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# CFO Conference

## March 11, 2010

RISING CFO

Karachi Marriott Hotel | 08:30am to 05:00pm

**Dr. Ishrat Hussain**
Dean & Director
IBA

**A. N. Raman**
VP, SAFA
Member PAIB, IFAC

**Yacoob Suttar**
Executive Director Finance & IT
Pakistan State Oil

**Ruhail Mohammed**
Vice President and CFO
Engro Corporation Limited

**Gerhard Wilcke**
CFO
Siemens

**Ayaz Ahmed**
CFO
Habib Bank Limited

**Farrukh H. Khan**
Chief Executive
BMA Capital

**Sajjad Syed**
Managing Director
SAP

## Moderators:

**Junaid Iqbal**
CEO
BMA Financial

**Farid Ahmed Khan**
Country Manager
Credit Suisse

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# CFO Conference

March 11, 2010

## Top 5 reasons to attend

1. **Hear the latest research from top CFOs from the Corporate Executive Board**
2. **Hear how to reach CEO position from CFO directly from top CFOs who have made the grade**
3. **Hear how CFOs can successfully navigate the crisis to the benefit of their own careers**
4. **Learn how to network to win**
5. **Walk through with insights into the strategies that leading CFOs use in their day-to-day jobs**

## Overview

The increasing sophistication of business processes and the constantly growing demand for more accurate business information means that you need to be more strategic in your thinking and more apt to come up with the right answers when the tough questions are asked. It is the best of times to be a CFO as your team is in the spotlight with its performance positioning the company for the upturn — or taking it to the brink and beyond. This year the Chief Financial Officer is either the would be hero or the much-maligned villain, depending on how the company fares.

## Conference Objective

The primary objective of the **"CFO Conference 2010"** is to explore the key aspects and issues related to creating a faster, leaner and agile finance function and using strategic insight to lead economic growth, establish alliances and shape future opportunities. The conference program explores the most pressing issues and the best practices being applied in organizations to maintain competitiveness and to achieve profitable growth.

## Who Should Attend?

CFOs, Finance Directors, Vice Presidents, Heads, Chiefs, Treasurers, Accountants, Internal Auditors Senior Managers, and Managers from:

- Corporate Finance
- Fund Management
- Finance, Procurement, Supply Chain and Admin.
- Member of Management Committees
- Risk Management
- Cash Management
- Research and Development

**From:**

- IT software firms
- Governing bodies
- Oil / Gas / Refineries
- Manufacturing
- Stock exchange bodies
- FMCGs
- IT & Telecommunications
- Media - electronic & print
- Trade organisations
- Pharmaceutical
- Banking and Insurance
- Service related industries

# Conference A■ enda

**08:■0am – 0■:20am** **Registration ■ ■ etworking**

**0■:20am – 0■:■0am** **Conference Opening Remarks**
**Abdul Rahim Suriya –** President, ICAP

**0■:■0am – 0■:■5am** Welcome note
**Hamza W. Hashmi –** CEO, Terrabiz

**0■:■5am – 10:05am** **Conference ■ eynote**
Business in the New Environment
**Dr. Ishrat Hussain –** Dean & Director, IBA

**10:05am – 10:■5am** **Conference ■ eynote – Regional Perspective**
Sustainability in the agenda of CFO and new competencies.
**A. ■ . Raman –** VP, SAFA and Member, PAIB, IFAC

**10:■5am – 11:00am** **The CFO's dynamic role in sustaining a corporation's financial performance**.
Managing and ensuring cost management and optimum liquidity in prevailing economic scenario.
**Yacoob Suttar –** Executive Director Finance & IT, Pakistan State Oil

