

SUMMIT AGENDA 2024

WEDNESDAY 3RD JULY

9:00 REGISTRATION, COFFEE & NETWORKING

9:30 WELCOME REMARKS FROM CHAIRPERSON

9:40: PANEL DISCUSSION: FROM NUMBER CRUNCHING TO BUSINESS PARTNERING: DRIVING VALUE ADD ACROSS THE ORGANISATION

- Moving from data to insights to driving action & value add across the organisation
- Discussing the correlation between inflation and the roadmap for finance business strategy
- Finding ways to adapt to the expanding role of finance
- Creating a high performing culture with accountability & transparency

Alan Choi, Senior Vice President & Chief Financial Officer Pepsico

Bryan Tong, Chief Financial Officer, Allianz Insurance

Justin Holloway, Chief Financial Officer Singapore, ASEAN and South Asia, HSBC

Clarus Chua, Chief Financial Officer, Fei Siong Group (Former)

Pei San Lok, Group Chief Financial Officer, No Signboard Holdings

Moderated by: **Savita Iyer**, Chief Financial Officer, Southeast Asia, The Walt Disney Company

10:20 CASE STUDY: EMBRACING DIGITAL TWINS FOR FINANCE TRANSFORMATION

- The concept of Digital Twin for organization-wide integrated planning
- Practical AI supporting the finance team in financial planning and analysis (FP&A)
- Steps to reshape finance business partnering with technology

Chun Seong Lim, Vice President, Jedox Asia

10:50 SPEED NETWORKING

11:00 MORNING TEA & NETWORKING

11:30 PANEL DISCUSSION: CREATING A SUCCESSFUL BUSINESS CASE FOR FINANCE TRANSFORMATION

- Defining a clear objective for finance transformation
- Pioneering leadership at both levels by keeping stakeholders engaged & finance teams efficient
- Leading & supporting the business through re-structure & continuous improvement journey
- Uplifting processes across finance functions

Kian Woo Tan, Senior Vice President and Chief Financial Officer, National University of Singapore

Kamlesh Birla, Chief Financial Officer APAC, OFI

Will Wyld, Director of Finance Digital Transformation, Unilever

Ng Kin Yi, Director of Finance & Administration, Singapore Ministry for Defence

Moderated by: **Ankit Surana**, Group Financial Controller, Asian Paints International

12:10 CASE STUDY: HOW CFOS CRAFT LONG-TERM VALUE WITH TRUE AUTOMATION

- Key challenges for the CFOs of today
- Value creation for the long run: It is all about data, technology, compliance and people
- Real world examples of how true automation can create operational excellence

Doug Kang, VP APAC & Japan and **Farid Ladjimi**, Basware

12:40 LUNCH & NETWORKING

1:20 CASE STUDY: TAKE FINANCE FURTHER

- Using data to make more of an impact in your business
- Embed AI for better decisions & productivity
- Gaining confidence in reporting, planning & analysis
- Adding more capabilities without adding technical debt

Thomas Palmer, Managing Director APAC, OneStream Software

1:50 PANEL DISCUSSION: PRIORITISING QUALITY FINANCIAL PLANNING TO SUPPORT STAKEHOLDER DECISION MAKING

- Achieving effective cross functional collaboration
- Balancing finance projects & the need for the right level of controllership
- Keeping up with the changes across the business to enable strong processes and a meaningful use of FP&A
- Reshaping the notion of traditional finance through FP&A and focusing on smart-decision making & skillsets

Dennis Chia, Chief Financial Officer, StarHub

Tara Tang, Head of FP&A, APAC, GTM Finance Strategy, LinkedIn

Ida Tavoletti, Director FP&A, Campari Group

Moderated by: **Alison Bertholon**, Finance Director Business Control APAC, Volvo Bus

2:30 CASE STUDY: SELECTING THE RIGHT FP&A STRATEGY FOR YOUR BUSINESS

- How can you leverage FP&A tools & processes that are the right fit for your business

Willem Boshoff, Director, Tridant

3:00 AFTERNOON TEA & NETWORKING

3:20 INTERNATIONAL KEYNOTE PRESENTATION: CFO'S STRATEGIC EVOLUTION: JOURNEY AT PFIZER

- Why CFO should co-lead the digital transformation (ownership perspective)
- Collaborative approach/platform to manage global digital transformation

Juan Pascual, Global Digital Transformation Leader, R&D Finance Worldwide, Pfizer

3:50 CLOSING REMARKS & NETWORKING DRINKS

4:50 EVENT END