading tax experts who will discuss:

- Tax governance principles
- The role of CFOs in ensuring tax compliance for long-term business sustainability
- The role of the Board and Audit Committee
- Key Takeaways

SPEAKERS

DR VEERINDERJEET SINGH President, Malaysian Institute of Accountants

SURIN SEGAR Member, Tax Practice Committee, Malaysian Institute of Accountants

3.05 pm BREAK

3.20 pm **PANEL DISCUSSION**

RM1BN CROWDFUNDING, ANGEL, VC, MEZZANINE, BRIDGING & PROJECT FINANCING WITHOUT COLLATERAL

This is panel discussion by representatives of EKUINAS, Malaysian Business Angel Network & Moneysave P2P Crowdfunding and LIVE sharing session by Potboy Groceries Founder, Eddie Chew, on his company's fund raising journey from 2016-2021 and why Potboy is now crowdfunded up to RM20m by Moneysave (P2P Crowdfunder) as well as the banks up to RM15m. CFOs and Leaders of organisations would learn first-hand how a dynamic and growing company can capitalise on alternative and innovative financing solutions for their organisation.

MODERATOR

BRYAN CHUNG Advisor, Fidelity Funding

PANELLISTS

ALAN LIM President, Malaysian Business Angel Network

EDDIE CHEW Chief Executive Officer, Potboy Groceries

FAZLIN Chief Financial Officer, EKUINAS

VINCENT SOH Founder & Chief Executive Officer, MoneySave

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4.25 pm **SUSTAINABILITY REPORTING**

There are a wide range of voluntary frameworks and standards available on sustainability reporting such as integrated reporting <IR> framework, Global Reporting Initiative (GRI) Standards and Task Force on Climate-related Financial Disclosures (TCFD) framework which provide different types of information and disclosure and serve certain stakeholders and target audiences. This has resulted in preparers report using multiple frameworks and standards with limited impact but increasing cost. The need to improve the consistency and comparability in sustainability reporting is vital. This session will discuss the way forward on having a set of comparable and consistent standards on sustainability reporting.

MODERATOR

RASMIMI RAMLI Deputy Executive Director, Digital Economy, Reporting & Risk, Malaysian Institute of Accountants

PANELLIST

SIMON MESSENGER Senior Advisor, Value Reporting Foundation

YEO LIAN SIM Vice Chair, Task Force on Climate-Related Financial Disclosures (TCFD)

5.30 pm END OF CONFERENCE

CFO CONFERENCE 2021

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CONFERENCE SPEAKERS



ALAN LIM

Alan is President of the Malaysian Business Angel Network, and is one of the founding partners and Principal Advisor for NEXEA. Currently, he is overseeing the development, communicating, executing and sustaining strategic initiatives for the startups under NEXEA. Furthermore, Alan is the co-founder and former CEO of MediaBanc Group, the largest media monitoring and insights company in South East Asia since 1997. He fully exited the business in mid-2014 when the company was listed in the ASX as iSentia Group Ltd.



AZIZAN ABD AZIZ

Azizan is the Group Chief Financial Officer at BIMB Holdings Berhad, whereby integrated reporting and stakeholders management have been part of his responsibilities. Prior to this, he had served as Chief Financial Officer at Bank Islam Malaysia Berhad, Equity Partner at Deloitte Southeast Asia and headed the M&A Transaction Services practice for Deloitte Malaysia, Executive Director of Financial Advisory Services at KPMG Malaysia, and Senior Manager of Financial Services Division at KPMG United Kingdom and Channel Islands. He had been involved in multiple corporate exercises and led projects involving technology and fintech companies acquisitions in the past. These include ride hailing, payment platforms and robotic technology entities. He also advised clients in due diligence and valuation exercises. Azizan holds a Bachelor of Accounting and Finance from the University of Plymouth. He is a Fellow of the Association of Chartered Certified Accountants and a Member of Malaysian Institute of Accountants.



BRYAN CHUNG

Bryan is an advisor to Fidelity Funding, a registered venture capital corporation in Malaysia which invests in start-ups enabling digital transformation and catalysing disruptions in traditional models. Bryan has more than 15 years of experience in venture capital investments and incubation in the South East Asia region. He was previously COO of an equity crowdfunding platform and board member of an e-wallet company in Malaysia. Bryan is a Council member of CPA Australia's Malaysia Division and chairs the Division's Digital Transformation Committee. He is also part of the Digital Technology Implementation Committee at the Malaysian Institute of Accountants.