**11:00am – 11:■0am** **Tea Break**

**11:■0am – 11:55am** **How CFOs can drive Enterprise Performance Management**
**Sajjad Syed –** Managing Director, SAP

**11:55am – 01:00pm** **Panel Discussion:**
**Top Concerns for 2010: CFOs in the Spotlight**
Since the recession, such concerns as consumer demand and managing cash have topped the list. But now, as we move into a new decade and hope for a recovery, what will be on CFOs' lists■ A panel of senior finance executives will share the concerns and their solutions.
**Ali Aamir –** CFO and Company Secretary, Lotte Pakistan PTA Limited
**Faisal Malik –** Director Finance & CFO, PIA
**Irfan Amanullah –** CFO, Attock Cement
**Misbah Burney –** CFO, Tetrapak
**Moderator: ■unaid Iqbal –** CEO, BMA Financial

**01:00pm – 02:00pm** **Lunch ■ Prayers Break**

**02:00pm – 02:■0pm** **Value Management in a Growing Organization**
What are the trends we are seeing across the world and how they are affecting Pakistan■ How is your company capitalizing in the downturn■ Adding value in a downturn and keeping talent on the corporate agenda. How did Engro go about raising the billion dollar■
**Ruhail Mohammed –** Vice President and CFO, Engro Corporation Limited

**02:■0pm – 0■:■0pm**

**Panel Discussion:**

**Career insights from CFOs that have made the grade**

In this panel some top CFOs who have successfully transitioned to the role of CEO will look at:

- What it takes to be a successful Chief Financial Officer and successful transition to other C suite roles■
- What as a Chief Financial Officer best prepares you for a CEO role■
- The first 100 days as a CEO
- Lessons learned from the transition

**Panelists:**

**Muhammad Hanif ■akhura –** CEO, Central Depository Company

**■halid Rahman –** CEO & Managing Director, Pakistan Petroleum Limited

**Abdul Aziz** – President & CEO, Ufone

**Parvez Ghias –** CEO, Indus Motors

**Syed Azhar Ali –** Managing Director, Tetra Pak

**Moderator: Farid Ahmed ■han –** Country Manager, Credit Suisse

**0■:■0pm – 04:00pm**

**Invest to grow: M■ A in Pakistan**

**Farrukh H. ■han –** Chief Executive, BMA Capital

**04:00pm – 04:25pm**

**Linking Risk Management with Business Strategy**

**Ayaz Ahmed –** CFO, Habib Bank Limited

**04:25pm – 04:55pm**

**A new style of CFO leadership: Raising the company's Financial IQ:** Expectations from the CFO's performance and responsibilities have exponentially increased, thanks to repeated calls to improve transparency, operational efficiency and the acute necessity for innovative strategies in securing the company's financial assets. What are the features of the post-crisis CFO■ Amid massive lay-offs, how can CFOs ensure a high level of financial I■ within the company■ How important is finance skills appropriation for non-financial officers■

- New style multi-tasking: Coping with the CFO's increased responsibilities
- Internal talent innovation: Training non-financial officers
- Innovative planning: Rethinking the finance/business knowledge dichotomy
- The pros and cons of lay-offs: Is finance talent vital in the recovery■

**Gerhard Wilcke –** CFO, Siemens

**04:55pm – 05:00pm**

Closing & Vote of Thanks

**Ahmed Saeed –** Council Member, ICAP

The Institute of
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# CFO Conference

March 11, 2010

**About ICAP:**

The Institute of Chartered Accountants of Pakistan began its journey on 1st July 1961. Through the years the Institute has established itself as one of the leading Institutes in the world, playing a vital role in upholding professional standards and integrity contributing to national and international policy formulation in areas of accountancy profession. Constituted under the CA Ordinance 1961, the Institute was formed as a statutory autonomous body to regulate and develop the accounting profession within the limits of the code of conduct and serve as a platform to cater the needs of users of the financial information and to protect the professional interest of Chartered Accountants.

Since its inception as a regulator of accountancy profession in the Country, ICAP has successfully become an active member of various international accountancy bodies, such as the International Federation of Accountants (IFAC), International Accounting Standards Board (IASB), Confederation of Asian and Pacific Accountants (CAPA), Asian Oceania Standard Setters Group (AOSSG), South Asian Federation of Accountants (SAFA) and International Innovative Network (IIN).

