



**The Institute of
Chartered Accountants
of Pakistan**



CFO Conference 2011

Scaling New Heights, Facing New Challenges

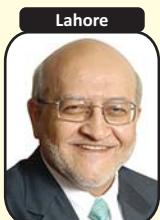
22nd March, 2011 | Karachi Marriott Hotel

05th April, 2011 | Pearl Continental Hotel, Lahore

9:00 am to 5:00 pm



Roger Tabor
Chairman
Professional Accountants in Business Committee, International Federation of Accountants



Hussain Dawood
Chairman
Karachi Education Initiative/Karachi School for Business and Leadership, Engro Corporation and The Dawood Group



Dr. Ishrat Husain
Dean & Director
Institute of Business Administration



Zaffar A. Khan s.i.
Former CEO Engro and Chairman PTCL, KSE & PIA



Syed Azhar Ali
Managing Director
Tetrapak



Moderator
Farid Ahmed Khan
CEO
ABL Asset Management



Samee-ul-Hasan
Consulting Actuary
Akhtar & Hasan (Pvt) Ltd.



Ruhail Mohammed
Vice President and CFO
Engro Corporation Limited



Simon Padgett
FCCA, ACFE, IRMSA, IIA, MCSI
Forensic Accountant
Group Head Risk &
Internal Audit, Al Fahim Group
Abu Dhabi, UAE



Haroon Waheed
HR Head
Unilever Pakistan;
President, Pakistan Society
for Human Resource
Management



Tayyab Tareen
Group CFO
Karachi Electric
Supply Company



Master of Ceremonies
Imtiaz Noor Muhammad
Founder
Inspire-X



Mudassar Aqil
HR Head
Bank Alfalah



Yacoob Suttar
Executive Director
Finance & IT
Pakistan State Oil



Sardar Naufil Mahmud
Chief Information Officer
Karachi Electric
Supply Company



Asher Noor
Chief Financial Officer
AlTouq Group
Kingdom of Saudi Arabia



Badar Khushnood
Country Consultant
Google Inc.



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Overview

Today, the Chief Financial Officer (CFO) must now be vitally involved in strategies, value adding, performance management and governance. While the CFO continues to be responsible for the income statements, balance sheets, financial measures he now needs to lead in the performance management of the dynamic factors which impact those financial statements. Those dynamic factors include new customers, customer satisfaction, loyalty, profitability, supply chain and inventory optimization, product reliability, staff quality & turnover etc. Financial executives need the ability to communicate successfully, to mould and lead an effective Finance team and to provide innovative and forward-looking analysis that will enable their organizations to stay ahead.

Who should attend

- Assurance Providers
- Information Services Providers
- Business Process Outsourcing
- Chief Information Officers
- Project Financier
- Chief Technology Officers
- Accountants
- Heads Of Finance
- Chief Financial Officers

Top 4 reasons to attend

- 1 Explore how CFOs can move up the value chain to become strategic leaders
- 2 Enable your organisation to embark on greater growth!
- 3 Get takeaways on creating a high performing finance team
- 4 Hear from many leading CFOs and CEOs on their success strategies and visions for the future of the finance function

Key topics to be discussed

- The CFO's role in driving business value
- CFOs as Future Directors
- Raising Finance through capital markets and retail channels
- Prudent management of employee pension and provident funds – Lessons for CFOs
- Current Fraud Trends
- Pakistan's macro-economic picture and the prospects ahead
- A talent for people: Leading the finance team
- Navigating through the Storm: How to Manage the Financial Issues of a Company in Crisis
- Google Analytics – Measure and track your business
- The CFO – CIO partnership for Corporate Success
- The Saudi Arabian Experience: Capitalizing on the demand for Pakistani CFOs



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22nd March, 2011 | Karachi Marriott Hotel
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9:00 am to 5:00 pm



Conference Agenda > 22nd March 2011 (Karachi)

08:30am – 09:15am

Registration & Networking

09:15am – 09:25am

Welcome note: **Saqib Masood** – President, ICAP

09:25am – 10:00am

Conference Keynote: 'Professional Accountants in Business – Need and Opportunity'

IFAC envisions global recognition of professional accountants as business leaders and strategic partners in building long-term sustainable organizational success. In this session Mr. Roger Tabor will focus on the expectations from professional accountants in terms of how they contribute to sustainable organizational success, what the key aspects are of the IFAC strategy related to professional accountants in business, and how it fits into overall IFAC strategy.

Roger Tabor – Chair, Professional Accountants in Business Committee IFAC

10:00am – 10:20am

'CFOs as Future Directors'

How finance professionals in Pakistan can groom themselves to become CFO's and then moving on to become directors on the board contributing towards the success of their organization. Why their presence on the board should enhance corporate governance and performance?

