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MALAYSIAN INSTITUTE
OF ACCOUNTANTS



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REGIONAL CFO BUSINESS FORUM 2018

The Emergence of the Digital Age

15 AUGUST 2018, WEDNESDAY
HILTON HOTEL KUALA LUMPUR

The Malaysian Institute of Accountants' inaugural **Regional CFO Business Forum 2018** brings together finance professionals from across the region, to craft winning business strategies that leverage on evolving business trends and innovation.

PRE-EVENT MOCKTAIL
14 AUGUST 2018, TUESDAY, 6.00–9.00 PM



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The Emergence of the Digital Age

Overview

The world is changing at breakneck speed, and so is the finance function. As leaders of the finance function, today's CFOs are pressed to innovate and rethink the way they operate in order to manage disruptions such as technological advances, market upheaval and evolving customer expectations, all of which are affecting business models and organisations.

Indeed, these rapid changes have granted CFOs greater influence and a broader mandate beyond the core accounting role; today's forum seeks to empower CFOs to adopt the mantle of stewards, business strategists and enablers of their organisation's ability to create and preserve value in the digital age.

To become effective CFOs, it is necessary to acquire a core mix of soft and hard skills, ranging from problem-solving to business partnership and commercial acumen.

Recognising that CFOs must integrate technology to drive the finance function and the broader organisation, this Forum is also designed to impart new skills that widen the remit of finance: see how using tools such as big data analytics and cloud can help you to generate new insights and precise business solutions tailored to fit your organisation.

By the end of this Forum, you will gain many priceless new ideas to support ongoing innovation and strategic planning. Do enrich yourselves by embracing this new Digital Age.

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Programme Outline

8.30 am REGISTRATION & WELCOME REFRESHMENTS

9.00 am WELCOME REMARKS
Representative from MIA

9.15 am **NEW BUSINESS INNOVATION**

Market leaders share how the technology revolution has inspired them to explore and create new business models and enabled them to leverage opportunities for innovation and growth. Critically, finance has a key role in identifying risks and interpreting data to support better decision-making and business innovation.

MODERATOR

FREDA LIU | Producer / Presenter, BFM 89.9

PANELLIST

ARMIN M. SCHRIEWER | Vice President, Finance & Strategy, dahmakan

10.30 am MORNING REFRESHMENTS & NETWORKING

11.00 am **TRANSFORMING THE RETAIL LANDSCAPE THROUGH INNOVATION**

Get clued into the insights and impacts of the digital transformation and evolution of retail business. Figure out how tech and big data can improve the customer engagement experience by collecting and interpreting information to deliver personalised and customised digital solutions and user experiences. Bonus: applying tech can effectively reduce costs, transform operations and offer insights on how to rethink P&L.

MODERATOR

SIMON TAY | Executive Director, Professional Practices and Technical Division, MIA

PANELLIST

CHRISTY NG | Chief Executive Officer, Christy Ng Shoes

12.00 noon LUNCH

1.00 pm **CASH EVOLUTION**

The virtual ecosystem has created entirely new business models and transformed user expectations and behaviour. A clear paradigm shift involves the evolution of non-cash transactions. This session highlights issues that finance professionals must know with regards to the migration to digital payments. How can cash payments integrate with digital payments to enhance the customer experience and improve business efficiency? How has cybersecurity evolved to protect the integrity of digital payments? And how should business tackle evolving regulatory compliance in the digital payments space?

SPEAKER

AIZA AZREEN | Director, Strategic Development, Axiata Digital Services

2.00 pm **CLOUD IS THE FUTURE OF CYBERSECURITY**

This session amps up the Forum's discourse by addressing actual implementation issues and security concerns. Market leaders will share their experience in deploying cloud, with regards to change management, obstacles and limitations. Get tips on managing associated risks pertaining to data security and regulatory compliance. Devise defense strategy and information security programmes to protect organisations against hacking and cybercrime, and enhance your cyber resilience and contingency plans.

3.30 pm AFTERNOON REFRESHMENT & NETWORKING

4.00 pm SESSION 5 TO BE ADVISED

5.00 pm END OF FORUM

Speakers



AIZA AZREEN

Aiza Azreen is Director of Strategic Development at Axiata Digital Services, and is a technophile who has successfully applied new technologies to revolutionise the way we do business. These include Boost eWallet, a pioneering cashless ecosystems in higher education institutions, smart cities, government agencies, SMEs and micro businesses; and the apps, TouchStyle and Poket, firsts of their kind in the conservative sector of Islamic financial services, creation of a new business line for a multi-business conglomerate, and leading medium to large scale banking transformation programmes. Aiza started her career as an accountant specialising in mergers and acquisitions, before moving to management consulting with global firms, PWC and Accenture Australia. Having experienced life in a fully developed country, she is passionate about helping Malaysia power up her speed and agility to become an innovative nation. In her free time, she does pro bono work that includes mentoring start-ups, in causes to help children with cancer and rare disease, and in women empowerment initiatives. Aiza graduated from Macquarie University with Merits in Economics and is a Chartered Wealth Manager with the American Academy of Financial Management (AAFM).



