



The Institute of
Chartered Accountants
of Pakistan

CA
PAKISTAN

CEO
CONFERENCE 2018



Evolving Mental Models Sustaining Competitive Edge

► Reflect ► Transform ► Lead

April 10, 2018 – Marriott Hotel, Karachi
April 12, 2018 – Pearl Continental Hotel, Lahore
10:00 am to 04:00 pm

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CONFERENCE OVERVIEW

The winds of change are fast and furious. While emerging powers and new alliances are shifting the center of gravity of global politico-economic system, technology is shaking the status quo across all industries. Enduring the blitz of these disruptions is a challenge for organizations and governments alike. At individual level, professionals are equally facing the heat of this onslaught.

To sustain performance, to deliver value, it is inevitable for organizations to continuously reflect, review, adapt and converge their models with evolving trends. For professionals too, unless their thought processes change, they unlearn, adapt and upskill, their actions will inevitably return to echo their current mental models.

Join CFO Conference 2018 and engage with eminent speakers enlightening on the macro-economic trends leading to answer the 'why' of paradigm shifts required to optimize and grow. Fantastic opportunity to interact with senior corporate leaders, helping you reflect on your mental model and identify the transformational change in skillset and toolset required to lead into the future.

CONFERENCE AGENDA

08:30 am – 09:00 am Registration and Networking Tea for Pre-conference Exclusive Technical Sessions

09:00 am – 10:30 am **Technical Session I – Offshore Assets**

- Legal, ethical and reporting considerations surrounding investments in offshore assets
- Impact of amnesty scheme in fostering a culture of transparency and disclosure



Mr. Ashfaq Tola, FCA
Council Member, ICAP
President, Tola Associates

Technical Session II – Currency Management

- Anticipated devaluation of PKR and innovative ways to hedge forex risk
- Is crypto currency going to be an alternative medium of exchange?



Mr. Riaz Nazarali Chunara, FCA
Executive Director, Internal Audit & Compliance
State Bank of Pakistan (SBP)

10:00 am – 10:30 am Registration and Networking Tea for Conference

10:30 am – 10:50 am **Recitation from the Holy Quran, National Anthem and Introduction**

10:50 am – 11:00 am



Welcome Address
Mr. Riaz A. Rehman Chamdia, FCA
President, Institute of Chartered Accountants of Pakistan (ICAP)

11:00 am – 11:10 am



Chief Guest Address (Karachi)
Mr. Muhammad Zubair
Honourable Governor Sindh



Chief Guest Address (Lahore)
Mr. Haroon Akhtar
Honourable Federal Minister on Revenue

11:10 am – 11:50 am



Keynote Speech

Mental Model Evolution – The Adaptive Cruise Control of Competitive Edge

Dr. Ishrat Hussain, NI (Karachi)
Ex-Dean & Professor Emeritus
Institute of Business Administration (IBA), Karachi



Mr. Saquib H. Shirazi (Lahore)
Chief Executive Officer & Group Director Strategic Planning,
Atlas Honda Limited

11:50 am – 12:35 pm



Panel Discussion I

Synthesizing an Entrepreneurial Ecosystem

Resetting the Standard Setting Model – Enhancing Public Trust or Recipe for Chaos?

Dr. Wienand Schruff

Board Member and Chair of the Audit Committee, International Federation of Accountants (IFAC)

01:00 pm – 02:00 pm



Lunch & Prayer Break

Address

Mr. Khalilullah Shaikh, FCA

Council Member & Chairman, Professional Accountants in Business (PAIB) Committee, ICAP

02:15 pm – 02:45 pm



The Power of Words – Reflect, Transform, Lead

Mr. Mohammed Al Qahtani

World Public-Speaking Champion 2015, Toastmasters International

02:45 pm – 03:30 pm



Panel Discussion II

Rewiring Finance Functions – Creating Desired Impact

Transforming Pakistan's Capital Market – Bringing Stability, Restoring Confidence, Boosting Potential

Mr. Richard Morin

Chief Executive Officer, Pakistan Stock Exchange

03:50 pm – 04:00 pm



Vote of Thanks followed by Closing Tea

Master of
Ceremonies

Mr. Arif Akmal Saifie, FCA
Financial Controller
United Bank Limited

Panel Discussion I – Synthesizing an Entrepreneurial Ecosystem

To lead, to stay ahead of curve, innovation is the key. And to foster the culture of innovation, enabling Entrepreneurial Ecosystem is a must. This process includes physical, social, emotional, intellectual and cultural attributes; activating the creative genome to mature into entrepreneurial mindset and help it withstand the challenges of scale-up and institutionalization.

