

# capitis

## CFO ASIA SUMMIT 8-9 October 2007 Shangri-La Rasa Sentosa Resort, Singapore

### Overview – CFO Summit:

In today's global marketplace, the roles of Chief Financial Officers (CFOs) are evolving beyond traditional financial management.

CFOs and other financial leaders from government and business organizations are taking on more responsibility for ensuring that operating performance is measured and managed efficiently—and that the corporate-level financial information used to build plans, set targets, and manage performance risks is of the highest quality.

This new area of responsibility is, of course, in addition to the traditional CFO role, managing financial performance. What does it take to step up? What are the unforeseen consequences? Are the experts right in predicting that the CFOs job is now so broad that CFOs will soon have an equal role to that played by the CEO?

### Attend the CFO Summit 2007 to:

1. Benchmark with Asia's most successful and influential CFOs
2. Learn how to achieve quantifiable growth through the finance function
3. Drive collaboration within the organization
4. Discuss the changing role of the CFO

### Endorsed By:



### Speakers Include:

#### BR Jaju

CFO, Crompton Greaves, India

#### Ho Wai Meng

Head of Finance & Accounting Denso International, Singapore

#### Harold Kong

Director of Taxes, Greater China & Asia Pacific Nortel, Hong Kong

#### Rahul Gupta

CFO, Shinsei Bank, Japan

#### Wong Kwok Foo

CFO, Karcher Asia Pacific, Singapore

#### Ashish Malushte

CFO, UFO Moviez

#### Patrice Duquennoy

Finance and Operations Director, MHD Diageo Moet Hennessy

#### Susan de Jesus

Vice President of Finance & Administration/Country Financial Controller, TNT Express Worldwide

#### Victor Kung

CFO, Fubon Financial

#### Siew-Quen Thong

CFO, Asia Pacific, Texon International

#### James Lim

CFO, Finance Performance & Management, Hong Leong Bank

#### Sanjay Uppal

CFO, Emirates Bank, Dubai

#### Badruddin Fakhri

Executive Director & CFO, Pioneer Cement, Pakistan

#### Christian Kartawijaya

CFO, Indocement

#### David Hackett

CFO, Aozora Bank

**CFO SUMMIT ASIA**  
**8-9 October 2007**  
**Shangri-La Rasa Sentosa Resort, Singapore**

The Annual CFO Summit will help turn visions into reality by probing the current issues on every CFO's agenda, from leadership challenges to stakeholder relations to ever-changing regulatory demands, providing a fresh perspective on the steps leading-edge finance teams must take to stay at the top.

**Highlights of CFO Summit Asia:**

- Harmonizing of international accounting rules: guidance direct from the policy makers
- M&A: first hand experience of some of Asia's highest-profile deals
- Outsourcing: the potential for extreme efficiency gains within your function
- Governance: the CFOs increasing impact on corporate behavior
- Technology: using the likes of MiFID as a positive engine for change
- Utilize performance measurement and benchmarking information
- Future economic forecasts for Asia Pacific
- Reviewing strategic business intelligence

**"It was a fantastic event."**

- Greg Urand, Exact Software

**"Thanks for the great event! We have had a great result already from this event and look forward to future events. Some of the attendees IT Managers have already been in contact with RIM to get the Blackberry solution installed – you don't get much better immediate results than that."**

- Paul Osmond, BlackBerry

**"Enjoyed the conferences and we will be participating in future years."**

- Garry Lemair, Brooklyn International

**"The emphasis on networking throughout was really good and kept everyone in the right mindset."**

- Michael Studden, Carmichael Fisher

**"Speakers were both engaging and offered information relevant to business today. Going home with more than one idea."**