Zaffar A. Khan s.i. – Former CEO Engro and Chairman PTCL, KSE & PIA

10:20am – 11:00am

Professional Excellence Awards of ICAP

11:00am – 11:30am

Networking & Tea Break

11:30am – 12:30pm

Panel Discussion: 'Conversation with Industry Leaders – Expectations & Perceptions of 2011 Outlook'

- What are key factors that will drive growth of your industry next year?
- How do you expect Pakistan industry to perform in 2011?
- How do you perceive the country's and industry's growth prospects?
- What are your hopes?

Panelists:

M. A. Aleem – CEO & General Secretary, Overseas Investors Chamber of Commerce and Industry

Naseem Beg – CEO, Arif Habib Investments

Zafar Iqbal Sobani – CEO, Liberty Power Tech

Moderator: Farid Ahmed Khan – CEO, ABL Asset Management

12:30pm – 01:00pm

'Raising Finance through capital markets and retail channels – A case example of Engro Rupiya Certificate'

Ruhail Mohammed – Vice President and CFO, Engro Corporation Limited

01:00pm – 02:00pm

Networking Lunch & Prayers Break

02:00pm – 02:25pm

'Prudent management of employee pension and provident funds - lessons for CFOs'

Samee-ul-Hasan – Consulting Actuary, Akhtar & Hasan (Pvt.) Ltd.

02:25pm – 03:00pm

'Current Fraud Trends'

- Enhance the anti-fraud culture and encourage setting a strong tone from the top
- Promoting risk awareness and building on the existing controls within the business
- Ensure the existence of a whistle-blowing policy and facilitate hotlines
- Conduct proactive detection, investigation and recovery
- Get the maximum benefit from lessons learnt through internal and external events and act accordingly

Simon Padgett, FCCA, ACFE, IRMSA, IIA, MCSI – Forensic Accountant, Group Head Risk & Internal Audit, Al Fahim Group, Abu Dhabi, UAE

03:00pm – 03:30pm

Networking & Tea Break

03:30pm – 03:55pm

'A talent for people: Leading the finance team'

In changing times, how do you keep people energised, motivated, and focused on a vision? How should you address the skill-set of your team if it isn't what it needs to be? How can you put a plan in place to ensure a future pipeline of senior finance staff?

Haroon Waheed – HR Head, Unilever Pakistan; President, Pakistan Society for Human Resource Management

03:55pm – 04:20pm

'Navigating through the Storm: How to Manage the Financial Issues of a Company in Crisis'

Tayyab Tareen – Group CFO, Karachi Electric Supply Company

04:20pm – 04:45pm

'Google Analytics – Measure and track your business'

Online performance for optimum results. How technology is changing the role of finance executives.

Badar Khushnood – Country Consultant, Google Inc.

04:45pm – 05:00pm

Concluding Remarks: Zahid Iqbal Bhatti – Vice President, ICAP (South)



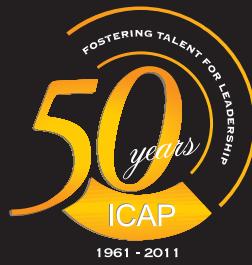
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CFO Conference 2011

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22nd March, 2011 | Karachi Marriott Hotel
05th April, 2011 | Pearl Continental Hotel, Lahore
9:00 am to 5:00 pm



Conference Agenda > 5th April 2011 (Lahore)

08:30am – 09:20am

Registration & Networking

09:20am – 09:30am

Welcome note: Saqib Masood – President, ICAP

09:30am – 10:05am

Conference Keynote: 'The CFO's role in driving business value'

Guest of Honor: Hussain Dawood – Chairman, Karachi Education Initiative/Karachi School for Business and Leadership, Engro Corporation and The Dawood Group

10:05am – 10:35am

'Pakistan's macro-economic picture and the prospects ahead'

Guest of Honor: Dr. Ishrat Husain – Dean & Director, Institute of Business Administration

10:35am – 11:00am

Networking & Tea Break

11:00am – 11:45am

Panel Discussion: 'Conversation with Industry Leaders – Expectations & Perceptions of 2011 Outlook'

- What are key factors that will drive growth of your industry next year?
- How do you expect Pakistan industry to perform in 2011?
- How do you perceive the country's and industry's growth prospects?
- What are your hopes?

