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# CFO Conference 2019

## LEADING IN THE DIGITAL AGE

13 June 2019 (Thursday)

Connexion Conference & Event Centre  
@ The Vertical, Bangsar South, Kuala Lumpur



KEYNOTE ADDRESS BY:

**YBHG DATUK SHIREEN ANN ZAHARAH MUHIUDEEN**  
Chairman, Bursa Malaysia Berhad

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.

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





## 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	<p><b>Welcome Remarks</b>  <b>SALIHIN ABANG</b>   President, Malaysian Institute of Accountants</p>
9.05 am	<p><b>Keynote Address</b>  <b>YBHG DATUK SHIREEN ANN ZAHARAH MUHIUDEEN</b>   Chairman, Bursa Malaysia Berhad</p>
9.30 am	<b>Launching of Competency Framework for Finance Function in PIEs</b>
9.40 am	<p><b>In a Nutshell: Competency Framework for CFOs &amp; Finance Function in PIEs</b>                      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.</p> <p><b>SPEAKER</b>  <b>SIMON TAY</b>   Executive Director, Professional Practices &amp; Technical, Malaysian Institute of Accountants</p>
10.15 am	<p><b>Scaling up CFOs as Leaders in the Digital Era</b>                      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.</p> <p><b>SPEAKER</b>  <b>CHARI TVT</b>   Member, PAIB Committee, Malaysian Institute of Accountants</p>
11.00 am	MORNING REFRESHMENTS & NETWORKING
11.30 am	<p><b>Data Analytics and the Smart CFO: Translate Digital Readiness into Better Strategies</b>                      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.</p> <p><b>MODERATOR</b>  <b>QUIN THONG</b>   Managing Director Asia, Wilmington plc</p> <p><b>PANELLIST</b>  <b>MIRKO DIERKS</b>   CFO, Zuellig Pharma Sdn Bhd  <b>PATRICK KLOTZ</b>   CEO and Director, Datalynx Sdn Bhd  <b>THILLAI RAJ T. RAMANATHAN</b>   CTO, MIMOS Bhd</p>
12.45 pm	LUNCH & NETWORKING
2.00 pm	<p><b>Finance Transformation in Industry 4.0: A New Business Transformation Journey</b>                      Finance transformation is aimed at creating a finance function that is able to influence business leaders to make better business decisions</p> <p>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.</p> <p><b>SPEAKER</b>  <b>TEOH JOON LENG</b>   CEO, AGOS Asia</p>
2.45 pm	<p><b>Investor Relations: Why It Is Increasing in Importance to CFOs</b>                      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 gets 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.</p> <p><b>MODERATOR</b>  <b>DEVANESAN EVANSON</b>   CEO, Minority Shareholders Watch Group</p> <p><b>PANELLIST</b>  <b>CHELSEA CHENG</b>   Senior Vice President &amp; Head of Investor Relations, AMMB Holdings Berhad  <b>HANIF IDROSE MOHAMED</b>   Head, Investor Relations and Corporate Finance, AirAsia X Berhad  <b>SHARIZA SHARIS MOHD YUSOF</b>   CFO, Petronas Gas Bhd</p>
4.00 pm	<p><b>Adequate Procedures: How Adequate is Actually Adequate?</b>                      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.</p> <p>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.</p> <p><b>SPEAKER</b>  <b>LEE MIN ON</b>   Audit Committee Member, Tan Chong Motor Holdings Bhd</p>
4.45 pm	REFRESHMENTS & END OF CONFERENCE



## CONFERENCE SPEAKERS



### CHARI TVT

Chari TVT served as Group Chief Financial Officer at Axiata Group Berhad, until retiring in 2016. Subsequently he has been taking senior advisory and consulting assignments: a listed infrastructure company in Malaysia, a global valuation company and a high-tech semiconductor fabrication company to name a few. He is also a Board and Board advisory member of a telecommunication company and an analytics and software company. Prior to joining the Axiata Group, he was Vice President of Sales for Asia Pacific and Japan at HP Financial Services and had served HP for over twenty 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.



### CHELSEA CHENG

Chelsea is the Senior Vice President and Head of Investor Relations at AMMB Holdings Berhad (AmBank Group). She joined the AmBank Group in May 2009 and has since been rotated to different roles including business finance (Global Markets), corporate services and most recently, investor relations. Prior to joining AmBank Group, she was an audit manager with Ernst & Young leading the statutory audit of commercial banks, fund management and other financial services companies, as well as providing advisory services. She also had a year of compliance experience with a global bank. Chelsea is a member of Chartered Accountants Australia and New Zealand (CA ANZ) and the Malaysian Institute of Accountants (MIA). She holds a double degree (Bachelor of Business-Accounting, and Banking & Finance) from Monash University, Australia.