An opportunity to ask questions from our panel of experts as they shed light on the factors and actors of this ecosystem in Pakistan and outline priorities that need to be set and the strategies that need to be pursued to nurture the culture of entrepreneurship.

KARACHI

LAHORE

Chair and Moderator



Dr. Muhammad Amjad Saqib
Founder, Akhuwat Foundation

Panelists



Dr. Farrukh Iqbal
Dean & Director
IBA Karachi



Syed Muhammad Shoeb Kadiri, FCA
CFO, Middle East & North Africa
HMD Global (Home of Nokia Phones)

Panelists



Mr. Asif Misbah
Managing Director
Master International Limited



Mr. Malik Tahir Javaid
President, Lahore Chamber of Commerce & Industry



Dr. Muhammad Shehryar Shahid
Assistant Professor (Entrepreneurship)
Lahore University of Management Sciences (LUMS)

Panel Discussion II – Rewiring Finance Functions - Creating Desired Impact

In the modern world of data analytics and cloud computing, staying ahead of the technological curve is no more an option. Businesses are embracing innovative ways to transform into cognitive thinking. Finance functions are remodelling on a continuous basis to maintain an edge.

Get yourself into the discussions and thoughts of 'how' advancements are affecting finance, 'how' talent needs are transforming, and 'what' CFOs need to consider on their journey of rewiring the finance function. Engage with our panellists as they debate and evaluate whether the Finance function has what it takes to transit from value preserver to value enabler and finally value creator role.

KARACHI

LAHORE

Moderator



Mr. Junaid Shekha, FCA
Chief Executive Officer, ITMinds Limited



Mr. Iftikhar Taj, FCA
Chief Financial Officer, United Snacks
and Council Member, ICAP

PANELISTS



Mr. Ali Aamir, FCA
Group Director Finance and IT, Martin Dow



Mr. Muhammad Amin Rajput, FCA
Acting Managing Director, SSGC



Mr. Muhammad Rizwan Dalia, FCA
Head of HR & Company Secretary, K-Electric



Mr. Ziad Chowdhrey, ACA
Country CFO, Novartis Pharma (Pakistan) Ltd.



Mr. Adnan Afaq, FCA
Managing Director, Pakistan Credit Rating Agency (PACRA)



Mr. Ali Qamar, FCA
Partner, EY Ford Rhodes



Ms. Roohi Khan
Chief Financial Officer, Systems Limited



Mr. Sheikh Muhammad Salmaan Ali, FCA
Chief Financial Officer, Descon Engineering Limited

Transforming Pakistan's Capital Market – Bringing Stability, Restoring Confidence, Boosting Potential



Mr. Richard Morin
Chief Executive Officer, Pakistan Stock Exchange

From Demutualization to selling off 40 per cent holding to Chinese consortium, from regaining Emerging Market status to being tagged as worst performing market of South Asia, the last few years have been quite eventful for Pakistan's capital market.

Engage in a fascinating conversation loaded with ideas as Mr. Richard Morin, the first foreign national CEO of PSX will share his vision to unlock the true potential of our capital market. Listen to his aspirations and commitments and find out more about 'how' and 'why' PSX is evolving and providing innovative solutions to facilitate various business segments, driving economic growth.

About ICAP

The Institute of Chartered Accountants of Pakistan (ICAP) established under The Chartered Accountants Ordinance, 1961 is a prestigious self-regulatory body of professional accountants in Pakistan. It represents accountants employed in public practice, business and industry, and the public and private sectors.

