

Challenges for the Modern CFO

Mastering strategic business planning and financial controls towards leadership at the helm of the organisation

28 - 29 October 2007

"Management is doing things right; leadership is doing the right things."

Peter Drucker

The CFOs of today will need to be both an excellent accountant and a visionary decision maker. Analysing financial figures and transforms them into business actions is a crucial role as the right hand man of the CEO.

Why you cannot miss this event

This forum highlights the transitional role of the CFO from a "basement accountant" tallying the books, to one that analyses financial figures and transforms them into financial actions. Assisting the CEO throughout the decision making process is a crucial role towards business continuity. From implementing appropriate financial reporting standards to strategic business planning, the CFO is now seen as the "new CEO", taking his rightful place at the helm of the organisation.

This unique forum is the first of its kind for Marcus Evans in the region and will explore the CFO strategies at the business and technology levels. Participants will be equipped with the necessary knowledge to take advantage of tools and technological advances to enhance the CFO operational and managerial skills.

This two-day forum will be among key forums never to be missed. Key benefits of attending this event:

- Devising strategic business planning through detailed analysis of financial figures
- Implementing appropriate financial reporting standards accepted regionally and internationally
- Mastering quintessential leadership techniques to enhance managerial effectiveness
- Identifying key performance indicators and measurement metrics to assist business forecasting
- Benchmarking with key leaders across industries and gain insights on valuable trade secrets

Who Should Attend:

CFO, CEO, COO, Directors, President, Vice President, General Manager, Chiefs and Officers of:

- Finance
- Accounts
- Audit
- Compliance
- Marketing & Sales
- Business Strategy / Development
- Branch Managers

From these target sectors:

Oil & Gas, Banking & Financial Services, Conglomerates, Family Owned Businesses, Properties & Real Estate, IT & Telecommunication, Airlines & Airports, Retail & Manufacturing, Heavy Industries, Construction

Inviting Speakers from:

- ARAMCO
- The Emirates Group
- HSBC
- Emaar Properties
- Al Ghurair Group
- Zamil group
- Savola Group
- Etisalat
- Batelco
- AIR MILES
- PALMA
- Dubai Multi Commodities Center
- Montage Technology, China
- Feinschreiber & Associates, USA



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Day 1

Sunday 28 October 2007

0800 Registration and morning coffee

0830 Opening & welcome remarks by the Chairperson

Strategic Business Planning

0845 Session One - Keynote Presentation

Assessing key Islamic business developments regionally and Internationally

- Venturing new business markets to make successful investments through detailed financial figures analysis
- Capturing crucial market share to maintain the competitive edge of the organisation
- Identifying rules and regulatory changes that affects Islamic financial processes
- Islamic Business developments: The future is bright

Invited:

0930 Session Two

Outlining vital measurement metrics as decision making tools of the CFO

- Improving financial measurement techniques for the multinational corporation
- Using economic analysis as a measurement technique
- Comparing same-country relationships with different country relationships
- Comparing in-house comparables with external sales
- Preparing documentation programs to substantiate your case
- Comparing asset-based results
- How country risk effects corporate decision-making

Confirmed: Robert Feinschreiber, President, TrasferPricingConsortium.com, USA

1015 Morning refreshments

1030 Session Three

Optimising tools of technology in transforming financial figures to business actions

- Leveraging on the latest technological advancements to facilitate faster, more precise financial reports generation
- Measuring non-financial KPI's that correlate to financial KPI's towards setting clear organisational objectives
- Understanding new financial analyses that shape the decision-making process of today's demanding business environment

Invited:

1115 Session Four

Creating a sustainable IT strategy across

1315 Session Five

Managing foreign investments with strategic partnerships to maximise global reach and ensuring business continuity

- Selecting appropriate partnerships that correlates to the core business objectives of the organisation
- Collaborating with multiple partnerships over singular joint-ventures to safely secure the future of the organisation
- Designing a formal exit strategy of joint-ventures through careful analysis of alternative valuation scenarios and strong contingency planning

Invited: Nael Hashweh, CFO, Al Bustan Rotana Hotel

1400 Session Six

Establishing excellent investor relations and shareholders communication strategy: Linking internal aspirations with external expectations

- Measuring organisational corporate practices and processes against other best practices in determining investor relations success
- Devising well-structured investor relations departments to communicate effectively and directly to investors and shareholders
- Utilising the major elements in developing messages crucial to pitching an organisation to investors
- Gaining the support of the management in investor relations' dealings: Is your board with you or against you?