ICAP members are representing at following committees / Board of IFAC:

- Developing Nations Committee.
- International Auditing & Assurance Standard Board.
- IFAC Board.

www.icap.org.pk

**About TERRABIZ:**

Terrabiz is a business information firm with a distinction of bringing over 20 international management speakers and trainers in Pakistan for its various events in last 2 years. Terrabiz panel of trainers include European Champion of Public Speaking Simon Bucknall and Global Master trainer of Dr. Edward de Bono's Thinking Systems, Dr. Sunil Gupta. Ken Morse Founding Managing Director MIT Centre of Entrepreneurship USA addressed a conference on Corporate Entrepreneurship in November 2009 jointly organized by MIT-EFP, OPEN, & Terrabiz. Terrabiz has been organizing international management conferences for the Management Association of Pakistan, Women Leadership conference WIBCON for Pakistan Society of Training & Development and Investment road shows for Central Depository Company et al.

www.terrabizgroup.com

**Conference Investment**

The registration fee for delegates attending this event is divided in distinct categories on the below basis:

| | |
|---|---|
| Non-Members | **Rs. 5,000/-** per participant |
| ICAP / ICMAP Members | **Rs. 4,000/-** per participant |
| ICAP Retired Members / Students | **Rs. 2,000/-** per participant |

**Last date of registration is March 6, 2010**

## For registration contact:

**Yaqoob Baloch – ICAP**
(Institute of Chartered Accountants of Pakistan)
Phones: +92 21 9925 1642, 111 000 422 Ext. 330
Email: cpd@icap.org.pk

or

**Qazi Waqas Ahmed – Terrabiz**
Phones: +92 21 3455 8539, 3455 0431
Cell: +92 345 303 7045
Email: qazi.waqas@terrabizgroup.com

Kindly send your cheque in favour of
**"The Institute of Chartered Accountants of Pakistan"**
to **Yaqoob Baloch** at:
Chartered Accountants Avenue, Clifton, Karachi-75600
Phone: Tel: +92 21 9925 1642

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# CFO Conference
March 11, 2010

Karachi Marriott Hotel | 08:30am to 05:00pm

# Registration Form

FULL NAME:

DESIGNATION:

COMPANY:

ICAP REG. NO.:

OFFICE PHONE: OFFICE FAX:

EMAIL ADDRESS: CELL NO.:

POSTAL ADDRESS:

CITY: POSTAL CODE: COUNTRY:

## Registration Note

**Registration Fees:** Please Tick: ✓

Registration Fee includes cost of conference material, meal and refreshment

| | |
|---|---|
| ☐ Non-members | **Rs. 5,000.00** |
| ☐ ICAP / ICMAP Members | **Rs. 4,000.00** |
| ☐ ICAP Retired Members / Students | **Rs. 2,000.00** |

CPD Credit Hours: **8**

**Last date of registration is March 6, 2010**

**HOW TO REGISTER:**

**a:** For online registration please visit www.icap.org.pk/web/icap_conf.php
or

**b:** Send your duly filled Registration Form along with the conference fee to:

**i-** **Yaqoob Baloch** - ICAP (Institute of Chartered Accountants of Pakistan)
Chartered Accountants Avenue, Clifton, Karachi - 75600
Phones: +92 21 9925 1642, 111 000 422 Ext. 330
Email: cpd@icap.org.pk

or

**ii-** **Qazi Waqas Ahmed** - Terrabiz
Phones: +92 21 3455 8539, 3455 0431
Email: qazi.waqas@terrabizgroup.com

**HOW TO PAY:**

Payments may be made through cross cheque / pay order / bank draft drawn in favour of **'The Institute of Chartered Accountants of Pakistan'.**

Cross cheque / pay order / bank draft no.____________________________________of Rs. _______________________