ICAP professionals are spread across the globe and highly valued due to their professional competence, integrity and drive for professional excellence. Initially on the Institutes' establishment, there were a handful of accountants, however, today the number has risen to 8000, out of which more than 70 per cent are employed in the industry.

About Professional Accountants in Business (PAIB) Committee

Professional Accountants In Business (PAIB) constitute over 70 per cent of ICAP membership. They work in various roles as business and financial leaders, strategic partners and advisors to create sustainable value for their organizations. The PAIB Committee of the Institute endeavors to serve this large membership segment – by engaging them, helping them in their professional development and highlighting their great contribution to the economy as creators, enablers, reporters and preservers of value for the organizations they work for.

ICAP PAIB Committee has strong connection with IFAC PAIB Committee. In recognition of our active participation and contribution, Mr. Yacoob Suttar, Council Member and Past President, ICAP, served as Deputy Chair of IFAC's PAIB Committee for two years. Mr. Khalilullah Shaikh, Chairman ICAP PAIB Committee now represents the Institute as a member at IFAC PAIB Committee.

About CFO Conference

Nine years ago, the Professional Accountants in Business (PAIB) Committee of ICAP took the initiative of reaching out to Institute's members in industry and providing them with a platform to discuss, debate and seek pragmatic solutions of emerging business and finance issues. To date, 16 CFO Conferences have been held across the country with participation of over 8,000 business leaders and finance professionals. The Conferences continue to be the most sought after platform for professionals to share expertise, build knowledge and network. The distinctive themes, relevant topics, eminent speakers and enthusiastic participants are the hallmark of the continued success of CFO Conferences. Since 2015, the Institute has been organizing Middle East CFO Conferences in Dubai.

SPEAKERS PROFILE



Dr. Ishrat Hussain, HI, NI

Professor Emeritus & Chairman, Centre for Excellence in Islamic Finance (CEIF)
Institute of Business Administration Karachi

Dr. Ishrat Husain was until recently Public Policy Fellow at the Woodrow Wilson Center in Washington DC. He served as the Chairman, National Commission for Government Reforms from 2006 to 2008 with the status of Federal Minister reporting directly to the President and Prime Minister of Pakistan. He was appointed the Governor of Pakistan's Central Bank in December 1999. As a member of the economic management team of the Government, he played a key role in the impressive economic turnaround of Pakistan. In recognition of his meritorious services he was conferred the prestigious award of 'Hilal-e-Imtiaz' by the President of Pakistan in 2003 and 'Nishan-e-Imtiaz' later in 2016. The Banker Magazine of London declared him as the Central Bank Governor of the year for Asia in 2005. He received the Asian Banker Lifetime achievement award in 2006. He served as Dean and Director of IBA Karachi between 2008 and 2016.



Mr. Saquib H. Shirazi

Chief Executive Officer & Group Director Strategic Planning
Atlas Honda Limited

Mr. Saquib H. Shirazi graduated from the Wharton School of Finance before completing his Masters from the Harvard Business School. He has worked with the Bank of Tokyo-Mitsubishi UFJ Limited in Japan and is the former CEO of Atlas Investment Bank Limited. At present, he is serving as a member on the Board of Pakistan Petroleum Limited, Pakistan Cables Limited and Cherat Cement Limited. Previously, he has been on the Board of National Refinery Limited, Sui Southern Gas Company Limited, PERAC Research & Development Foundation (PRD) and the Privatization Commission of Pakistan. He has also been on the Board of Harvard Business School's Global Alumni and served as President for the year from 2006 to 2008.



Dr. Wienand Schruff

Board Member and Chair of the Audit Committee
International Federation of Accountants (IFAC)

Dr. Schruff is a Certified German Auditor and a senior partner at KPMG. During his 34 years with KPMG, he has held several senior leadership roles within KPMG at the national, European, and global levels, including Chair of KPMG's Global Regulatory Group and Chair of the International Financial Reporting Panel. He was managing partner for KPMG's Berlin office from 1997 to 2001 and a member of the Management Board of KPMG Germany, January 1998–October 2013. Since October 2014, Dr. Schruff has been a member of the Board of the Chamber of Auditors in Germany.

