

# CFO



## SUMMIT 2011

**DELIVERING WORLD CLASS FINANCE TRANSFORMATION**

Wednesday 7 December 2011 / Shangri-la Hotel Pudong, Shanghai

# Introduction

## EVENT DETAILS

### Venue

Shangrila Hotel Pudong  
33 Fu Cheng Road  
Pudong  
Shanghai 200120

### Date

Wednesday  
7 December 2011

### Time

09:00 – 16:00

ACCA's groundbreaking conference in Shanghai is specifically designed for CFOs. The conference will share with delegates the latest insights into the challenges, issues and opportunities facing finance leaders, with a key focus on global finance transformation. It will examine how CFOs are transforming the finance function to unlock further value as the global economy presents new challenges into 2012.

As part of the transformation agenda, the conference will take a new look at the emerging issues and opportunities for CFOs that are shaping the journey to greater value creation, and the skills and experiences required to deliver best in class finance leadership. It will also consider how finance leaders are adopting strategies to fund their businesses, approaches for successful stewardship, and the CFO's role in developing the talent of the future. The conference is part of a series of global conferences and events that explore the world of the CFO, creating a platform for ongoing discussion and debate.

**TO RESERVE YOUR PLACE, PLEASE CLICK HERE AND COMPLETE OUR ONLINE BOOKING FORM**

For further information, or to request a guest place at this event, please contact Michelle Lu by email at [lu.michelle@cn.accaglobal.com](mailto:lu.michelle@cn.accaglobal.com) or telephone **021 63916 777** ext 26

# Programme

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**09:00 – 09:15**

**Welcome address**

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**09:15 – 10:00**

**Keynote address**

**The CFO in 2011: Rising to the challenges of the global economy beyond 2011**

This session will focus on the approach CFOs should be adopting to pursue growth strategies as the world economy treads a slow path to economic growth, but also critically takes into account recent developments on the world economic stage that impacts on Chinese based organisations and their strategies (for example, Eurozone crisis, US debt crisis and so on). It will focus on the key priorities and issues for CFOs at this time, from managing the risks faced by the business to driving more accurate business forecasting or managing regulatory issues.

Speaker: Zhang Anyuan, financial research director, National Development and Reform Commission's (NDRC) Academy

**10:00 – 11:00**

**The big debate: Spotlight on the world class CFO**

This panel session will discuss the qualities needed in today's business environment from world class CFOs. It will take a strategic look at the key stakeholders CFOs have, both internally and externally. It will consider the qualities that are required by boards and internal stakeholders versus the expectations of outside investors. It will consider how these needs are evolving and how organisations can 'future proof' the talent pipeline to ensure future CFOs bring the required skills to perform effectively.

Speakers: Martijn Vankan, China country finance director, Shell China  
Luke A Kelly, director of finance, Corning Greater China

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**11:00 – 11:15**

**Networking break**

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**11:15 – 12:30**

**Insight: Delivering world class finance transformation**

The interview would cover issues such as the initial objectives and goals of the transformation process, issues and challenges presented, a summary of where they are now and identification of the expectations gap, critical path and key decisions taken. It would also seek to understand how the CFO expects the transformation process to continue to evolve – how can they continue to drive value in their operations and increase the effectiveness of their finance function.

Speaker: Edward Shay, vice president finance, IBM Growth Markets

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**12:30 – 14:00**

**Networking lunch and ACCA Approved Employer award ceremony**

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## Programme (continued)

14:00 – 16:00

### Break out sessions (running concurrently)

These will be moderated sessions by leading experts or event sponsors which present a structured debate around key issues.

#### **Session 1: The funding question: successful strategies to source capital and manage assets beyond 2011**

In a global business environment that continues to be challenging and uncertain, CFOs need to think carefully about how they manage their assets and raise their capital to drive strategic advantage whilst maintaining financial flexibility and ensuring an appropriate level of risk and reward. At a global level there is some evidence to suggest access to capital is easing, but what is the reality in China presently and what are the different debt and equity options available to CFOs that are now being considered? Specifically the session will explore the following types of issues:

- How they are financing their organisations currently, the balance between debt funding and equity and whether this is shifting
- The desire to explore new funding channels versus traditional funding channels
- The outlook in China for raising funding through traditional financing options
- Their views on the cost and availability of credit in the near term
- How access to capital is affecting their investment strategies and approaches
- The key issues, challenges and opportunities CFOs see in relation to drive greater asset return beyond 2011.