**Details required for payment through Credit Card:**

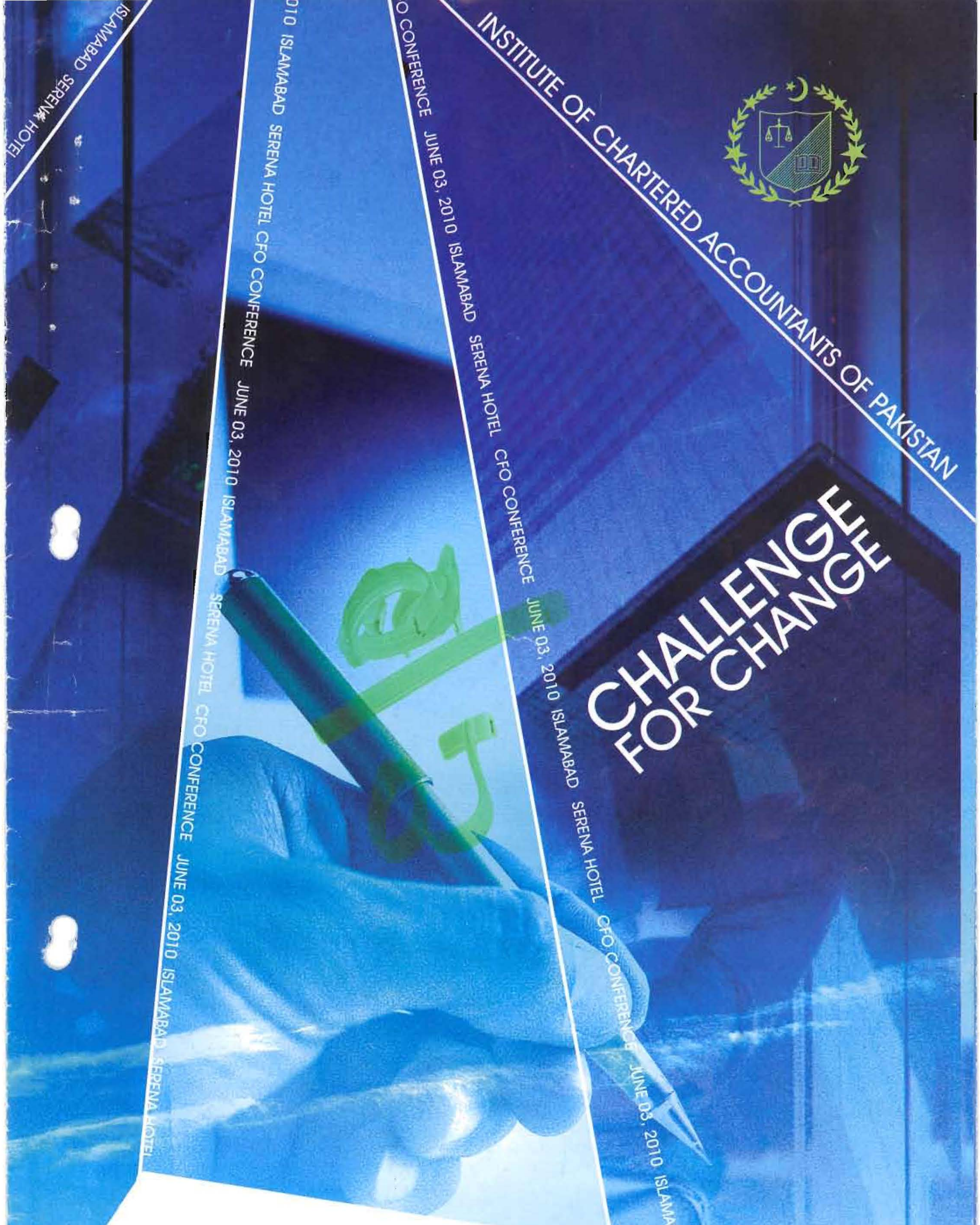
**Credit Card type:** **VISA** ☐ **MASTER** ☐ **OTHER** ☐

**Credit Card type:** ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

**Expiry Date** ☐☐ – ☐☐ – ☐☐☐☐

**Signature:** ____________________ **Date:** ____________________

This form may be photocopied for additional registration(s)