Dr. Schruff has previously served on several IDW committees, including as chair of the Audit and Accounting Committee (2001–2013), and as a member of the International Accounting Standards Board's Interpretations Committee (1997–2001). He also served on several working groups at Accountancy Europe (formerly Fédération des Experts Comptables Européens (FEE)).

Since 1986, Dr. Schruff has been a regular lecturer at several universities. He has been awarded an Honorary Professor of Accounting and Auditing by the University of Münster (1999) and by Humboldt University of Berlin (2011).



Mr. Richard Morin

Chief Executive Officer
Pakistan Stock Exchange

Mr. Morin, an experienced financial markets executive, has 30 years of experience spreading across various emerging markets and in Canada. Throughout his professional career, Mr. Morin has contributed in various segments of financial markets including but not limited to formulation of securities markets regulation and supervision mechanisms, derivative markets, central depositories, clearing systems, government securities markets and investment advisory.

During his term at the Montreal Exchange from 1984 to 1995, he held various key positions such as Vice-President (Operations - Derivative Products), Director (Market Quality), Director (Market Development) and as a Listing Officer. For two years, he also headed the Stock Exchange of Mauritius bringing in line Mauritian capital market up to international standards. For over a year, from 1998 to 1999 he was appointed as the Chief of Mission of Regional Stock Exchange of West Africa to devise a strategic plan and advise the Regional Stock Exchange of West Africa on issues related to market development, operations, regulation and risk management. From 1999-2001 Mr. Morin served as Vice-president of National Bank Securities, the mutual funds and discount brokerage subsidiary of the National Bank of Canada.



Mr. Ashfaq Tola, FCA, FCMA

Council Member, Institute of Chartered Accountants of Pakistan (ICAP)
President, Tola Associates (Tax and Corporate Advisors)

Mr. Tola is an accomplished professional who has over 25 years of diversified experience in the areas of tax planning; assurance; business advisory services; international merger and acquisitions; corporate finance; investment advisory; due diligence; financial product designing and launching; public listing; and corporate affairs. Mr. Tola is a member of Privatization Committee Government of Pakistan, Sub-Committee on Taxation for promotion of Islamic Banking (Ministry of Finance) Government of Pakistan, Tax Reforms Implementation Commission and SAARC Chamber of Commerce. Mr. Tola is an elected Council member of Pakistan Institute of Public Finance Accountants. He was also President of Karachi Club, Chair of ICAP's committee on Fiscal Laws, Chair of Alternate Dispute Resolution Committee, directorship of Pakistan Institute of Corporate Governance.



Mr. Riaz Nazarali Chunara, FCA

Executive Director, Internal Audit & Compliance Department
State Bank of Pakistan

Mr. Chunara, after 17 years of post qualification experience of working in various capacities in Unilever Pakistan and other multinational organizations in Kenya and Tanzania, joined State Bank of Pakistan in May 2007 as Director Accounts in its subsidiary, SBP Banking Service Corporation (SBP BSC). In SBP, he has been working under various capacities as Director Currency Management, Director Finance and now as Executive Director, Internal Audit & Compliance Department. He has been associated with different Committees entrusted with different tasks and has represented State Bank of Pakistan at various national and international fora.

Who should attend?

Finance & Business Leaders

Audit and Tax Professionals

Entrepreneurs

CPD Credit Hours: 7

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CFO Conference at a Glance

1200+
Business and
Finance Leaders



300+
Reputed
Organizations



15+
Eminent Global
Speakers



7+ hours
of Premium Content
and Networking



Conference Investment

Members of ICAP & ICMAP	Rs.8,500/- Per Participant
Non Members	Rs.9,500/- Per Participant
Retired Members/CA Students	Rs.3,500/- Per Participant
ICAP Professional Accounting Affiliates	Rs.5,000/- Per Participant

Technical Session Investment **Rs.1,000/-** Per Participant

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