Chairperson: Wu Chen, senior editor, EuroFinance China

Speaker: Daniel Wan, managing director and CFO, Shui On Land Limited

#### **Session 2: The challenge of effective stewardship: risk strategies that drive growth**

It is increasingly recognised that successful risk management strategies are key to strong business performance, particularly in a challenging global economic climate. The CFO is increasingly responsible for the risk management strategies being adopted by the organisation. From managing regulatory and compliance risks, accessing appropriate credit strategies, managing talent, developing appropriate cost reduction programmes, pushing forward corporate finance and merger/acquisition activity, ensuring appropriate approaches to CSR issues, or developing an appropriate ethical culture - the role of the finance function and the CFO has never been more important in developing appropriate risk and reward strategies for the business. Specifically the session will explore the following types of issues:

- What are the key risks that CFOs see for the organisations presently in China and why?
- How does the CFO ensure complete oversight and assurance over the control environment in today's complex and challenging environment?
- What processes are CFOs adopting to gain better transparency over monitoring and measuring the risks the business faces?
- How are the risks that the organisations are facing changing?
- What is the CFO's role in ensuring an appropriate ethical culture and balanced risk approach across the organisation?

Chairperson: Li Xia, Steering Committee member, ACCA

Speaker: Raul Ikonen, director, Business Control and Financial Shared Services, UPM APAC

## Programme (continued)

### **Session 3: Talent: The role of the CFO in cultivating and realising the talent of their people**

CFOs are continuously challenged to deliver return on investment in their people. CFOs hold a common desire to drive the impact of the finance function to ensure it is at the heart of decision making and driving the achievement of the strategic goals of the organisation. Essential to achieving this is managing talent effectively across the finance function and developing the finance skills the business needs. The CFO has a critical role to play in ensuring talent is developed and retained.

- How do CFOs define the talent across the finance function – what are the key qualities and skills they believe are required in the current environment?
- What do CFOs see as the critical roles across the finance function and why for their businesses?
- How does the CFO align their finance function and the skills of their people to the strategic priorities of the organisation?
- What sort of interventions does the organisation make to develop the talent and skills required, and what interventions (for example secondments, coaching etc) do CFOs see as particularly valuable and why?
- How can CFOs help create career paths across the business which are appealing and which help the organisation retain its finance talent?

Chairperson: Quin SQ Thong, Steering Committee member, ACCA

Speaker: Jin Yan, AP finance director, Eaton Hydraulics Group

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**15:45 – 16:00**

**Summary and close**

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# Speaker profiles



**Zhang Anyuan, financial research director, National Development and Reform Commission's (NDRC) Academy**

Zhang Anyuan began conducting policy research for the National Development and Reform Commission's (NDRC) Academy of Macro-economic Research in 2004. In 2006, he was appointed deputy director of the International Financial Research Division of NDRC's International Economic Research Institute before becoming financial research director in 2009. He has received numerous awards from the NDRC for excellence in scientific research, and maintains regular dialogue and cooperation with other scholars and enterprises both in China and internationally.

He has published a great number of articles in some of China's top journals and in major media outlets, including Economic Research and The People's Daily, and his views have had a great deal of influence. Zhang works with the China National Development Bank, ABB (China) Limited and other institutions as a special invited expert. He is also an adjunct professor at the University of International Business and Economics.

Zhang holds a PhD in Economics.



**Luke A Kelly, director of finance, Corning Greater China**

Luke Kelly took up his current position as director of finance, Corning Greater China in March 2010. In this role, Luke is responsible for all regional financial operations; including internal controls, financial planning and analysis, finance talent management and coordination with corporate finance groups on tax, treasury and technical accounting related issues.

Luke joined Corning in January 2006 as business controller for the Optical Fiber Division (COF) where he was responsible for worldwide manufacturing finance for the division. In April 2008 Luke was promoted to division controller for COF where he oversaw all of the division's financial operations including financial planning and analysis, strategic planning, talent management, and internal controls. During his time with fiber Luke was integrally involved with the expansion of the Corning Shanghai Fiber Optic Company (CSFOC) and the restart of the Concord fiber factory.

Prior to joining Corning, Luke worked at Eastman Kodak. During his time at Kodak he held financial management and analyst positions in the research and development, display and healthcare divisions. Luke holds a bachelor's degree with dual majors in business management and political science from the State University of New York College at Geneseo. He also earned a master of business administration from the Fuqua School of Business at Duke University.



**Edward W Shay, vice president finance, Growth Market Unit, IBM**

Edward Shay joined IBM in 1990 and is CFO of IBM's Growth Market Units (GMU). In this role he is responsible for finance, pricing and business controls within the GMU. Prior to his current position Edward was the general auditor of IBM Corporation with responsibility for providing proactive support to management on how to improve IBM's control posture.

Edward is a CPA in the state of New York, a member of the American Institute of Certified Public Accountants and the National Association of Black Accountants. He holds a BBA, cum laude in Accounting, from the City University of New York, Baruch College.

## Speaker profiles (continued)



**Martijn Vankan, finance director, Shell China**

Martijn was born in Hengelo, the Netherlands. He graduated as an economist with a double major in Financing and Macroeconomics at Maastricht University in 1995. His thesis covered the development of Chinese Banking and Financial Markets.

Martijn joined Shell in the Downstream Business and also held positions in Upstream and Central Finance in Europe before moving to Jamaica where he became finance manager for Shell Jamaica. He subsequently moved back to the Netherlands as a finance manager for Shell's Upstream M&A and Financing. Martijn led the finance support to various key Shell commercial projects such as the Oman license extension negotiations and various divestments. In 2005, Martijn moved to Syria and became finance and commercial manager for Shell. There he led a number of commercial projects that significantly extended Shell's position in Syria. After this assignment, he took on the regional responsibility for finance in the Middle East and moved to Dubai in 2009.

On 1 April 2010, Martijn was appointed as finance director for Shell in China based in Beijing. The Shell Companies in China are involved in Exploration and Production, Retail, Lubricants and Chemicals through wholly owned companies as well as joint ventures with Chinese partners.

Martijn is married to Mijke and together they have four children – three sons and a daughter. He likes to spend time with his family and friends and apart from playing football, field hockey and chess, he likes to coach.



**Wu Chen, senior editor, EuroFinance**

Wu Chen is the senior editor of EuroFinance based in Shanghai. Prior to that, he was the editor of CFO China, also an Economist Group publication, since 2005. In his journalism career, he has worked for BusinessWeek in Hong Kong, Bloomberg News in Singapore, and the international news department of Xinhua (New China) News Agency in Beijing.

Mr Wu holds the Master of Pacific International Affairs degree from School of International Relations and Pacific Studies (IR/PS), University of California, San Diego and the Master of Journalism from E W Scripps School of Journalism at Ohio University. He earned his BA from Beijing Foreign Studies University.

As an illustration of journalistic achievement, Mr Wu's story on the problems involved in the process of manufacturing sector transformation in July 2008 won the Society of Asia Publishers Excellence Awards for Business Reporting (2009).



**Daniel Wan, managing director and CFO, Shui On Land Limited**

Career: 1982–84, Century City Holdings Co Ltd; 1984–1989, KPMG Peat Marwick, assistant manager; 1989–1990, Bank of East Asia Ltd, chief auditor; 1990–1991, Bank of East Asia Ltd, financial controller; 1991–1995, assistant general manager and chief financial officer; 1995–1997, deputy general manager and chief financial officer; 1997–2009, general manager and chief financial officer, Bank of East Asia Ltd; 2009–present, Shui On Land Ltd, managing director and chief financial officer.

Professional memberships: 1988–1993, ACCA; 1993–present, FCCA; 1989–1997, AHKICPA; 1997–present, FHKICPA, 2007–present, associate of the Institute of Chartered Accountants in England and Wales.

Education: 1978–82, BA, Business Administration, The Chinese University of Hong Kong. 1997 Master of Business Administration, The University of Wales, Bangor in cooperation with The Manchester Business School.

Committee memberships: co-opted member of the Joint Liaison Committee of Taxation, 1991–94; member of Taxation Subcommittee of the Hong Kong Association of Taxation, 1991–1996; member of the Accounting Standards Advisory Panel of the HKICPA (formerly known as the Hong Kong Society of Accountants), 1996–1997; member of Auditing Standards Committee of the HKICPA, 1996–1997; member of Small and Medium Enterprises Committee, 1996–2000; member of the Board of Review (Inland Revenue), 1998–2004; member of the Travel Industry Compensation Fund Management Board, 2000–present.