### DEVANESAN EVANSON

Devanesan is CEO of the Minority Shareholders Watch Group. He retired from Bursa Malaysia in 2010, after eighteen years, where he had served as the Head of Internal Audit and Risk Management, the Chief Regulatory Officer, and Chief Market Operations Officer. He sits on the Board of AKPK as an Independent Director and Chairman of the Audit Committee. He is a Past-President of the ACCA Advisory Committee, a Past-President of the Institute of Internal Auditors Malaysia, and a Past-Council Member of the Malaysian Institute of Accountants. He is a qualified Accountant (FCCA), a Chartered Member of the Malaysian Institute of Accountants, and a Fellow Member of the Institute of Internal Auditors Malaysia (FIAM). He holds an LLB (Hons) from the University of London.



### HANIF IDROSE MOHAMED

Hanif is Head of Investor Relations and Corporate Finance of AirAsia X Berhad, and joined AirAsia X in 2016. With over 9 years of experience in Investor Relations, he oversees engagements with the investment community to ensure full appreciation of the company's business activities strategy and prospects to allow the market to make informed judgments. He is also responsible for coordinating shareholder meetings and briefings, attend conferences and investor roadshows, as well as to lead the annual general meetings and production of the company's annual report. Apart from Investor Relations, he spearheads the company's corporate finance department and is responsible for matters related to aircraft leases. Hanif is a two-time recipient of Best Investor Relations Professional, for two consecutive years, during Malaysia Investor Relations Association Awards (MIRA) 2017 and 2018. He holds a Bachelor of Business and Commerce, and a Master of Applied Finance from Monash University, Australia.



### LEE MIN ON

Min Onn is Audit Committee Member at Tan Chong Motor Holdings Berhad. He retired as Risk Consulting Partner of KPMG in Malaysia on 31 December 2015 after serving with the firm for 36 years. He speaks at conferences and seminars organised by various professional/regulatory bodies, including customised in-house training, covering sustainability, corporate governance, enterprise risk management, fraud risk management, internal controls, risk-based internal audit, listing requirements of Bursa Malaysia and other emerging topics and regulatory requirements. He serves as Chairman of the Audit Committee at the Institute of Internal Auditors Malaysia. He is a Chartered Accountant of MIA, a Certified Public Accountant of MICPA and a Fellow Member of the Institute of Internal Auditors Malaysia.



### MIRKO DIERKS

Mirko is CFO for Malaysia and Brunei at Zuellig Pharma, Asia's leading healthcare distribution and service provider. At the same time he is leading the group's finance transformation initiative focussing on automation and digitalisation of business processes. Mirko spent over 8 years in Asia in CFO roles, based in Jakarta and Shanghai. Previously he worked as Senior Manager for EY's business consulting practice implementing and improving shared service organisations.



### PATRICK KLOTZ

Patrick is CEO and Director of Datalynx Sdn Bhd, and has over 20 years of experience in the IT industry. He is very passionate about disruptive technologies that help solve real-world issues. His strengths are in building and leading multi-cultural teams and striving to continuously improve processes and services, which makes him a pragmatic problem solver. While his background is in cybersecurity and IT service management, he has extensive knowledge on Big Data and Data Analytics, Artificial Intelligence, Internet of Things, Digital Transformation, Industry 4.0, and more. Patrick is author and mentor for the startups.zone community, and has spoken at conferences as keynote speaker, panellist, and panel moderator.



### QUIN SQ THONG

Quin is a Malaysian Chartered Accountant based in Hong Kong. She started a social enterprise in Bhutan quite by accident when she went on a holiday there. It has empowered poor illiterate village housewives to become businesswomen, and has since won a number of prestigious awards internationally. Quin co-authored a children's book *The Art of Wealth Management for Kids* published by Oxford University Press, and actively teaches kids financial literacy. Apart from being recognised in 2016 as Those Who Inspire Hong Kong, in 2018 she was awarded the Asia Pacific ACCA Advocacy Award in recognition of her contributions to the finance fraternity, which includes training accountants in presentation skills, art of networking and corporate strategy. Quin works as the Managing Director Asia of Wilmington PLC, a public listed corporation in U.K. providing financial, legal, AML, risk & compliance training and knowledge.



### SHARIZA SHARIS MOHD YUSOF

Shariza is Chief Financial Officer of PETRONAS Gas Bhd (PGB), and is responsible for the overall fiscal and financial management as well as investor relations for PGB Group of Companies. She joined PETRONAS in 2001 and over the span of 18 years has been assigned to several corporate and operating units within PETRONAS, covering areas which include corporate finance, accounts and financial reporting, strategy development and corporate planning. Prior to PGB, she was Financial Controller for PETRONAS Chemicals Bhd. Shariza is a Fellow of the Institute of Chartered Accountants in England and Wales and a Member of the Malaysian Institute of Accountants. She also sits on the Boards of several PETRONAS subsidiaries and joint venture companies, and is an Alternate Director of Gas Malaysia Bhd.