CHARI TVT

Chari is the Senior Advisor at Duff and Phelps. He was Group Chief Financial Officer at Axiata Group Berhad until retiring in 2016. Subsequently, he has been taking senior advisory and consulting assignments, including with 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 telecommunications company, and an analytics and software company. Prior to the Axiata Group, he was Vice President of Sales for Asia Pacific and Japan at HP Financial Services and had served HP for over 20 years. 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 an advisory member of MIA's Subcommittee and an advisor to a UK-based listed software company.



CHARLIE CHEAH

Charlie is the Director of Sales & Services at Esker Malaysia. He leads and drives Esker Asia's business, commercial and operational strategy in collaboration with business partners and organisations. With years of experience, he has seen how businesses evolved in the Procure-to-Pay and Order-to-Cash cycle aspects. Prior to Esker, he had broad exposure and experience across multi-functional discipline and business process. He was AVP of Procurement at ASTRO for 9 years and was responsible for all high-value procurement and tender activities, commercial and operational support to IT, Marketing, Sales & Distribution, SAP implementation, in-house trainer for SAP and project management on P2P initiatives. He was also Head of Procurement & Logistic at OPCOM for 7 years and was responsible for providing operational and financial leadership in Finance, Marketing and Production Division in addition to successful MRP implementation and ISO certification as well as a short stint with TIMES handling Accounts Receivable. Charlie holds a Finance tertiary background and is a certified ISO auditor.



EDDIE CHEW

Eddie was a Fund Manager turned e-Com Revolutionist with a passion to provide convenient lifestyle to the community. He founded Potboy Groceries in 2016 with the vision to create Malaysia's 1st Omni-Channel in FMCG Distribution and Retailing. To-date, Potboy Groceries serves 500,000 users online and has 46 offline shops within the Klang Valley. Eddie was formerly with the Kairous Group, Proventus Capital, Kuwait Finance House, and PricewaterhouseCoopers.



FAZLIN

Fazlin is the Chief Financial Officer of Ekuiti Nasional Berhad. She is a qualified accountant and has an extensive experience across the areas of general management, strategy and investments, corporate & operational finance, and investor relations. She was with PricewaterhouseCoopers, CIMB, Media Prima Berhad, and Tune Group in her corporate journey and has also dabbled in the world of arts & culture, having set up Tunas Tari, a traditional dance enrichment centre for children. Fazlin holds an MBA from Nottingham University and a BSc (Accounting & Finance) from Warwick University. She is a member of MIA and completed her ACCA and MICPA papers during her training at PwC.



HERBERT CHUA

Herbert leads PwC Malaysia's sustainability assurance and reporting practice. His portfolio of sustainability assurance engagements include clients from a variety of industries such as energy, property development, manufacturing, plantation, automotive and logistics, covering a range of environmental, social and governance criteria. He recently published a thought leadership that delves into the impact of climate change on financial reporting entitled "ESG Matters: Driving Change through Financial Reporting".



KHOO POH POH

Poh Poh is a Senior Executive Director with the Strategy and Transactions practice of Ernst & Young PLT, focusing on Turnaround and Restructuring Strategy. She has over 20 years of experience in receivership, liquidation, judicial management and restructuring of companies and specialises in legal entity rationalisation and resolution of regulated entities. Poh Poh is a member of the Chartered Institute of Management Accountants, Chartered Global Management Accountants and the Malaysian Institute of Accountants. She is a Council Member of the Insolvency Practitioners Association of Malaysia and an active contributing member of the Technical Working Group for Resolving Insolvency under PEMUDAH.