- M White, Collection House

**"Best range of quality speakers of any conference I have attended."**

- Chief Financial Officer

**"A very relevant set of speakers targeted to the real issues facing the CFO role."**

- Brent Wiseman, Chief Financial Officer

**"Well run program, first time attendee – gained much!"**

- Sam Thambiah, Chief Financial Officer

**"It was far more than I expected it to be."**

- Kim Heras, Ensyst

**"Excellent Networking."**

- Neil Preston, Chief Executive Officer

**"Great presenters and topics kept interest right to the end."**

- Michael Boot, Chief Financial Officer

## **CFO SUMMIT ASIA** **8-9 October 2007** **Shangri-La Rasa Sentosa Resort, Singapore**

### **Latest Trends and Developments in the Asia Economy**

#### **Global Transfer Pricing Hot Spots and Challenges for Singapore Companies Assessing the Development of Asia's Current Pace in the Economy**

- Latest Asia economic forecasts
- Future industry economic projections
- Country analysis of emerging markets:
  1. China
  2. India
  3. Vietnam

#### **Keynote Presentation: The Evolving Role of Today's CFO**

- Can the job of CFO be outsourced?
- Meeting the demands of:
  1. CEOs
  2. Board of Directors
  3. Shareholders
- Equipping CFOs with enough knowledge about the world economy to plan for future business
- What are the best strategies for the CFO to make the future business more profitable?

### **Achieving Excellence in Corporate Governance and Risk Management**

#### **Implementing and Communicating Effective Corporate Governance**

- What is the current CFO's role within governance?
- Why should your shareholders behave like owners of the company?
- How does ownership and control vary across Asia?
- What are the current developments in responsible investment?
- Should corporate governance be standardized?

#### **Leading CFOs Role in Building a Culture of Accountability within the Organizations**

- What strategies should be applied to create an auditing culture in the organization?
- How CFOs should plan to avert corruption, fraud and financial malpractices?
- How CFOs should control and encourage best practices in purchasing and procurement?
- How to select the right auditing partner? And ensuring they deliver what you want?

#### **Mitigating and Managing Risks Effectively**

- Assessing operational risks
- Creating recovery plans to face challenges like SARS and Bird Flu than can destroy business
- Raising capital to support future growth and selectively allocating it
- Leveraging risk management strategies
- Working with the risk officer for successful strategies

### **Strategies for Enhancing Competitive Advantages**

#### **Beyond Budgeting: Staying Ahead of the Rest via Robust Performance Measurement**

- Roadmaps from around the globe
- Implementing future standards
- Auditing and reporting changes and best practice
- Using performance management to improve transparency
- Creating advantage through successful execution of your performance management strategy

**CFO SUMMIT ASIA**  
**8-9 October 2007**  
**Shangri-La Rasa Sentosa Resort, Singapore**

**Achieving Excellent Growth in an Ever-Competitive Market**

- Investing for growth
- Providing sustainable growth through restructuring
- Expanding the business into new markets
- Implementing growth using long term strategy

**Controlling and Developing Central Services and Processes**

- Creating successful business models for a global brand
- Challenges and opportunities for the CFO from emerging/developing markets

**Panel Discussion: Benchmarking for Future Efficiency and Setting Business Goals**

- Identifying your business priorities
- Benchmarking your process data across industries
- Utilizing the data and implementing your strategy

**How Can CFOs make Public Companies Profitable?**

- Can different accounting systems financial performance?
- Do the CEOs involve the CFO in running the public companies?

**Business and Innovation Challenges that CFOs Need to Overcome to Compete Globally**

- How leading CFOs respond to rising regional competition in Business and Globalization?
- Why CFOs should build organizations that are flexible enough to cope with change?

**Capitalizing on Innovative Information Technology**

**Aligning Finance with Information Technology**

- How should CFOs work with CIOs?
- Taking the lead in setting IT return on investments

**Coming to Grips with Top Business, Financial and Organizational Challenges**

- Using financial data to drive value-creating growth
- Strategic planning under uncertainty
- Integrating finance and your organization's business strategy
- Portfolio analysis
- Managing risk
- Alternative growth strategies
- Applying real options thinking to strategy formulation
- Influence and leadership
- Relationship management
- Building the right team

**Determining the Fate of Future CFOs**

- How can CFOs become a strategic weapon for the CEO?
- How much more can they be involved in running the business?
- Building a great relationship between CEO and CFO
- Do the CEOs involve the CFO in business decisions?
- Are CFOs with outsourcing or against?
- Are CFOs ready to face the challenges Of The World Trade Organization (WTO) and Free Trade Agreements?