INSTITUTE OF CHARTERED ACCOUNTANTS OF PAKISTAN
CHALLENGE
FOR CHANGE
CFO CONFERENCE JUNE 03, 2010 ISLAMABAD SERENA HOTEL
CFO
Conference
Islamabad Serena Hotel
June 3, 2010

# CFO's MAKING THE NEW ENVIRONMENT

The roles of the financial executives are evolving beyond the traditional financial management. Financial rigor and strategic insight are needed as the Chief Financial Officer is called upon to identify and assess profitable business ventures. Also after an array of technological advances and regulatory changes, the focus of the Chief Financial Officer has shifted back to strategies for organic growth of the organization to increase profitability and enhance shareholder value. At the "CFO Conference 2010" we will examine the changing role and the focused strategies of growth.

# Overview

The increasing sophistication of business processes, and the constantly growing demand for more accurate and insightful business information, and the geographical dynamics means that you need to be more efficient and strategic in your thinking and more apt to come up with the right answers when the tough questions are asked. In many ways it is the best of times to be a CFO as your team is in the spotlight with its performance positioning the company for the upturn — or taking it to the brink and beyond. This year the Chief Financial Officer is either the would be hero or the much-maligned villain, depending on how the company fares.

# Conference Objective

The primary objective of the "CFO Conference 2010" is to explore the key aspects and issues related to creating a faster, leaner and agile finance function and using strategic insight to lead economic growth, establish alliances and shape future opportunities. The forum program explores the most pressing issues and the best practices being applied in organizations to maintain competitiveness and to achieve profitable growth.

# Top 5 Reasons to Attend

1. Hear the challenges to CFOs and their roles from CEOs perspective
2. Hear the latest research from top CFOs from the Corporate Executive Board
3. Hear how to go from CFO to CEO from top CFOs who have made the grade
4. Opportunities to network and win
5. Walk away with insights into the strategies that leading CFOs use in their day-to-day jobs

# Who Should Attend?

CFOs, Finance Directors, Vice Presidents, Heads, Chiefs, Treasurer, Accountants, Internal Auditors, Senior Managers, and Managers from:

- Corporate Finance
- Risk Management
- Fund Management
- Public Oversight Bodies
- Cash Management
- Finance, procurement, Supply chain and Admin.
- Practice and Business Advisory
- Research and Development
- Member of Management Committees

## From:

- IT software firms
- Stock exchange bodies
- Trade organisations
- Governing bodies
- Regulators
- FMCGs
- Pharmaceuticals
- Oil / Gas / Refineries
- IT & Telecommunications
- Banking and Insurance
- Manufacturing
- Media - electronic & print
- Service related industries

# CONFERENCE AGENDA

| | |
|---|---|
| 08:30am – 09:20am | **Registration & Networking** |
| 09:20am – 09:30am | **Welcome Note**<br>**Abdul Rahim Suriya** – President ICAP |
| 09:30am – 10:00am | **Conference Keynote**<br>**Business in the New Environment**<br>**Mr. Shaukat Tarin** – Ex- Federal Finance Minister<br><br>The challenges posed by the changing landscape of the global economic environment with particular reference to Pakistan; and in light of these changes the adjustment in their role the Chief Financial Officer (CFOs) will have to make. |
| 10:00am – 10:30am | **CEO's Keynote**<br>**CEO's perspective on the CFO's Role**<br>**Mr. Saquib Shirazee** – CEO Honda Cars Ltd.<br><br>The CFO position has become much more crucial and CFOs now have more responsibility within their organizations. CEOs expect their CFOs to be trusted advisors and business partners who are involved in driving the business, developing and implementing strategy, advising the board and senior management on the financial implications of key strategic decisions, as well as managing external relationships with investors, media and regulatory authorities. In this opening keynote hear the insights from Mr. Saquib Shirazee on CEOs' expectations of their CFOs and the important role they play in helping drive the organization's strategy. |
| 10:30am – 11:00am | **The CFO's dynamic role in sustaining a corporation's financial performance.**<br><br>Managing and ensuring cost management and optimum liquidity in prevailing economic scenario.<br><br>**Yacoob Suttar** – Executive Director Finance & IT, Pakistan State Oil. |
| 11:00am – 11:30am | **Tea Break** |
| 11:30am – 11:55am | **How CFOs can drive Enterprise Performance Management**<br><br>**David Thomas** –MENA Lead for Strategy and Transformation, IBM |
| 11:55am – 01:00pm | **Panel Discussion:**<br>**Top Concerns for 2010/2011: CFOs in the Spotlight**<br><br>Since the recession, such concerns as consumer demand and managing cash have topped the list. But now, as we move into a new decade and hope for a recovery, what will be on CFOs' lists? A panel of senior finance executives will share the concerns and their solutions.<br><br>**Panelists:**<br>• Mr Abdul Nasir---------- CFO, Hubco<br>• Mr. Ahmed Abid-------- CFO, Attock Refinery Ltd.<br>• Mr. Manzar Hassan-----CFO, Pak Electron Ltd.<br>• Mr. M. Naimatullah-----CFO, PTCL<br>• Mr. Naeem Ghouri------CFO, OMV Pakistan Ltd.<br>• Mr. Tabish Sharif --------CFO, Service Industries Ltd.<br><br>**Moderator: Mr. Junaid Iqbal**----- CEO, BMA Financial |