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CONFERENCE SPEAKERS



DR NURMAZILAH DATO' MAHZAN

Dr Nurmazilah is Chief Executive Officer of the Malaysian Institute of Accountants (MIA) and leads the Institute's value creation, regulatory and nation building agenda. She is a member of the framework review panel of the International Integrated Reporting Council and a technical advisor of the Public Accountants in Business Advisory Group of the International Federation of Accountants. Prior to being appointed CEO of MIA, she had served as a Council member of MIA, a Member of the Malaysian Accounting Standards Board, an elected member of the Board of Governors for the Institute of Internal Auditors Malaysia, a Council member of The Malaysian Institute of Certified Public Accountants, and Honorary Treasurer with Persatuan Ekonomi Malaysia. She started her career with Arthur Andersen in 1993 and later joined KUB Malaysia Berhad as Group Accounts Manager. Her extensive work experience spans across public practice, industry, academia and regulation, covering various industries including property development and construction, banking, unit trusts, trading and manufacturing. In higher education, she last held the post of Director of University Malaya Graduate School of Business. An accountancy graduate of the International Islamic University of Malaysia, Dr Nurmazilah holds a PhD in accounting from the University of Birmingham, UK, and the Certified Risk Management and Assurance qualification, and is a Certified Internal Auditor. She has conducted research projects in the areas of auditing, financial reporting and corporate governance throughout her academic career, and continues to take a deep interest in applied research, especially in digital and technological issues affecting the profession.



RASMIMI RAMLI

Rasmimi is Deputy Executive Director, Digital Economy, Reporting & Risk of the Malaysian Institute of Accountants (MIA). She leads the digital economy initiatives in the Institute and oversees the implementation of the MIA Digital Technology Blueprint. She is also responsible for technical activities of the Institute as well as risk management and customised learning functions in MIA. She provides technical support to the Institute on MFRS, MPERS and MPSAS. She sits on various MASB working groups and task forces as well as the technical committees under the Accountant General's Department. She was a technical advisor of the International Public Sector Accounting Standards Board from 2013 to 2015 and she provided technical assistance to the World Bank Group on IFRS transition projects. She has 9 years audit experience with major firms in the UK and Malaysia and was an internal auditor with Maxis Berhad. Rasmimi is a member of MIA and a fellow member of ACCA. She graduated from University of Wales, Cardiff, UK.



DR RENARD SIEW

Dr Renard Siew is Head of Sustainability at Malaysian Resources Corporation Berhad, and is responsible for advancing the organisation's sustainability performance. He is the Founder of Accelerating Climate Action, served as Co-Chair of the Climate Change & Disaster Risk Management Working Committee and UNEP-FI's Collective Commitment on Climate Action. He was appointed an Sustainable Development Goals (SDG) Champion-Climate Action by the World Economic Forum (WEF). He is a member of the WEF Expert Network Group, serves on the WEF Global Future Council, a Community Champion for Southeast Asia and a Global Lead for the Global Shapers Climate & Environment Steering Committee. He has also served as a working group member for the Sustainability Accounting Standards Board and is a Sustainable and Resilient Infrastructure (SuRe) Stakeholder Council member. Renard is a graduate of Cambridge University and UNSW. He has published in many international refereed journals, and won a Highly Commended Paper award by the Emerald Literati Network and was inducted into the prestigious Global Young Academy as recognition of his research impact. He was also accepted into the Forbes Fellowship Programme in 2018 and attended the inaugural UN Climate Action Summit in New York in 2019.



SIMON MESSENGER

Simon is a Senior Advisor to the Value Reporting Foundation for their activities in Europe, and particularly in France where he drives the corporate, investor and regulatory engagement. He has over 15 years of technical and professional experience and is the founder and CEO of 1Planet Advisory, a sustainability consultancy. He has held a number of senior roles in the broader field of sustainability reporting and sustainable finance, having been Managing Director of the Climate Disclosure Standards Board (CDSB) and Director of the 2 Degrees Investing Initiative (2Dii). He currently also works as a technical advisor to the United Nations Environment Programme, and was previously Head of Consulting at the Energy Saving Trust and a sustainability consultant at PwC and Deloitte. Simon holds a Masters with Distinction in Ecological Economics and a First Class BSc (Hons) in Environmental Geoscience, both from the University of Edinburgh.