### SIMON TAY PIT EU

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.



### TEOH JOON LENG

Joon is a Finance Shared Services and Finance professional, and is the CEO of AGOS ASIA, a firm specialising in assisting companies jump start the set up and implementation of shared services and in transforming their finance function. She also provides strategic mentoring and coaching to senior leaders within the finance industry. Her practitioner experience included the role of Global Head of Service Management in BAT Finance Shared Services Centre. She led the development of a Global Service Management Framework within BAT Finance Shared Services globally. Her multi-faceted finance experience includes being an Asia Pacific Regional Finance Controller, Finance Business Partner, Finance Director for Global IT Shared Services, Tax & Treasury Manager, Mergers & Acquisition Accountant, Internal Auditor as well as an external auditor with Ernst & Young. She is a regular speaker for MIA, ICAEW, an industry partner for UNITAR, and a visiting lecturer for the Beijing Institute of Accountants. Joon holds a BSc Econs in Accounting & Finance from the London School of Economics and is a Fellow Chartered Accountant of ICAEW, and Chartered Accountant of MIA.

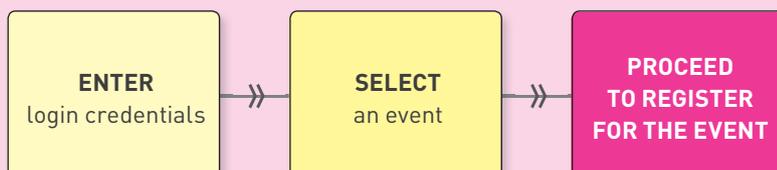


### THILLAI RAJ T. RAMANATHAN

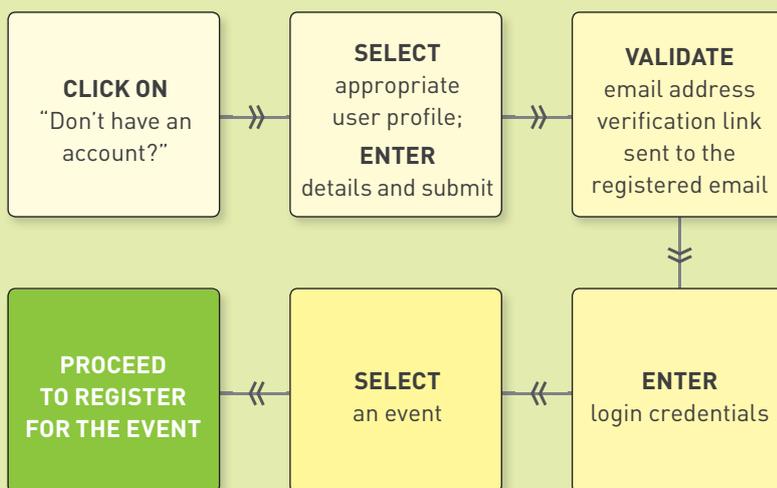
Thillai Raj is the Chief Technology Officer at MIMOS Berhad, where he champions the crafting of corporate R&D strategies and action plans. He oversees company-wide research, technology and product development activities, and leads strategic initiatives and roll-out of proof-of-concept solutions. He supervises research laboratories on artificial intelligence, IoT, big data analytics, video analytics, accelerative and edge computing, IC design and nanoelectronics. His also drives collaborations with international companies, research institutes and universities to carry out joint R&D projects and to tap into knowledge and cutting-edge technology. Prior to MIMOS, he was with Flextronics, Selectron Malaysia, Motorola Malaysia Software Centre and Motorola. Thillai Raj holds a Bachelor's in Technology in Engineering from the Indian Institute of Technology, Madras. He also has post-qualification trainings in Performance Excellence-Malcom Balbridge, Software CMM (Capability Maturity Model) Assessment, Software CMMI Assessment, Six Sigma-Black Belt and Customer Management. He also has 8 patents to his name.

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### CONFERENCE FEES

Member (MIA/ACCA/AFA/CIMA/ FPLC/MICG/MICPA/MIRA/MSWG/ BoardRoom/SAMENTA/Wardrobe*)/	
Member Firm	RM 800
Non-member	RM 1,040

*\* Members of ACCA, AFA, CIMA, FPLC, MICG, MICPA, MIRA, MSWG, BoardRoom, SAMENTA & Wardrobe are required to contact MIA to register for this conference*

### CONFERENCE DETAILS & REGISTRATION

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

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### 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.