Panelists:

Shazad Dada – Managing Director & Country Head, Barclays Bank Pakistan

Aftab Mahmood Butt – CEO, Kot Addu Power Company Limited

Haroon A. Khan – Managing Director, PEL Group

Abdul Aziz – CEO, Ufone

Moderator: Farid Ahmed Khan – CEO, ABL Asset Management

11:45am – 12:10pm

'Raising Finance through capital markets and retail channels - a case example of Engro Rupiya Certificate'

Ruhail Mohammed – Vice President and CFO, Engro Corporation Limited

12:10pm – 12:30pm

Been there, done that: Successor grooming from CEO's point of view

- Being the CEO – do you have what it takes?
- True account of CEO who has risen from CFO

Syed Azhar Ali – Managing Director, Tetrapak

12:30pm – 01:00pm

'Current Fraud Trends'

- Enhance the anti-fraud culture and encourage setting a strong tone from the top
- Promoting risk awareness and building on the existing controls within the business
- Ensure the existence of a whistle-blowing policy and facilitate hotlines
- Conduct proactive detection, investigation and recovery
- Get the maximum benefit from lessons learnt through internal and external events and act accordingly

Simon Padgett, FCCA, ACFE, IRMSA, IIA, MCSI – Forensic Accountant, Group Head Risk & Internal Audit, Al Fahim Group, Abu Dhabi, UAE
Networking Lunch & Prayers Break

01:00pm – 02:00pm

'The CFO –CIO partnership for Corporate Success'

Description - As the role of information and information systems gains importance, in this context, technology assumes an enhanced role. We find, however, that senior corporate executives often keep IT at a distance. It is no longer possible for CFOs and CIOs to work in isolation. They must work together to meet each other's expectations, and to 'connect' for a superior corporate outcome.

Sardar Naufil Mahmud – Chief Information Officer, Karachi Electric Supply Company

02:25pm – 02:50pm

'CFO's Challenge: People First or Profit?'

Who wins if a trade-off has to be made between short term financial benefit and development of leadership talent in your organization? Why CFO needs to be a champion of organizational development?

Mudassar Aqil – HR Head, Bank Alfalah

02:50pm – 03:15pm

'Navigating through the Storm: How to Manage the Financial Issues of a Company in Crisis'

Yacoob Suttar – Executive Director Finance & IT, Pakistan State Oil Company Ltd.

03:15pm – 03:45pm

Networking & Tea Break

03:45pm – 04:10pm

'Google Analytics - Measure and track your business'

Online performance for optimum results. How technology is changing the role of finance executives.

Badar Khushnood – Country Consultant, Google Inc.

04:10pm – 04:35pm

The Saudi Arabian Experience: Capitalizing on the demand for Pakistani CFO's:

Hundreds of CAs from Pakistan are currently based in Saudi Arabia, working in diverse sectors and commanding a premium for their excellent educational standards and superior quality of articleship. Given their ability to adapt to the culture, language and people of the Kingdom of Saudi Arabia quicker than CAs from the developed part of the world, Pakistani CAs and CFOs have excelled admirably. The presentation is focused on the following:

- Potential areas of improvement to further enhance the Pakistani CFO credibility and acceptance in Saudi Arabia;
- Discussion on the HR recruitment approaches and practices in Saudi Arabia, that Pakistani CFOs can understand and exploit to their advantage;
- Sectors and employers in Saudi Arabia where Pakistani CFOs have the greatest chance to further their careers.

Asher Noor – Chief Financial Officer, AlTouq Group, Kingdom of Saudi Arabia

04:35pm – 04:55pm

Concluding Remarks: Hafiz Mohammad Yousaf – Vice President, ICAP (North)



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International Speakers' Profiles



Roger Tabor

Chairman
Professional Accountants
in Business Committee,
International Federation
of Accountants

Roger Tabor took over the chairmanship of the Professional Accountants in Business (PAIB) Committee of the International Federation of Accountants in 2009, having represented four UK accountancy bodies as a committee member since 2005. He retired, after spending 37 years working for the British Post Office (latterly Royal Mail plc).

As Corporate Planning Director in the 1980s he was responsible for preparing the Corporation's corporate plan, a key accountability document with its government owner, and negotiated The Post Office's financial and performance targets. For most of the 1990s he was Finance Director of Post Office Counters Ltd., a £1bn turnover subsidiary handling £150bn worth of counter transactions. From 2000 to 2004 he directed the implementation, within the original cost estimate, of new financial systems in the Royal Mail Group, at the time the largest SAP implementation in Europe. In the late 1990s he was also Deputy Chair of the UK's Public Health Laboratory Board, later becoming that organisation's last Chairman before its functions were transferred to a new agency or privatised. A graduate of Lincoln College, Oxford, he took an MSc in business studies at Warwick University Business School in 1970, and in mid-career, when already in a financial director role, took the professional examinations of CIPFA (The Chartered Institute of Public Finance and Accountancy), the UK (and the world's only) accountancy body dedicated to the public sector. He became a Council member of CIPFA, and chaired its Technical Committee, the governing body of its training college, and its financial management panel before becoming Vice President: he was President in 2002-3.

