

Securing The Pecuniary Edge With Dynamic

PERFORMANCE MEASUREMENTS for the FINANCE FUNCTION

A Cutting Edge Conference Brought To You Exclusively By The Asia Business Forum!

20-21 March 2006 * JW Marriott Hotel Kuala Lumpur, Malaysia

PRACTICAL PRESENTATIONS FROM A PANEL OF FINANCE FUNCTION EXPERTS

- Performance management metrics are a necessary practice in any finance function; discover how you can successfully link this practice to your organisation's goal to achieve better financial output and value
- Balanced scorecards are an essential tool in any form of performance measurement. By learning how to maximise the benefits of this tool, you and your organisation will be able to capture relevant market share via efficiently implementing the correct strategies and vision into your company's business plan
- Core imperatives and challenges are explored by synergistically linking budget, planning and performance measurement; we show you how to explore a proactive link-up system that will help you eradicate lacunas in your organisation's performance management and finance function needs
- Concepts of shared service and outsourced finance function are central to any successful finance function operation. We'll show you how you and your organisation can identify new challenges and expand positively to meet growing demands
- It's all about perspectives and dimensions! Journey with us as we take a look at current trends in ethics, values, best practices and insights governing performance measurement for the finance function
- The greatest resource is Human Resource. Discover how they affect performance measures for your organisation's finance function and how to implement core values in employees that enable them to capitalise on the value of performance measurements as a key driver of the organisation
- Help your organisation's finance function add positive value instead of draining revenue. We give you an in-depth look at the latest and most effective tools proven to drive the performance measurement and ensure that your finance department is central to your organisation's future success
- Strategic planning is critical to help plot an organisation to greater success by connecting strategic objectives in an explicit cause and effect relationship with each other via the four perspectives of financial, customer, process and learning. Strategy maps can help greatly in defining and implementing that strategy throughout the organisation

PANEL OF DISTINGUISHED GUEST SPEAKERS

- ☑ **Anita Menon**
Associate Director, Financial Risk Management
KPMG Consulting
- ☑ **Geoff Foote**
Business Development (South Asia)
Navigis
- ☑ **Leslie Swanson**
Senior Consultant
SDC Consulting
- ☑ **Srikrishna Vadrevu**
Chief Executive Officer
Sigma-E Services
- ☑ **Suganthi Shivkumar**
Managing Director – ASEAN/India
Hyperion Solutions Asia
- ☑ **Wan Haslan Wan Hassan**
Senior Manager
T H Properties
- ☑ **Will Hoon**
Executive Chairman
Foodstar Holdings
& *Executive Vice President*
Transpac Capital
- ☑ **Yazdi Jehangir Bankwala**
Director
Arpitha Associates

ORGANISED BY:

**The Asia
BUSINESS
FORUM**

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IMPROVE THE EFFICIENCY AND PRODUCTIVITY OF YOUR BUSINESS BY REVOLUTIONISING THE FINANCE FUNCTION

DAY ONE **20 MARCH 2006** MONDAY

8.00 REGISTRATION AND MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARKS**

Will Hoon

Executive Chairman

& Foodstar Holdings

Executive Vice President

Transpac Capital

9:15 **HOW TO SUCCESSFULLY LINK PERFORMANCE MANAGEMENT METRICS TO YOUR ORGANISATION'S GOALS AND VISIONS**

- ❖ The necessity of setting aspirations and targets as well as how to go about achieving them
- ❖ Reassessing vision by orienting your organisation toward core values that make a difference
- ❖ Understanding and adapting the drivers of value and establishing this tool into the finance function
- ❖ Managing business performance to synergise with the finance function
- ❖ Managing individual performance to enhance performance management metrics
- ❖ Looking at the paradigm shift in performance measurement metrics by starting to make value happen

Will Hoon

Executive Chairman

& Foodstar Holdings

Executive Vice President

Transpac Capital

10:45 MORNING REFRESHMENT

11:10 **MAXIMISING THE BENEFITS OF BALANCED SCORECARD IN IMPLEMENTING YOUR COMPANY'S BUSINESS PLAN**

- ❖ Exploring the link between vision / strategies as well as the successful management of the business
- ❖ Learning to apply the evaluation data of vision / strategies and the setting of realistic and achievable business targets

- ❖ The benefits of the Balanced Scorecard framework in linking the company's vision / strategies to business targets
- ❖ Issues to consider in maximising the benefits of using Balanced Scorecard in implementing your company's business plan towards success
- ❖ Successfully implementing the results of Balanced Scorecard exercise into your company's business plan