**CFO SUMMIT ASIA 2007**

Date: 8–9 October 2007

Venue: Shangri-La Rasa Sentosa Resort, Singapore

Please return completed **Fax to: 65 6372 9451**

Delegate 1: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Mobile: \_\_\_\_\_

Delegate 2: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Mobile: \_\_\_\_\_

Delegate 3: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Mobile: \_\_\_\_\_

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Postcode: \_\_\_\_\_  
 Tel: \_\_\_\_\_  
 Fax: \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Company Size:  
 1-49  50-99  100-249  250-499  500+

Company Revenue (\$mil)  
 1-49  50-99  100-249  250-499  500+

**Authorisation:**

Total Price - SGD\$3,240.00 per delegate

Signatory must be authorised to sign on behalf of contracting organisation.

Authorising Executive: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Method of Payment**

*Please note that payment must be received before the event. Payment is required within 5 working days on receipt of invoice.*

Cheque: Made payable to Capitis Group Pty Ltd

Bank Transfer: National Australia Bank.

Branch Code 082 001. Account No. 564 354 971 quoting delegate name and CFOAS07 as reference.

Please debit my:

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> VISA             | <input type="checkbox"/> MasterCard  |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Diners Club |

*Payments using credit cards incur a 4% surcharge.*

Credit Card No: \_\_\_\_\_

American Express Security Code: \_\_\_\_\_

Card Holders Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

**Cancellations:** All bookings carry a 50% liability immediately after a fully completed sales contract has been received by **Capitis Group**. To obtain the balance of the Summit fee as a credit to be applied against another summit written notice of the cancellation must be received by mail or fax 4 weeks before the summit. Cancellations with less than 4 weeks notice of the Summit date carry a 100% liability. Payment must be made prior to the conference and the client agrees that in case of dispute or cancellation of this contract **Capitis Group** will not be able to mitigate its losses for less than 50% of the contract value. If for any reason **Capitis Group** decide to amend this conference, we are not responsible for covering airfare, hotel or other costs incurred by registrants. In the event that **Capitis Group** cancels the event, **Capitis Group** reserve the right to transfer this booking to another Summit to be held in the following six months, or to provide a credit of an equivalent amount to another Summit within the same sector within the following twelve months. **Indemnity:** Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in the substitution of a presentation topic or speaker. Conference program and speakers are subject to change without notice. Should for any reason outside the control of **Capitis Group**, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **Capitis Group** shall endeavour to reschedule but the client hereby indemnifies and holds **Capitis Group** harmless from and against any and all costs, damages and expenses, including attorneys' fees, which are incurred by the client. The construction, validity and performance of this agreement shall be governed in all respects by the laws of Australia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit. **Privacy/Data Protection:** Personal information is collected, stored and used by Capitis Group in accordance with the Privacy Act, for the purpose of fulfilment, direct marketing and business and product development. To find out more information, update your record or be removed from our contact/mailling/email list (or that of our partners, from whom we may have obtained your name) please contact us as below. Capitis Group, from time to time, shares its client information with selected external parties so they may contact you about products and services that may interest you. If you do not want your name passed on to other companies, please tick this box [ ] and fax this page back to: 02 9571 5644 or mail it to Capitis Group, Marketing Dept, Jones Bay Wharf, Wharf 19 – 21, Suite 125, 26 – 32 Pirrama Road, Pyrmont, NSW, 2009 or email your request to: info@capitisgroup.com or telephone 612 9020 7888 and we will be pleased to respect your wishes.

**Please complete this form and fax to (65) 6372 9451**