

# CFOs & FINANCE LEADERS CONFERENCE 2013

Theme : Thinking Beyond the Ordinary  
Date & Venue : 17 May 2013 (Friday) at Renaissance Kuala Lumpur Hotel  
18 May 2013 (Saturday) at Palm Garden Golf Club, Putrajaya  
Strategic Partners : IBM  
Media Partner : The Malaysian Reserve

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*\*Six months from 1<sup>st</sup> July – 31<sup>st</sup> Dec 2013*

## Introduction

The future of the finance leaders has never been so full of possibility.

In many forward-looking organisations, finance is evolving from a focus on the transactional and cost efficiency areas through an analytical and decision support stage to a real strategic focus where it can make real impact.

This expansion has impacted the capabilities that finance leaders across the function need to demonstrate and bring to the organisation. The unprecedented demand for their unique skill set outside of the finance role — both as a complement to their serving position and as an onward transition — make them arguably the individual with the most career options in the corporate hierarchy.

Understanding the changing remit and mandate is important for the CFOs & finance leaders to remain fit for purpose and for those who wish to progress into senior management roles during their career.

## Who Should Attend

Financial Leaders, CFOs, Presidents and CEOs, Finance Directors, Head of Finance, General Managers of Finance and any Senior Finance Professionals.

## Course Fee (with golf on 18<sup>th</sup> May 2013)

Member	RM1,450
Sponsored	RM1,600
Non-member	RM1,750

## Course Fee (without golf on 17<sup>th</sup> May 2013 only)

Member	RM1,100
Sponsored	RM1,250
Non-member	RM1,400

## Enquiries & Registration

Call : Izaham  
Tel : 03-2279 9358  
Fax : 03-2273 5167

## Conference Programme

### 17 May 2012, Friday at Renaissance Kuala Lumpur Hotel

- 8.00 am Registration
- 8.50 am Welcome Address by the President of Malaysian Institute of Accountants  
Y. Bhg. Datuk Mohd Nasir Ahmad

#### Part 1: Build Your Expertise

- 9.00 am Session 1 **XBRL: How It Facilitates the Transition to IFRS & Its Impact on Group Financial Reporting**  
XBRL helps make financial statements easier to search and compare, making corporate information more transparent. Many experts believe that XBRL will also help companies simplify their transition or convergence to IFRS. To enhance your transition to IFRS, consider how XBRL fits into your reporting processes today.

*Ms Patricia Francis, Financial Consultant and Business Lead for XBRL Business Solution, CustomCodes*

- 9.45 am Session 2 **Criminal Tax Investigations: What You Don't Know Can Hurt You**  
Last year, 1,389 bank accounts belonging to companies and individuals believed to have committed or abetted in a tax offence were frozen. The landscape of tax investigations has changing. What you need to know in a criminal tax investigation? How much information is you obliged to disclose and what defences do you have in a criminal tax investigation?

*Mr S. Saravana Kumar, Tax Partner, Lee Hishamuddin Allen & Gledhill*

- 10.30 am Coffee / Tea Break

- 11.00 am Session 3 **Transforming Your Business Analytics & Reporting**  
Majority of finance department devotes 50% or more of its time on grunt work of transaction processing and monthly closing activities, thereby hindering the generation of such action-oriented reports. Learn how to improve your productivity in reporting & analytical work, in order to fulfil your monthly financial reporting, financial analysis, budgeting and investment appraisal tasks in an automated fashion.

*Mr Nor Azrin bin Nusi, Ambassador, Institute of Business Analytics*

- 11.45 am Session 4 **Fraud Prevention: We All Have A Role To Play**  
There has been significant public concern about the level of fraud within organisations. Fraud prevention requires diligence, perseverance and a continued, long-term focus by all of us, especially finance leaders who have financial reporting responsibilities of their own companies. What is the technical knowledge required to detect frauds?

*Mr Hazimi Bin Kassim, Group Chief Internal Auditor, Telekom Malaysia Bhd*

12.30 pm      Networking Lunch

## Part 2: Build Your Role

- 2.00 pm      Session 5      **Reshaping the Mission of Finance**  
More than ever before, leading CFOs are reshaping the mission of the finance organization to focus on enterprise value creation. CFOs have always been responsible for optimizing the finance function. Today, they also need to be a Trusted Advisor by aligning and partnering with the CEO and other C-suites within the company. We will talk about the top three imperatives which the CFOs must embrace in reshaping the Mission of Finance to be a Growth Agent.
- Mr Cheong Weng Seng, ASEAN Executive, Performance Management, Business Analytics, IBM Software Group*
- 2.45 pm      Session 6      **Personal Data Protection Act 2010 – Impact on Directors & Companies**  
Directors are faced with a wide array of responsibilities. In exercising their powers they must act with some degree of care and diligence. Section 133 of the Personal Data Protection Act (PDPA) makes directors liable for the actions or inactions of their corporations. This session will share on the strategy and guidance on what should directors do to comply with the requirements of the Act.
- Professor Abu Bakar Munir, Professor of Faculty of Law and an Associate Fellow of University Of Malaya Malaysian Centre Of Regulatory Studies (UMCoRS)*
- 3.30 pm      Session 7      **CFO And Beyond: Prepare For A Place on The Board**  
The appetite of shareholders and boards for CFOs to serve on corporate boards is big and getting bigger. How could CFOs and future finance leaders to make better career decisions and maximize their attractiveness for executive and non-executive positions?
- Moderator:*  
*Mr Chow Sang Hoe, Managing Partner, Advisory Services, Ernst & Young*
- Panellists:*
- 1. Mr Paul W Chan, Founding Board Member and Deputy President, Malaysian Alliance for Corporate Directors (MACD)*
  - 2. Pending for another 2 panellists.*
- 4.30 pm      Coffee / Tea Break
- 5.00 pm      End of Day 1

## 18 May 2012, Saturday at Palm Garden Golf Club, Putrajaya

### Part 3: Build Your Network

Build your network as you build expertise! Throughout the one-day Conference, you'll benefit from the insights, knowledge and experience of leaders in business and industry. Continue to build your network with peers and speakers via a round of golf.

#### **Game A: Beat the Pro**

For veterans who wish to play against a golf pro. The game will tee off at 7am.

#### **Game B: Golf Lesson**

For amateurs who wish to improve their skill. The lesson will start at 8am.

*\*Trainees are required to dress in sports attire. Loan of equipment will be complimentary.*

#### **About the Palm Garden Golf Course**

Designed by renowned architect Rick Robbins, Palm Garden's three nines - Putra, Palm and IOI - are spread over 330 acres of cascading hills and valleys. Being one of Malaysia's premier golf clubs, Palm Garden Golf Club offers golfers nothing less than a mesmerizing, yet challenging swinging time. Surrounded by rolling hills, Palm Garden is a sanctuary for you to unwind after a hard day's work.