Wan Haslan Wan Hassan

Senior Manager, Finance & Corporate Affairs

TH Properties

12:45 LUNCH

2:00 **LINKING BUDGETING, PLANNING AND PERFORMANCE MANAGEMENT TO CORPORATE PERFORMANCE**

- ❖ An overview of imperatives and challenges that feature in corporate performance
- ❖ A dynamic approach to performance management
- ❖ Closing the performance management loop and securing the finance function on a firm path towards success
- ❖ Case studies of the Balanced Scorecard

Anita Menon

Associate Director, Financial Risk Management

KPMG Consulting

3:30 AFTERNOON REFRESHMENT

3:50 **HOW TO ESTABLISH METRICS TO MEASURE THE SUCCESS OF SHARED SERVICE AND AN OUTSOURCED FINANCE FUNCTION**

- ❖ Identifying new challenges and demands facing today's finance function
- ❖ Embracing the need to expand the role of the finance function to effectively meet growing demands
- ❖ Optimising the benefits of shared service and an outsourced finance function
- ❖ Should a shared service provider budget for revenue growth or greater cost efficiencies and what are the challenges to its compensation and contractual models?

Srikrishna Vadrevu

Chief Executive Officer

Sigma-E Services

5.15 END OF DAY ONE

FOR ENQUIRIES AND REGISTRATION: Fax (603) 2070 3369 or Call (603) 2070 3299

SUSTAINING AND INTERGRATING THE FINANCE FUNCTION WITH APPROPRIATE PERFORMANCE MEASURES

DAY TWO **21 MARCH 2006** TUESDAY

8.30 MORNING COFFEE

9.00 **CHAIRPERSON'S OPENING REMARK**

Suganthi Shivkumar

Managing Director – ASEAN/India

Hyperion Solutions Asia

9:15 **A COMPARATIVE ANALYSIS OF THE FINANCE FUNCTION AND THE ETHICAL DIMENSION**

- ❖ Current trends in ethics and values based leadership; what they portend for the future of your organisation
- ❖ Learning from best practices and the best and most practical way to apply them to your organisation's finance function
- ❖ Experience in driving values and the need to implement these tools in your finance function strata
- ❖ Insights on how the finance function and ethical dimensions measure up towards your organisation's success
- ❖ New thinking trends and pioneering practices that influence the finance function
- ❖ The way ahead – looking towards a brighter and more secure future underlined with success

Yazdi Jehangir Bankwala

Director

Arpitha Associates

10:45 MORNING REFRESHMENT

11:10 **HOW TO ENGAGE YOUR EMPLOYEES IN RECOGNISING THE VALUE OF PERFORMANCE MEASUREMENT AS A KEY DRIVER OF THE ORGANISATION'S SUCCESS STORY**

- ❖ The power of authentic storytelling and how it can influence employee outlook
- ❖ Cascading performance measures from strategy to individual performance
- ❖ Creating employee ownership of performance measures
- ❖ Sharing the successes and failures as learning points

- ❖ Linking performance and rewards to instil core recognition of the value of performance measures
- ❖ Involving employees in re-evaluation and improvement for the next cycle of the success story

Leslie Swanson

Senior Consultant

SDC Consulting

12.45 LUNCH

2:00 **RECENT AND PROVEN EFFECTIVE TOOLS FOR PERFORMANCE MEASUREMENT OF THE FINANCE FUNCTION**

- ❖ Current trends and latest information technology tools used to increase efficiency and effectiveness of the finance function
- ❖ Identifying the appropriate technology tools that will best complement your organisation's business plan
- ❖ Implementing measurement and reporting tools to increase efficiency and accuracy of financial reports
- ❖ Information technology tools to equip and assist in the budgeting and planning process
- ❖ Developing technology based financial modelling to enhance decision making capabilities of the organisation

Suganthi Shivkumar

Managing Director – ASEAN/India

Hyperion Solutions Asia

3.30 AFTERNOON REFRESHMENT

3:50 **STRATEGY MAPS: HOW STRATEGY IMPLEMENTATION CREATES VALUE TO THE ORGANISATION**

- ❖ Addressing the importance of strategic planning to achieve organisational goals
- ❖ Connecting strategic objectives in an explicit cause and effect relationship
- ❖ Effective ways towards implementation of the strategy
- ❖ Key factors to be considered in the implementation process

Geoff Foote

Business Development (South Asia)

Navigis

5.15 END OF CONFERENCE

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A PANEL OF DISTINGUISHED SPEAKERS

Anita Menon, Associate Director, Financial Risk Management
KPMG Consulting

Anita Menon is an Associate Director of KPMG Business Advisory's Financial Risk Management Services and heads the Strategic Management Practice group. She brings with her more than 10 years of experience and her areas of specialisation include business strategy, performance management and market and industry studies. Anita has provided technical advice and led many strategy, performance management and market study engagements while in KPMG. Anita holds an MBA from the University of Nottingham, UK and a Bachelor of Science (Hons).