Roger is also the organist and music leader at his local Anglican church. And when all these activities permit, he exploits the benefits of not having a 'day job' through travel, walking, swimming, and occasional theatregoing. He is married, has two grown up children and two grandsons and lives in Hertfordshire, England.

www.ifac.org



Simon Padgett is British and a Fellow member of the Chartered Association of Certified Accountants, an Associate member of the Association of Certified Fraud Examiners (and Senior Vice President of the CFE UAE Board), a member of the Institute of Internal Auditors, a member of the Institute of Risk Managers and a member of the Chartered Institute for Securities & Investment (CISI). Simon is currently the Head of Group Risk and Internal Audit for a large UAE Group. Prior to this he has worked for the big 4 Accountancy firms including the previous 6 years at Ernst & Young in South Africa. His experience crosses the spectrum of Accounting, Auditing, Risk Management, Forensic Accounting, Corporate Governance and more. Simon has held positions of Head of Internal Audit, Risk Management and Forensic Services for large Public Companies. His career for the last 20 years has had a focus on Forensic Accounting and Fraud and Corruption Investigations. He is a renowned specialist in anti-Money Laundering and has trained Government Departments challenged with monitoring anti-Money Laundering.



Simon Padgett

FCCA, ACFE, IRMSA, IIA, MCSI
Forensic Accountant
Group Head Risk &
Internal Audit, Al Fahim Group
Abu Dhabi, UAE

Panel Discussion:

'Conversation with Industry Leaders – Expectations & Perceptions of 2011 Outlook'

- > What are key factors that will drive growth of your industry next year?
- > How do you expect Pakistan industry to perform in 2011?
- > How do you perceive the country's and industry's growth prospects?
- > What are your hopes?

Karachi | 22nd March 2011



M. A. Aleem
CEO & General Secretary
Overseas Investors Chamber Arif Habib Investments
of Commerce and Industry



Naseem Beg
CEO
Arif Habib Investments



Zafar Iqbal Sobani
CEO
Liberty Power Tech

Welcome Note (Both Locations)



Saqib Masood
President
ICAP

Concluding Remarks (Karachi)



Zahid Iqbal Bhatti
Vice President
ICAP (South)

Moderator:
Both Locations



Farid Ahmed Khan
CEO
ABL Asset Management

Concluding Remarks (Lahore)



Hafiz Mohammad Yousaf
Vice President
ICAP (North)

Lahore | 5th April 2011



Shazad Dada
Managing Director
& Country Head
Barclays Bank Pakistan



Aftab Mahmood Butt
CEO
Kot Addu Power
Company Limited



Haroon A. Khan
Managing Director
PEL Group



Abdul Aziz
CEO
Ufone



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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 and by contributing in national fiscal policy formulation. Constituted under the CA Ordinance 1961, the Institute was formed as a statutory autonomous body to regulate and develop the accounting profession and serve as a platform to cater the needs of users of financial information and to protect the public interest.

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) and South Asian Federation of Accountants (SAFA).

Pakistan earned nominations in the following Committees/ Boards of IFAC:

- ✓ IFAC Board
- ✓ Professional Accountancy Organization Development Committee
- ✓ Professional Accountants in Business Committee
- ✓ International Auditing & Assurance Standard Board
- ✓ International Accounting Education Standard Board

As a member of these International bodies, ICAP is adopting International Financial Reporting Standards (IFRS) and International Auditing Standards since mid 80s.

www.icap.org.pk

Conference Investment

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

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

CPD Credit Hours: **8**

For conference registrations contact:

(Institute of Chartered Accountants of Pakistan)

For Karachi

Yaqoob Baloch

Phone: (+92 21) 111 000 422 Ext. 330

Email: cfokhi@icap.org.pk

For Lahore

Amna Sultan

Phone: (+92 21) 111 000 422 Ext. 328

Email: cfolhr@icap.org.pk

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

to **Yaqoob Baloch** at:

ICAP House

Chartered Accountants Avenue, Clifton, Karachi-75600

Phone: (+92 21) 111 000 422 Ext. 330



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Registration Note

Registration Fees: Please Tick:

22nd March 2011, Karachi

5th April 2011, Lahore

Registration Fee includes cost of conference material, meal and refreshment

<input type="checkbox"/> Non-members	Rs. 5,000
<input type="checkbox"/> ICAP / ICMAP / IIAP Members	Rs. 4,000
<input type="checkbox"/> ICAP Retired Members / Students	Rs. 2,000

CPD Credit Hours: 8

HOW TO REGISTER:

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

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

i- For Conference in Karachi
Yaqoob Baloch – ICAP House, Chartered Accountants Avenue, Clifton, Karachi - 75600
Phone: (+92 21) 111 000 422 Ext. 330
Email: cfo@icap.org.pk

ii- For Conference in Lahore
Amna Sultan – ICAP House, Chartered Accountants Avenue, Clifton, Karachi - 75600
Phone: (+92 21) 111 000 422 Ext. 328
Email: cfolhr@icap.org.pk

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Signature:

Date: