





CFO
IN THE WORLD 2.0

36CPERSPECTIVE

24<sup>th</sup> May 2021

10:00 AM - 4:00 PM | CPD HOURS - 6







# **Sponsors**

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## **The CFO Conferences Legacy**

The conference attracts,

1500+ Business & Finance Leaders

**400+ Reputed Organizations** 

15+ Eminent speakers

**40%+ C-Level Executives** 

6 Hours of Premium Content & Networking

## **Conference Highlights**

Global Dimension - Trends & CFO Insights

Global Dimension – Anticipation & Preparation for The Next Uncertainty

Economic Dimension – The Future of Developing Countries

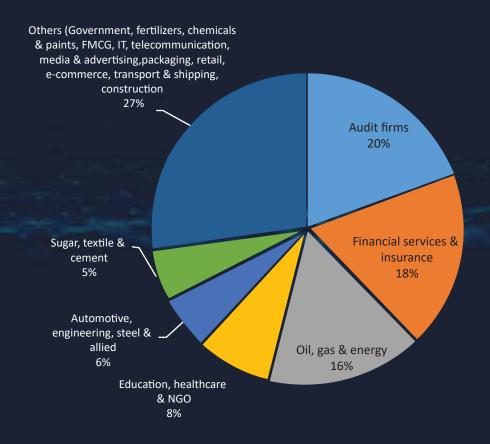
Economic Dimension – The Economic Reboot

Technological Dimension – Role of Digitalization in Creating Ten Million Jobs

Technological Dimension - Digital Transformation

Entrepreneurial Dimension – Nurturing & Sustaining The Start-Up Industry

## **Industry presence at the Conference**







#### **About ICAP**

The Institute of Chartered Accountants of Pakistan (ICAP) established under The Chartered Accountants Ordinance, 1961 is leading the profession of accountancy in Pakistan and also serving national and international economies and businesses through its members. It represents chartered accountants engaged in practice, industry, education and public sector. Our members have presence in almost all sectors both locally and internationally, working in 44 countries around the world. After going through educational, practical and examination rigor, they are able to help businesses make informed strategic decisions, manage key risks, adapt technological changes and innovate with an ultimate goal to create value for all stakeholders including shareholders, customers, suppliers, creditors and society at large. The Institute has around 9000 members, out of which nearly 70 per cent are working in industry.

ICAP has spread its wings internationally with Chapters in Australia, Bahrain, Canada, Qatar, Saudi Arabia, UAE and UK.

### **About Professional Accountants in Business (PAIB) Committee**

Professional Accountants in Business (PAIBs) constitute over 70% 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 endeavours 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 has strong connections with IFAC. Mr. Khalilullah Shaikh, Chairman PAIB Committee serves as Member of the IFAC PAIB Advisory Group. IFAC PAIB Advisory Group approved a guidance document for professional accounting bodies across the globe on how to engage PAIBs and establish successful PAIB Forums. The inclusion of ICAP PAIB Committee as an inspiring case study in that document is a strong testament of its global recognition.

## **About CFO Conference**

Ten years ago, 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, 20 CFO Conferences have been held across the country with participation of over 9,000 participants, 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. The Institute has also organized two Middle East CFO Conferences in Dubai in 2015 and 2016.



09:45 am - 10:00 am		Logging in to virtual conference		
10:00 am - 10:10 am		Recitation from the Holy Quran, National Anthem and Introduction		
10:10 am - 10:20 am		Welcoming the Leaders Mr. Iftikhar Taj, FCA President, ICAP		
10:20 am – 10:40 am	Keynote Speeches	Global Dimension	Trends & CFO Insights	
10:40 am – 11:00 am			Anticipation & Preparation for the Next Uncertainty	
11:00 am – 11:20 am		Economic Dimension - The Future of Developing Countries		
11:20 am – 11:30 am		Break		
11:30 am – 11:50 am		Winning with Wasim Akram		
11:50 am – 12:00 pm		Note from the Host Mr. Khalilullah Shaikh, FCA, Council Member & Chairman PAIBC, ICAP		
12:00 pm – 12:50 pm		Panel Discussion Economic Dimension - The Economic Reboot		
12:50 pm – 02:00 pm		Lunch and Prayer		
02:00 pm – 02:15 pm		Technological	Presentation Role of Digitalization in Creating Ten Million Jobs	
02:15 pm – 02:35 pm		Dimension	Interview Session Digital Transformation	
02:35 pm – 03:25 pm		Panel Discussion Entrepreneurial Dimension - Nurturing & Sustaining the Startup Industry		
03:25 pm – 03:55 pm		Rekhta with the Legend Mr. Zia Mohyeddin		



