



MALAYSIAN INSTITUTE OF ACCOUNTANTS

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CFO Conference 2019

LEADING IN THE DIGITAL AGE

13 June 2019 (Thursday)

Connexion Conference & Event Centre @ Nexus, Bangsar South, Kuala Lumpur

CFOs have to be strategic leaders and co-partners of the business. It's about connecting and galvanising. The question here is, how are you becoming the digital champion within the organisation and getting the organisation excited with the digital possibilities? When CFOs identify these queries well, then they can partner with the new age.

SRINIVAS PHATAK
GROUP CFO, HINDUSTAN UNILEVER

More than a technological and business revolution, Industry 4.0's relentless pace of change promises immense opportunities and challenges for finance leaders of the future. The CFO Conference 2019 is specifically designed to forewarn and forearm CFOs and finance professionals in Malaysia with the knowledge of future trends, issues and disruptions necessary to navigate the fourth industrial revolution –and come out ahead.





CONFERENCE OBJECTIVES

- To equip CFOs to embrace the growing challenges and demands of Industry 4.0
- To map the fluid economic and business environment disrupted by the digital revolution
- To understand and profit sustainably from the future trends, issues, opportunities and risks arising from digital disruption

WHO SHOULD ATTEND

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

CONFERENCE PROGRAMME

8.00 am REGISTRATION & WELCOME REFRESHMENTS

9.00 am **Welcome Remarks**

9.10 am **Launching of Competency Framework for Finance Function in PIEs**

9.30 am **In a Nutshell: Competency Framework for CFOs & Finance Function in PIEs**

The Competency Framework for CFOs and Finance Functions in PIEs is launched by the MIA as guidance for CFOs. Today's CFOs are expected to assume more of a leadership and business partnership role in driving and supporting the business, whilst maintaining the stewardship role, particularly in financial management and compliance with regulatory requirements.

10.15 am **Scaling up CFOs as Leaders in the Digital Era**

Digital technologies are transforming every industry, and many companies need to reinvent their business to survive in this dynamic environment. Rising to the digital challenge often involves creating new business models, finding new ways to innovate, leveraging digital and social marketing tools to engage with consumers, and designing new organisational structures to spark entrepreneurship.

11.00 am MORNING REFRESHMENTS & NETWORKING

11.30 am **Data Analytics and the Smart CFO: Translate Digital Readiness into Better Strategies**

CFOs are increasingly using data-driven insights to enhance profitability, efficiency, and operational success. This session will discuss how high-performing CFOs will utilise insights from data analytics to support their company's long-term strategy and vision.

12.45 pm LUNCH & NETWORKING

2.00 pm **Finance Transformation in Industry 4.0 : A New Business Transformation Journey**

Finance transformation is aimed at creating a finance function that is able to influence business leaders to make better business decisions
As the world heads into Industry 4.0, CFOs will have to actively work to expand their thinking away from what has been traditionally done and include ideas and systems that may never have been considered before to keep pace with the development of Industry 4.0.

2.45 pm **Investor Relations: Why It Is Increasing in Importance to CFOs**

CFOs have been logging longer hours responding to shareholder pressure, they also see IR as an opportunity to shape perceptions of the organisation and help drive value. Historically, that has been the Chief Executive's job. Demands on CFOs also increase as corporations get larger. Still, CFOs largely embrace the notion of working with investors, with some characterising such interactions as the best part of their jobs. CFOs recognise that if shareholders aren't comfortable with them, then they will likely invest their money elsewhere.

4.15 pm **Adequate Procedures: How Adequate is Actually Adequate?**

The new Guidelines on Adequate Procedures will take effect from 1 June 2020. The guidelines were issued pursuant to subsection (5) of Section 17A of the Malaysian Anti-Corruption Commission Act 2009 (Act 694) (MACC Act 2009). This was stated in the MACC Amendment Act 2018. The Guidelines on Adequate Procedures was launched by Malaysian Prime Minister Tun Dr Mahathir Mohamad on 10 December 2018.

Find out how the guidelines is expected to assist commercial organisations in understanding what are the adequate procedures that should be implemented to prevent the occurrence of corrupt practices in relation to their business activities.

5.00 pm REFRESHMENTS & END OF CONFERENCE

PARTICIPANTS' DETAILS

Participant 1 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Designation: I/C:

Email:

Member / Member Firm Non-member Membership No.:

Participant 2 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Designation: I/C:

Email:

Member / Member Firm Non-member Membership No.:

Participant 3 Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms): Vegetarian Meal

Designation: I/C:

Email:

Member / Member Firm Non-member Membership No.:

ORGANISATION'S DETAILS

Organisation:

Industry: Contact Person:

Address:

Email: Tel: Fax:

PAYMENT DETAILS

Payment by Cheque

Bank & Cheque No.: Amount RM:

Payment by Credit Card Visa Master

Cardholder's Name:

Card No.: Expiry Date:

I Authorise Payment of RM:

Cardholder's Signature: Date:

CONFERENCE FEES

Member (MIA/MICPA/FPLC*) /
Member Firm i RM 800
Non-member i RM 1,040

** Members of MICPA & FPLC are required to contact MIA to register for this conference*

CONFERENCE DETAILS & REGISTRATION

13 June 2019 (Thursday)
Connexion Conference & Event Centre @ Nexus,
Bangsar South, Kuala Lumpur

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59200 Kuala Lumpur

TERMS & CONDITIONS

PROGRAMME FEE

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Depending on the event, the fee includes course materials and/or lunch and/or tea breaks.
- **Individual Registration:** Full payment shall be made at the point of online registration.
- **Corporate Registration:** Full payment shall be made within thirty (30) days from the date of the Proforma Invoice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:
a. Written cancellation received less than seven (7) days from the date of the event:
- A refund (less administrative charge of 20%) will be made.
- Unpaid registrations will also be liable for 20% administrative charges.
b. Written cancellation/no show on the day of the programme:
- No refund will be entertained.
- Unpaid registrations will also be liable for full payment of registration fee.
Substitutes for cancellation will be treated as a new registration and full payment shall be made as per the above requirement.

PARTICIPANT'S CLASSIFICATION AND INFORMATION

- Category: Corporate / Individual
- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.

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

VERIFICATION OF ATTENDANCE

- All participants are required to present photo identification (NRIC, driving licence or company's ID card) at the point of registration prior to signing the registration list when attending MIA CPE programme. Admittance may be denied upon failure to present photo identification.

CERTIFICATE OF ATTENDANCE AND CPE HOURS

- Upon full attendance of the programme, participants will be issued an "e-certificate". For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.
- Participants will only be entitled to the CPE hours upon attending the entire duration of the programme. **CPE hours will not be accorded for partial attendance.**

DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. MIA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

IMPORTANT NOTES:

Registration is on a first-come-first-served basis.
Only fully completed registration form will be processed.