ARMIN M. SCHRIEWER

Armin is Vice President of Finance & Strategy at dahmakan, a successful food delivery startup, where he leads the group finance, legal, tax, HR and Corporate Development/M&A. He managed the company's fundraising with the CEO, successfully raising over USD 4m equity financing, placing dahmakan in Silicon Valley's accelerator programme "Y Combinator". He leads investor relations with Venture Capital investors from Silicon Valley, Europe and Asia. He also led the company's first cross border M&A transaction. Prior to dahmakan, he served as Consultant (Digital & Innovation) with Capco, a global business and technology consultancy in Germany where he handled business development with a focus on digital and innovation, and engaged in consulting projects primarily focusing on digitisation, innovation and compliance. He was also a Visiting Researcher at eBay Netherlands, where he analysed the effects of co-creation on customer behaviour for an eBay subsidiary in cooperation InSites Consulting. Armin holds an M.Sc. in Strategy & Innovation from Maastricht University, Netherlands; an M.Sc. in Management from NOVA School of Business & Economics, Lisbon, Portugal; and a B.A. (Major in Financial Management) from HSBA Hamburg School of Business Administration, Germany.



CHRISTY NG

Christy Ng is the Founder and CEO of the brand Christy Ng Shoes. She started trading shoes part-time from her mother's living room in 2010, before moving into the business full-time and scaling the business further by designing her own shoes under the Christy Ng Shoes label. She created the 3D Shoe Engine to set herself apart from other e-commerce brands. In 2016, when everyone was moving away from offline retail, she took her first step into the brick and mortar business by opening her first shop in One Utama. It was a gamble that paid off, with revenue growing three-fold by the end of 2016. Today, Christy Ng Shoes is a multi-channel shoe brand with 6 retail outlets nationwide.

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Speakers



FREDA LIU

Freda Liu is a Producer/Presenter for the Enterprise Show on BFM. She also hosts Her Vantage, a show about women of leadership and influence. Prior to BFM, she was with Edelman PR, and the Communications Department for Asia Pacific at IBM. She has conducted over 5000 interviews with many prominent personalities. She is a mentor for Malaysian Global Innovation & Creativity Centre (MaGIC), and a judge for The Venture, a global competition for social enterprises by Chivas Regal. She also moderates/emcees corporate events, and has authored three books to-date. She received the ASEAN Rice Bowl Awards for Malaysia Startup Journalist of The Year, and is a nominee for MaGIC's Social Enterprise journalist. Freda holds a Bachelor of Business (Marketing) from University of Southern Queensland. She is a Certified Training Professional of the Institute of Organisational Learning & Development UK (ITOL), a Practitioner and Master Practitioner in Neuro Linguistics Programming (NLP), and a Certified Coach by the Coaching Academy. She is a member of the National Association of Women Entrepreneurs Malaysia, the Malaysian Association of Professional Speakers, and an alumni for the Cherie Blair Foundation For Women.



SIMON TAY PIT EU

Simon is Executive Director of the Professional Practices and Technical Division of MIA, where he directs and contributes to the technical activities of MIA on financial reporting, audit and assurance, taxation, public sector, Islamic finance, and integrated reporting, and providing technical support to 9 technical committees. Previously, he was an Executive Director in PricewaterhouseCoopers Malaysia and has over 20 years 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, conducting public workshops and client-specific workshops on the application of accounting standards. He was involved in implementation of a new auditing software in Vietnam. Simon is a member of MIA and CPA Australia.

PARTICIPANTS' DETAILS

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

Designation: Email:

* Member/Member Firm Non-member International Delegate Membership No.:

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

Designation: Email:

* Member/Member Firm Non-member International Delegate Membership No.:

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

Designation: Email:

* Member/Member Firm Non-member International Delegate Membership No.:

ORGANISATION'S DETAILS

Organisation:

Industry: Contact Person:

Address:

Email: Tel: Fax:

GSTID No.:
(Applicable for Companies/Individuals registered with the Royal Malaysian Customs Department)
Signature & Company Stamp:

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:

TERMS & CONDITIONS

PROGRAMME FEE
• Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
• Fee includes course materials, lunch and 2 tea breaks, as well as mocktail on eve of Conference.
• Full payment of the above amount shall be made within thirty (30) days from the date of the Payment Advice 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/TRANSFER
Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.
a. Written cancellation/transfer 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 the registration fee
- Partial cancellation is not allowed
You can substitute an alternate participant if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly.

FORUM FEES

Member/Member Firm: RM950
Non Member/International Delegate: RM1,300

For members, please tick where applicable:

Table with 4 columns: Participant, 1, 2, 3, and Classification. Rows include MIA member, CIMA member, MICG member, FPLC member, AFA member, Boardroom Clients/Associates, and PRE-EVENT MOCKTAIL (please tick if attending).

FORUM DETAILS & REGISTRATION

15 August 2018, Wednesday
Hilton Hotel Kuala Lumpur, Malaysia
(Mocktail reception on 14 August 2018, 6.00-9.00 pm)

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GST No. : 000955203584

IMPORTANT NOTES:
Registration is on a first-come-first-served basis.
Only fully completed registration form will be processed.
*Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed after the registration is accepted. Terms and conditions apply.

VERIFICATION OF ATTENDANCE
• All participants are required to present photo identification (NRIC, driving license or company's ID card) at the point of registration prior to signing the registration list when attending MIA CPE training courses. 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". Participants will receive an email with a download link and are required to download the e-certificate within 30 days. 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 credit hours upon attending the entire duration of the programme. CPE credit 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
The Organisers reserve the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond their control arise. The Organisers shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. The Organisers also reserve the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions herein.