| | |
|---|---|
| 01:00pm – 02:00pm | **Lunch & Prayer Break** |
| 02:00pm – 02:30pm | **Value Management in a Growing Organization** |

What are the trends we are seeing across the world and how they are affecting Pakistan? How is your company capitalizing in the downturn? Adding value in a downturn and keeping talent on the corporate agenda. How did Engro go about raising the billion dollar?

**Ruhail Mohammad** – Vice President and CFO, Engro Corporation Limited

02:30pm – 03:30pm

**Panel Discussion:**
**Career insights from CFOs that have made the grade**

In this panel some top CFOs who have successfully transitioned to the role of CEO will look at:

- What it takes to be a successful Chief Financial Officer and successful transition to other C suite roles?
- What as a Chief Financial Officer best prepares you for a CEO role?
- The first 100 days as a CEO
- Lessons learned from the transition

**Panelists:**

- M. Adil Khattak ----------- CEO, Attock Refineries Ltd.
- Mr. Aftab Butt -------------CEO, Kot Addu Power Ltd.
- Mr. Farid Alam ------------ CEO, AKD Securities Ltd.
- Mr. Haroon A. Khan ------ CEO, Pak Electron Ltd.
- Mr. Khalid Rahman------- CEO, Pakistan Petroleum Ltd.
- Mr. Mobasher Raza ------ COO, Pakistan Tobacco Company Ltd.
- Mr. Pervaiz Khan ---------- CEO, Uch Power Ltd.

**Moderator: Abdul Aziz**------ CEO, Ufone

03:30pm – 04:00pm

**A new style of CFO leadership: Raising the company's Financial IQ;**
Expectations from the CFO's performance and responsibilities have exponentially increased, thanks to repeated calls to improve transparency, operational efficiency and the acute necessity for innovative strategies in securing the company's financial assets. What are the features of the post-crisis CFO? Amid massive lay-offs, how can CFOs ensure a high level of financial IQ within the company? How important is finance skills appropriation for non-financial officers?

- New style multi-tasking: Coping with the CFO's increased responsibilities
- Internal talent innovation: Training non-financial officers
- Innovative planning: Rethinking the finance/business knowledge dichotomy
- The pros and cons of lay-offs: Is finance talent vital in the recovery?

**Gerhard Wilcke** – CFO, Siemens Pakistan Engineering Company Limited

| | |
|---|---|
| 04:00pm – 04:25pm | **Enterprise Risk Management**<br>**Ayaz Ahmed** – CFO, Habib Bank Limited |
| 04:25pm – 04:55pm | **Invest to grow: Mergers & Acquisitions in Pakistan**<br>**Farrukh H. Khan** – Chief Executive, BMA Capital. |
| 04:55pm – 05:00pm | **Closing & Vote of Thanks**<br>**Abdullah Yousaf** – Vice President (North) ICAP |

# Main Speakers

**Shaukat Tarin** | Ex-Federal Minister

Ex-Federal Minister for Finance & Economic Affairs. Mr. Tarin has an illustrious banking career. He has been Country Manager Citibank in UAE, Oman, Thailand and Pakistan. He has successfully headed HBL, Union Bank and Saudi Pak Commercial Bank. He was elected Chairman KESC as well as NCEL. He has also been Chairman Pakistan Banks Association and on several other Boards.