## Speaker profiles (continued)



**Raul Ikonen, director, business control and financial services, UPM China and APAC**

Raul is from Finland and has worked for UPM, a Finnish forest industry company, for 10 years. He has 16 years of experience from various finance positions and he has been based in Shanghai for six years.

Raul is in charge of providing financial services for UPM businesses in China and APAC, with a turnover well above 1 billion Euros. Additionally he manages a financial shared service centre that processes almost half of UPM's finance transactions globally. His experience is international, having lived in Finland, France, USA and China.

Raul's focus areas are finance operations, organisational design, people leadership and strategy support.



**Quin SQ Thong, chief operating officer, DTZ Greater China**

Ms Quin SQ Thong, FCCA and former committee member for ACCA Hong Kong, is DTZ chief operating officer for Greater China.

In her career, Quin has always maintained a clear focus on improving bottom line through careful business planning followed through by meticulous implementation. Whether as CFO in her previous companies or COO now, she remains a strong champion for talent management, especially in the areas of learning and development.

An ever curious student herself, she describes life as an illuminating journey of discovery, and has walked the road less travelled in Bhutan, Iran, Lebanon, Syria, Burma, Borneo in quest of cultivating an all-embracing mindset.

Quin holds an MBA from Australia and is a chartered accountant in Hong Kong and the UK, and frequently lectures in business schools.



**Yan Jin, finance director, Hydraulics Group Asia Pacific, Eaton Corporation**

Yan had served at Eaton, one of the most diversified industrial companies globally, for about 10 years when he was appointed as one of their youngest regional finance director in 2010. Previously, he was Eaton Hydraulics' China controller when he, together with his team, pushed through strategies that generated steady growths while delivering impressive performance figures. Yan joined Eaton as a Finance Leadership Develop Program member after he received his MBA.

In 2004, having finished three successful assignments in the US, Yan volunteered to come back to China as a plant controller in Ji'ning where he led the construction of Eaton's biggest plant site in addition to his daily financial duties. Prior to joining Eaton, Yan worked as a consultant at PwC.

Yan holds a bachelor degree of economics and received his MBA from University of Wisconsin – Madison in 2001

## Speaker profiles (continued)



**Roberto Mello, CFO Greater China, GE Healthcare**

A native of Italy, Roberto attended the US International University in San Diego, California on a tennis scholarship (NCAA Div. I) and graduated with a BS degree in International Business and a MS in Strategic Management. He also completed his mandatory military service as a corporal in the Italian army.

Roberto joined GE's financial management program (FMP) in 1993 in the UK and had rotations in London, Cardiff and Toronto, Canada. He then joined the GE corporate audit staff, where he spent four and a half years in various assignments in the US, Europe, Asia and South America.

In 2000 he was appointed financial planning and analysis manager, GE Plastics Asia, based in Tokyo, Japan. Roberto joined GE Oil & Gas in 2002 as manager, global financial planning and analysis, based in Florence, Italy, and in late 2003 he took the position of finance manager for the GE Oil & Gas Service business.

In June 2006 Roberto joined GE Energy Infrastructure as manager, global financial planning and analysis, based in Atlanta, USA. Roberto was also the financial management program executive 'champion' both at Oil & Gas and Energy.

In January 2009 Roberto was promoted to CFO, GE Healthcare China, based in Beijing.

He enjoys running, music, tennis and reading.



**Li Xia, FCCA, chief financial officer, Fiat Automotive Finance Co Ltd**

Li Xia obtained her Bachelor of Economics degree at Shanghai University of Finance and Economics, majoring in taxation and international business English. She is currently CFO of Fiat AFC and a fellow of ACCA.

She started her career in Unilever Shanghai in 1995 and subsequently joined Unilever (China) Ltd as assistant finance operation manager in 1999. She joined HSBC Data Processing (Shanghai) Ltd in 2002 and held position as financial controller for global processing Shanghai. She attended the CFO program in CEIBS (China European International Business School) in 2005.

She was the HSBC environment volunteer in South Africa in 2003 and joined the fellowship of Earth Watch. And she was selected as one of the eight rising talents from China for the 1st Women's Forum Asia in May 2008.