Confirmed: Sanjay Uppal, CFO, The Emirates Bank

1445 Afternoon refreshments

1500 Session Seven

Businesses fail for lack of cash than for want of profit: Employing effective working capital management

- Ensuring sufficient cash flow in order to meet short-term debt obligations and operating expenses
- Getting funds to move faster around the business cycle and reducing the amount of funds bonded to generate more manageable capital
- Identifying sources of additional working capital as an alternative resource generator
- Obtaining the quintessential of handling receivables and managing payables towards generating more investment funds

Invited: Michael Clifford, CFO, Al Fahim Group

1545 Session Eight

Reaping the benefit of setting long term objectives vs. short term goals to maintain organisational focus

- Demonstrating leadership in shifting the focus



Day 2

Monday 29 October 2007

0800 Registration and morning coffee

0830 Opening & welcome remarks by the Chairperson

Leadership & Integrity

**0845 Session One - Keynote Presentation
CEO-CFO winning strategy: Identifying quintessential leadership principals and techniques towards enhancing managerial effectiveness**

- *Transforming strategy to synergy: Partnership between corporate leaders towards a common organisational aim*
- *Leadership through resolute focus on strategy, robust performance and good governance*
- *Understanding the criteria of good decision-making against departmental needs, organisational objectives and customer demands*
- *Executing effective results-driven programme that are relevant to the organisation while enhancing investor share-value*

Confirmed: Tamara Abdel Jaber, CEO, Palma

**0930 Session Two
Taking the rightful place at the helm of the organisation: How will the CFO be the "new CEO"**

- *Overcoming the impediments to building a strong leadership competency portfolio*
- *Analysing leading trends and expertise in the field of management and leadership*
- *Being accountable for organisational image and corporate objectives represented both internally and externally*
- *Learning the traits of staying ahead of the competition through enhanced value added alternatives*
- *Adapting to unforeseen business shocks through strategic contingency planning*

Invited: Sidhesh Kaul, CFO, Abdul Latif Jamel Group

1015 Morning refreshments

**1030 Session Three - Case Study
CFO China: Learning from the fastest growing economic giant of Asia**

- *Reviewing the role and job function of the 21st century Asian CFO*
- *Reinventing financial analysis from an Asian perspective*
- *Analysing day-to-day decision making of the Chinese CFOs: How China has emerge as one of the economic superpowers of the world*
- *Adopting best CFO practices incorporated by economic giants regionally and internationally*

Confirmed: Li Dun, Financial Director, Montage Technology, China

1200 Networking luncheon

**1315 Session Five - Case Study
CFO Europe: Benchmarking with successful leaders of the West**

- *Understanding the fundamentals of CFO strategic planning across leading organisations in Europe*
- *Obtaining key insides on decision-making best practices*
- *Leadership through integrity and transparency to promote the right working culture and ethics*

Invited:

**1400 Session Six
Building winning teams through successful recruitment and retention across key departmental sectors**

- *Improving job satisfaction through the setting of one clear common organisational objective*
- *Creating an "I own the business" culture to encourage healthy internal competition*
- *Retaining key financial personnel to ensure CFOs are solely concentrating on the decision-making process*
- *Tracking all aspects of employee dissatisfaction to minimise negativity at the workplace*

Invited:

1445 Afternoon refreshments

**1500 Session Seven
Utilising appropriate business and financial outsourcing to create effective work management and enhancing business growth**

- *Moving from investments in ERP and shared services to implementing effective BPO*
- *Reducing risk by maintaining necessary outsourcing relationships*
- *Determining the nature of the business and setting appropriate timing for business and financial outsourcing*
- *Mastering outsourcing negotiation skills towards maintaining organisational focus*

Invited: Nagarajan Kannan, Deputy General Manager - Head of Group Finance and Administration, Arig Insurance

**1545 Session Eight
Panel Discussion: Mastering the art of the Modern CFO**

- *Balancing the role of the financial accountant vs. the decision-maker*
- *CFOs 2007 and beyond: Evolving roles and responsibilities*
- *Benchmarking against key CFO figures internationally and mastering successful essentials of the trade*