**Saquib H. Shirazee** | CEO, Atlas Honda Limited

Mr. Saquib Shirazee is CEO Atlas Honda Limited and as well as Board member in various Atlas Group Companies. Mr. Shirazee has served in Privatization Commission and is currently Chairman Pakistan Automotive Manufacturers Association. He has done his MBA from Harvard Business School and has been President of Harvard Business School Global Alumini Board. He is Trustee and Governor of LUMS.

**Yacoob Suttar** | Executive Director Finance & IT, Pakistan State Oil

The Executive Director for Finance and IT at Pakistan State Oil, Yacoob Suttar has 25 years of professional experience in the corporate sector at organizations such as Lever Brothers, Engro and Asad Aldrees Saudi Arabia. He is a FCA and FCMA.

**IBM SPEAKER** **David Thomas** | Lead for Strategy and Transformation

**Ruhail Mohammed** | Vice President and CFO, Engro Corporation Limited

With almost 25 years of work experience, Ruhail Mohammed is the CFO at Engro Corporation Limited and Engro Fertilizers Limited and is a Board member of the various Engro concerns and associated with this group for the past 15 years. Ruhail is a Chartered Financial Analyst and an MBA in Finance from IBA.

**Gerhard Wilcke** | Director and CFO, Siemens

Mr. Wilcke is CFO of Siemens since 2002. He has diversified portfolio of experience of more than thirty years around the globe. He started his career from Unilever, Hamburg Germany. He also held the position of Vice President Business Administration of Airfield Solutions Business of Siemens AG, Erlangen Germany till his current appointment. He holds the Diploma in Economics from the University of Hannover.

**Ayaz Ahmed** | CFO, Habib Bank Limited

Mr. Ayaz Ahmed serves as Chief Financial Officer of Habib Bank Ltd with responsibility for Strategic Development and a member of the Management Forum of the Bank. He is also a director of :

- CDC
- NIFT—National Cheque Clearing Company
- Habib Allied Bank plc—UK subsidiary
- 1Link—National Switch

He is member of Professional Standards and Technical Advisory Committee of ICAP and a member of Pakistan Bankers Association Committee on Accounting and Taxation

**Farrukh H. Khan** | Chief Executive, BMA Capital

Farrukh H. Khan is a founding partner and CEO of BMA Capital Management Limited. He has been closely involved on many landmark transactions of Pakistan for privatization and financial advisory at the national level. He is a Chartered Accountant with Price Waterhouse Coopers London and is also President of Overseas Investors Chamber of Commerce and Industry

JUNE 03, 2010 ISLAMABAD SERENA HOTEL CFO CONFERENCE

## Conference Fee

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| ICAP / ICMAP / ACCA Members | Rs. 4,000/- per participant |
| ICAP Retired Members / Students | Rs. 2,000/- per participant |
| Last date of registration is May 28th 2010. | |

Institute of Chartered Accountants of Pakistan

## For registration contact


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G-10/4, Mauve Area, Islamabad
Ph: +92 51 9106092, 051-111 000 422 Ext 26
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Cell : +92 321 518 0406

Or

Arshad Mahmood – ICAP Lahore
155-156 West Wood Colony, Thokar Niaz Baig
Raiwind Road, Lahore
Ph: +92 42 7515910, 042-111 000 422 Ext 114
Email: arshad.mahmood@icap.org.pk
Cell : +92 302 7292914


Kindly send your cheque in favour of "The Institute of Chartered Accountants of Pakistan"

Or

Visit our website at: www.icap.org.pk