Wan Haslan Wan Hassan, Senior Manager, Finance & Corporate Affairs
TH Properties

Wan Haslan started his career with Price Waterhouse in assurance and business advisory. Later, he moved on to a merchant bank where he was involved in project finance and advisory. Thereafter, he became Head of Finance and Corporate Affairs at Marditech Corporation Sdn Bhd where he was involved in business advisory and consultancy as well as being responsible for the strategic management at Board level of several companies in the Marditech Group. Currently, Wan Haslan heads the Finance & Corporate Affairs Department at TH Properties Sdn Bhd, where he oversees accounting, finance, credit control, corporate affairs and ventures. Wan Haslan holds an MBA from IIUM with a Best Student Award in Finance and a Bachelors degree in Accounting and Finance from Lancaster University, UK. He is a member of the Malaysian Institute of Accountants (MIA) and a Fellow member of the Chartered Institute of management Accountants (CIMA) UK.

Yazdi Jehangir Bankwala, Director, **Arpitha Associates**

Yazdi Jehangir is currently the principle consultant at Arpitha Associates in Singapore and Arpitha Associates in Malaysia Sdn Bhd. He has been involved in this field in the region since 1995 during which time he has conducted training programmes and provided consultancy for organisation in the areas of "Transformation, Emotional Intelligence, Values and Change". Yazdi, decided in 1997 to follow his passion to promoting Values at work. Yazdi brings over 20 years of working experience and research. Yazdi has been personally trained and understudied the pioneering work on Values Clarification under Dr J M Sampath, whom he has assisted and co-facilitated with since 1997. A law graduate, Yazdi also studied Marketing and Business in the United Kingdom and has a wealth of working experience. Yazdi's clients include Fortune 500 companies: Amoco, Indian Oil, and Petronas and other organisations based in Malaysia, Singapore, India, Indonesia, and Mauritius. Yazdi was past President of Lions Club of Singapore Hill View, (2003-2004) an International social service organisation, and a co-founder of Center for Promoting Human Values, Singapore.

Will Hoon, Executive Chairman, **Foodstar Holdings**
& Executive Vice President, **Transpac Capital**

Will Hoon is Executive Chairman of Foodstar Holdings and Executive Vice President of Transpac Capital, based in Singapore. He was previously Managing Director and Head of Private Equity at the Crosby Group, an Asian investment bank. He has also worked for Bain & Company, following his employment with the Boston Consulting Group. Mr Hoon has maintained bases in Singapore, Hong Kong and San Francisco. His broad range of geographic experience includes working in ten countries in Asia. He has substantial expertise within a cross-section of industries, including consumer products, healthcare, industrial products, and financial services. The role he has played in operations spans the entire functional gamut, including marketing, sales, distribution, finance, and production. The role he has played in investment spans the entire investment life cycle, including deal sourcing, acquisition screening, due diligence, portfolio company improvement and exit. Mr Hoon's other professional experiences are focused on business operations, strategy, organisation, and planning. He has completed extensive additional work in process reengineering, customer loyalty management, and strategic partnerships. He holds a degree in science from the Massachusetts Institute of Technology and completed graduate research at the University of Cambridge (Trinity College).

Srikrishna Vadrevu, Chief Executive Officer
Sigma-E Service

All-round, hands-on, experience in running Operations, Shared Services:

- ❖ US, India and Malaysia
- ❖ GE Capital, India, selling, leading 700 employee processing centre
- ❖ Standard Chartered, Malaysia, setting up global shared services centre at TPM, Kuala Lumpur, as its first CEO

Led seven-month BPR project at Bank Danamon, Indonesia
Led more than 60 process improvement and design projects; savings more than \$1 million to GE's exacting standards

Trained Quality (Six Sigma) Master Black Belt

- ❖ Design
- ❖ Improvement
- ❖ Facilitation, Change Management

More than 20 papers published in leading journals in India and USA
More than 25 years of management experience:

- ❖ India, USA and Malaysia
- ❖ Banking, IT and Shared Services

Leslie Swanson, Senior Consultant, **SDC Consulting**

Leslie Swanson is currently a Senior Consultant at SDC Consulting. Prior to this Leslie was the Executive Director of Leading Strategies Asia based in Singapore. In Asia, Leslie has worked as Senior Consultant and Head of Consulting and Training for William M. Mercer in Singapore, The Administrative Director of a Malaysian College, and Executive Director of her own consulting firm. Prior to working in Asia, Leslie was Vice-President/Director of a US university, Director of Nursing Support Services in a Regional Medical Center, and a Financial Analyst for a Fortune Global 500 company. She has been responsible for the budgeting process and new accounting system implementation projects in several companies and non-profit organisations. A high performance culture within an organisation requires a sound performance management system where everyone understands their link to the success of the organisation. Leslie also trains managers in using the financial reports to make operational decisions and achieve a high employee involvement work environment. Key to all of her consulting work is supporting organisations in creating "an employee ownership attitude". Leslie's education includes a MBA with an emphasis in Finance and a Master of Science degree in Education. With her proven ability as a corporate manager to improve the bottom line, she brings practical real world experience to the consulting table. She has over 15 years of experience in corporate management in the areas of strategic planning, budgeting and financial analysis, and leadership and organisational development.