#### **Conference Overview**

The world has undergone the biggest transformations of history in the shortest time transforming it in every dimension possible. The colossal change demands world finance and business leaders to deliberate where the world stands today, where it is headed and what it demands from them with the aim to come out of the great reset as a winner.

Finance leaders are on the front line steering their companies in the right direction with new approaches and agile working systems. Faced with swift changes in business and economic outlook, finance leaders need to strategize for turnaround and tackle short-term business pressures while maintaining a long-term view. It falls upon the finance leader to make difficult decisions for company's survival and most importantly to be transparent about the health of the company to build trust and confidence among all business stakeholders.

ICAP, with its CFO conference 2021, aims to facilitate finance professionals stay updated and make informed decisions through discussion and dialogue on key global trends and insights, anticipating and preparing for the uncertain future, the economic reset and its far-reaching implications, human element in the corporate world, technological acceleration and more.



### **Detailed Agenda**

# Global Dimension – Trends & CFO Insights

Finance leaders should plan for - and shape - a world where both globalization and anti-globalization pressures remain enduring features of the business environment. Speaker will share insights on how CFO as an innovative and well-informed leader can identify the future and actionable implication for companies being affected by,

- Plummeting international trade, travel and investment
- Mixed economic recovery and future flow patterns
- Technological transformation and acceleration
- Changes in standards and regulations
- Pressures from above (geopolitical battlefield) and below (employees and customers)
- Focus on climate change and green economy

#### Speaker

Joerg Steinhaeuser Executive Vice President Finance, Siemens Gas & Power GmbH & Co KG

# **Global Dimension – Anticipation & Preparation for the Next Uncertainty**

An international and domestic business leader will talk about,

- Risk anticipation in global and domestic market
- Strategies by global and domestic businesses to prepare for the next uncertainty
- Implications of global corporate changes on Pakistan's business dynamics

#### Speaker

Alan Johnson President, International Federation of Accountants (IFAC)



## Economic Dimension – The Future of Developing Countries

The challenges for developing countries are unprecedented causing economic, social and sustainable development concerns. Governor State Bank of Pakistan, Dr. Reza Baqir will discuss the challenges faced by Pakistan as a developing country and how it has addressed them. What are the lessons for developing countries to ensure sustainable development in future.

#### **Speakers**

Ashfaq Yousuf Tola, FCA President, Tola Associates

Dr. Reza Baqir Governor, State Bank of Pakistan

# Economic Dimension – The Economic Reboot

The pandemic has pressed the reboot button of the economies globally with long lasting impacts including lower investment, erosion of human capital leading to lower productivity, limited income growth and structural transformation in countries across the world.

The panel discussion will include discussion around global growth forecasts, impact of Regional Comprehensive Economic Partnership (RCEP) and emerging challenges such as income inequality, rise in political instability, transition to a low-carbon economy and more. Moreover, business leaders and economists from public and private sector will make an attempt to answer difficult questions regarding the economic reboot and the role of government

#### **Moderator:**

Ali Khizar Economist, Head of Research, Business Recorder

#### **Panelists**

Dr. Amjad Waheed CEO, NBP Fund Management Ltd

Mazhar Hasnani, FCA CFO, Engro Corp

Salim Ghauri Founder & CEO, Netsol Technologies



# Technological Dimension – Role of Digitalization in Creating Ten Million Jobs

The colossal developments in technology has impacted employment creating alternative job opportunities. Speaker will propose a seven-point agenda on how Pakistan can adopt and adapt to digitalization consequently opening new avenues for the nation and economy.