SURIN SEGAR

Surin is a Senior Executive Vice President at Maybank. He has been heading the Group Tax function for almost 12 years and is the current Chief Finance Officer of Maybank Foundation, Maybank's CSR arm that looks after community empowerment across ASEAN. In Maybank he was also involved in Data Management as well as heading the Group Performance Reporting function. He currently sits on a few Boards in the Group as part of his function in Group Finance. Prior to joining Maybank Group, he was with the Big 4 firms, specialising in taxation for the financial services industry. He currently is Vice President of CPA Australia divisional council in Malaysia, Tax Committee member of MIA, member of ACCA's Global Tax Forum, Chairman of the tax committees in the Association of Banks in Malaysia and Malaysian Investment Banking Association. He is also an observer in the MASB taskforce on COVID-19 relief measures and an industry advisory panel at the Asia Pacific University.



DR VEERINDERJEET SINGH

Dr Veerinderjeet is President of the Malaysian Institute of Accountants (MIA) and a member of the MIA Tax Practice Committee. He is also President of The Malaysian Institute of Certified Public Accountants (MICPA) and a Non-Executive Chairman of Tricor Services (Malaysia) Sdn Bhd. He was Past President of the Chartered Tax Institute of Malaysia (CTIM) from 2007 to 2010. Acknowledged as a leading expert in accountancy and taxation, he has over 30 years of diverse experience in the fields of accounting, taxation and commerce. He has served in the Inland Revenue Department, University of Malaya (as an Associate Professor), Arthur Andersen and Ernst & Young (as a Tax Partner/Executive Director) and authored several influential and authoritative tax publications. Dr Veerinderjeet also sits on the Boards of Malaysian Rating Corporation Berhad, AmBank (M) Berhad and UMW Holdings Berhad. He is also an Adjunct Professor at Monash University, Malaysia and the current Chair of the Monash Business School Industry Advisory Board. Globally, Dr Veerinderjeet contributes his expertise as a member of the Commission on Taxation of the International Chamber of Commerce based in Paris and a member of the Board of Trustees of the International Bureau of Fiscal Documentation (a tax research and consultancy body) based in Amsterdam.



VINCENT SOH

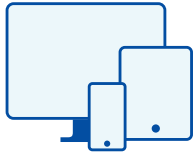
Vincent is the Founder and CEO of MoneySave P2P. He is an Alumni of Harvard Projects for Asian International Relations. He has managed client portfolio in excess of RM2.7 billion in AUM and over 40 Bursa listed companies whilst in Prudential Asset Management. He has over 25 years of Investment Banking, Risk Management and Institutional Fund Management experience with world class companies including KPMG, Hong Leong Banking Group, Prudential, Unisys and Kenanga Banking Group. His company, MoneySave P2P is the first in World P2P Crowdfunding Platform using patented risk reduction incentives to lower investment risks, and is a multi award winner—Golden Bull Award, SME100 Malaysia—Fast Moving Companies, Alibaba Cloud CREATE Top 5 in ASEAN, STAR Outstanding Business Award, DPI Innovative Leadership and many others. Vincent holds a MSc in Strategic Business Information Systems and is a Capital Markets Services Representative License (CMSRL) holder with the Securities Commission of Malaysia.



YEO LIAN SIM

Lian Sim is a Vice Chair of the Task Force on Climate-Related Financial Disclosures (TCFD) and a Member of ISCA's Sustainability and Climate Change Committee (formerly known as the Corporate Reporting Committee). She is Special Adviser on Diversity at the Singapore Exchange (SGX) after 10 years as head of regulation and risk management. As regulator, she had charge of listed companies, member brokers and trading surveillance for a fair, orderly and transparent market. Risk management responsibilities covered financial risk of clearing and settlement and oversight of enterprise risk. Before joining the SGX, she was for many years at the Monetary Authority of Singapore in various roles including managing foreign reserves, responsibility for exchange rate and monetary policy and regulating the capital market. She is also Executive Director of Shared Services for Charities Limited, a charity helping other charities improve governance and risk management. Lian Sim graduated in economics from the University of Singapore and holds a Master's degree from the London Business School.

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- For selected webinars, the fee includes e-materials.
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- Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Invoice or 1 day before the webinar, whichever earlier.
- Access to join the webinar shall be granted only upon full payment as per the above requirement.

WEBINAR ACCESS LINK

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- The Access Link is unique and should not be forwarded/shared with others.

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- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

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Non-member	RM 800
Academicians (flat rate)	RM 500

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CONFERENCE DETAILS & REGISTRATION

8 December 2021 (Wednesday),
9.00 am – 5.30 pm

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