Geoff Foote, Business Development (South Asia), **Navigis**

Geoff Foote has been working in the region for the last four years, initially as General Manager for an Australian medical devices company in Malaysia and Singapore, then in project management for a Malaysian manufacturer working in Malaysia, India and Australia. He is currently working for Navigis Sdn. Bhd. to expand and develop its services throughout the region.

Suganthi Shivkumar, Managing Director – ASEAN/India
Hyperion Solutions Asia

As Managing Director – ASEAN/India for Hyperion Solutions Asia Pte Ltd, **Suganthi Shivkumar** manages a team of sales, channels, services, marketing and education professionals in the region. Since joining the company as Lead Trainer for ASEAN/India in 1998, Suganthi held various positions within Hyperion in the last eight years, culminating to the post of Managing Director for ASEAN/India. As a trusted business advisor, qualified as a Certified Public Accountant, with strong hands-on experience in finance, she is able to understand her clients' requirements and translate them into reliable working solutions using Business Intelligence and Business Performance Management tools from Hyperion. Helping them manage their business and drive profitability has always been her goal. Her ASEAN and Indian clients includes verticals from Financial Services, Manufacturing, Retail, Telco and Logistics.

TRANSFORMING THE FINANCE FUNCTION TO UNINHIBITED SUCCESS WITH DYNAMIC PERFORMANCE MEASURES

Do a case study on any world class organisation that is really successful and you'll discover that their finance function has been synergistically maintained and updated to add positive value towards revenue. Indeed, gone are the days when it was an acceptable fact that the finance function was a 'necessary evil' that was a drain on the organisation's revenue.

In today's dynamically evolving kaleidoscope of global business success stories, a well maintained and highly efficient finance function is the simple key to an organisation's success. However, to rise to the challenge, your organisation's finance department must completely modify its activities and the best and most practical way to do this is to introduce and implement the appropriate performance measures for your organisation's finance function.

Taking the initiative to provide you with a complete and superior toolkit that spans an excellent cross-section of performance measures, the Asia Business Forum presents this highly dynamic conference on **PERFORMANCE MEASUREMENTS FOR THE FINANCE FUNCTION**.

Make that paradigm shift from corporate scorekeeper to value generator as you discover innovative and novel ways to adopt and implement practical performance measures for your finance function. This 2-day conference is structured to ensure that you gain a thorough understanding of the extensive range of performance measures that will help you to fulfil this role and ensure that your finance department is central to your company's future success.

Specifically designed to equip you with essential strategies and critical tools, you'll be able to implement and carry out effective cost and performance management exercises in your organisation. Attending this seminar will enable you to refine your organisation's operating models, enabling you to focus on how best to restructure the finance function to improve both its efficiency and effectiveness.

Embark on world of discovery with the *Asia Business Forum's* 2-Day Conference on **PERFORMANCE MEASUREMENTS FOR THE FINANCE FUNCTION** and empower your organisation with global techniques and strategies to enhance your corporate finance function!

KEY BENEFITS OF ATTENDING

- ✓ **DISCOVER** how to improve the finance function through utilisation of the latest tools and techniques
- ✓ **EXPLORE** the significantly competitive advantages of streamlined processes, reduced costs, improved service levels, increased stakeholder value and enhanced employee and customer loyalty
- ✓ **DETERMINE** the pitfalls and dangers that significant change initiative can also produce by learning how to conduct a thorough assessment to evaluate the opportunities, risks, costs and outcomes of performance measures
- ✓ **LEARN** how value based management can empower and increase efficiency levels
- ✓ **EQUIP** the financial function of your organisation with the necessary tools and techniques to enable your finance team to meet ever-evolving challenges
- ✓ **IDENTIFY** practical and effective strategies to benchmark and measure the finance function
- ✓ **ACQUIRE** core fundamental techniques and tips on how to implement Balanced Scorecard for strategic performance management
- ✓ **NETWORK** with industry professionals and gain hands-on advice and tips on practical performance measures for the finance function

WHO SHOULD ATTEND

Anyone and everyone who is involved in an organisation's finance function, be it MNCs, large and medium-sized corporations, conglomerates and thriving businesses

- Finance Directors • Heads of Finance
- Accounts Directors • Heads of Accounts
 - Chief Financial Officers • Financial Controllers • Vice Presidents of Finance
- Senior Managers, Finance & Administration
 - General Managers • Auditors

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