#### Speaker

Dr. Imran Batada Founding Director, Center for Information & Communication Technology, IBA

# Technological Dimension – Digital Transformation

In this new decade, technological advancements have the capability to redefine economic activities and government services. This transformative wave of enhanced technology, particularly FinTech, coupled with the right government policies can steer and promote documentation of economy. However, it will put the existing systems to test and present a challenge to the government to adapt to a faster, more digitally focused environment. This brings a much needed discussion on the ways that FinTech will digitalize payments consequentially boosting documentation.

#### **Speakers**

Dr. Imran Batada Founding Director, Center for Information & Communication Technology, IBA

Tania Aidrus Former Special Assistant to PM Digital Pakistan, GoP



# Entrepreneurial Dimension – Nurturing and Sustaining the Start-up Industry

Pakistan's tech ecosystem has been slowly gaining momentum in the last few years with local technology companies emerging. This reflects the need for creating an enabling environment for entrepreneurs. While the government has taken lead in supporting the tech ecosystem by developing policies, the private sector is also playing its part. However, this clearly is not enough.

This calls for a discussion regarding start-up growth, funding, policies, infrastructure and the significant changes required from the government, regulators and the private sector to nurture and sustain the start-up industry in Pakistan.

#### Moderator

Samiullah Siddiqui, FCA Finance Director, Oxford University Press

#### **Speakers**

Jehan Ara Startup Ecosystem Expert, Member of the PM's Taskforce on IT & Telecom

Muhammad Faisal, FCA COO, KIA Motors

Dr. Shahid Qureshi Associate Professor & Program Director-CED, IBA

Sumair Sayani, FCA Founder, Pathos Al

### **Key Takeaway**

By the end of the Conference, finance leaders attending the Conference should be able to consciously consider making informed decisions based on holistic viewpoints that integrate economy, business, finance, HR & IT infrastructure.

### **Master of Ceremonies**



Usama Rashid, FCA CEO, V2F Solutions Pvt. Ltd



# **Meet the CFO Conference 2021 Speakers**



Alan Johnson President, International Federation of Accountants



Ali Khizar Economist, Head of Research, Business Recorder



Ashfaq Yousuf Tola, FCA President, Tola Associates



Dr. Amjad Waheed CEO, NBP Fund Management Ltd



Iftikhar Taj, FCA President, ICAP



Dr. Imran Batada Founding Director, Center for Information & Communication Technology, IBA



Irfan Wahab CEO, Telenor Pakistan



Jehan Ara Startup Ecosystem Expert & Member, PM's Taskforce on IT & Telecom



Joerg Steinhaeuser Executive Vice President Finance, Siemens Gas & Power GmbH & Co KG



Khalilullah Shaikh, FCA Council Member & Chairman,



Mazhar Hasnani CFO, Engro Corp



Muhammad Faisal, FCA COO, KIA Motors Pakistan



**Dr. Reza Baqir** Governor, State Bank of Pakistan



Salim Ghauri Founder & CEO, Netsol Technologies



Samiullah Siddiqui, FCA Finance Director, Oxford University Press



Dr. Shahid Qureshi Associate Professor & Program Director-CED, IBA



Sumair Sayani, FCA Founder, Pathos Al



Tania Aidrus
Former,
Chief Digital Officer,
Government of
Pakistan



Wasim Akram
Former Captain,
Pakistan Cricket Team &
Vice President,
Karachi Kings PSL Team



Zia Mohyeddin





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### **Conference Investment**

CFO Digital Conference is free subject to registration

### Online registrations accepted only

Visit www.icapcfoconference.com/registration.php to register.

For queries, email at cfoconference@icap.org.pk or contact the following personnel,

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