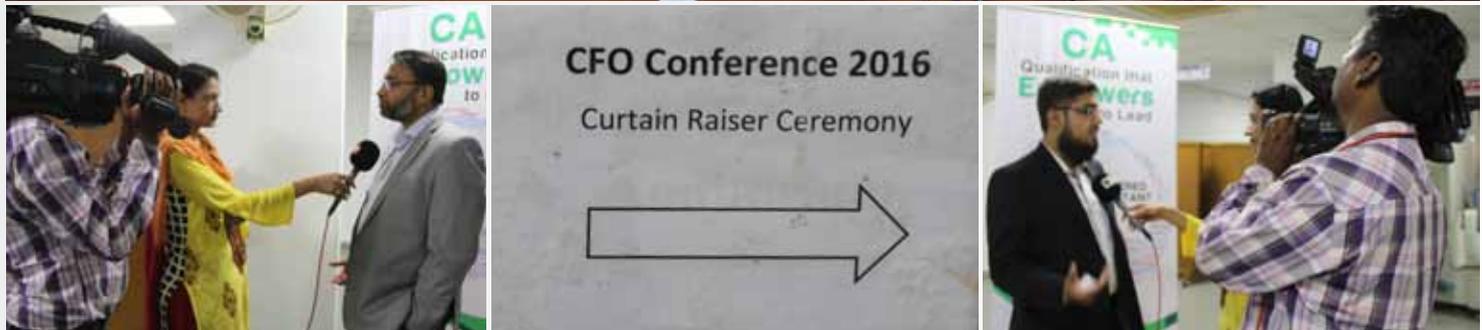


ICAP CFO CONFERENCE 2016

Curtain Raiser Press Conference



The Institute of Chartered Accountants of Pakistan (ICAP) is organising its annual **CFO Conference 2016** on May 31, 2016 in Karachi and June 2, 2016 in Lahore.

CFO Conference is the biggest finance event of the country in which business leaders and finance professionals from different sectors of Pakistan come together to discuss and seek solutions of the emerging issues they face. This year the Conference aims to help the participants prepare better for the challenges and opportunities of Volatile, Uncertain,

Complex and Ambiguous (VUCA) world through the theme, **Defining New Frontiers: It's a VUCA World: Adapt - Innovate - Excel**

To mark the occasion, the Institute held a Curtain Raiser Ceremony with the Press, which was attended by major news papers and TV channels.

"In today's business environment, shrouded with unprecedented pace of transformation and unpredictability, Change is the New Normal. In such a VUCA environment, where rules change

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mid-game, organisations as units and managers as individuals are striving to stay afloat and aligned," said chairman Professional Accountants in Business (PAIB) Committee ICAP, Khalilullah Shaikh. While such an environment poses multifarious challenges, he added, it also opens doors of innovation, unexplored arenas and newer opportunities. "This is exactly what CFO Conference 2016 is all about – **Defining New Frontiers: It's a VUCA World - Adapt - Innovate - Excel**," added Khalilullah Shaikh.

Shaikh said that the VUCA world is not going to disappear. "Doing business in this environment necessitates new ways of thinking and working across the

organisation, with ability to adapt and innovate rapidly," he added.

Yacoob Suttar, ex-president ICAP said that seven years ago, PAIB Committee of ICAP took this initiative of organising CFO conferences to reach out to its members in industry and provide them with a platform to discuss, debate and seek pragmatic solutions of emerging business and finance issues. Till now, 12 CFO conferences have been held across the country with participation of over 6,000 business leaders and finance professionals.

Feroz Rizvi, ICAP COO/Secretary stated: "Technological advancements will not

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render jobs redundant. People will still be needing to run businesses. However, the way things are done will change. Only those who adapt to newer challenges will succeed."

The Conference will have visionary keynote speakers talking about Mega Global Trends, while a panel discussion on **Disrupt or Get Disrupted** based on new technology based start-ups challenging conventional businesses will also be part of the Conference. A grand debate on **Finance or IT - Who's the Boss** to highlight the overlapping of IT and finance functions will also be part of the Conference.

Managing partner, Geopolicity, USA, Dr. Jeffrey A. Stacey will speak on **Geopolitical, Economic and Trade Futures** (rundown of the mega trends impacting businesses). Dr. Jeffrey has served as speechwriter and legislative aide to former British prime minister and as chief of staff, European Parliament.

In the case study session, Khalid Aziz Mirza, professor of Practice at Lahore University of Management Sciences (LUMS) will walk through an engaging case document unraveling the pitfalls and successful strategies and highlighting the key takeaways for all. A session by global OD facilitator, business coach & CEO, Funverks Global, Farhad Karamally on **Challenging Imagination in a VUCA World** will follow. CEO, Kot Addu Power Company (KAPCO) Aftab Mehmood Butt will talk about how to build next generation finance function.

On the technology front, the Conference will have for its participants, enhanced Digital media engagement, Man-less registration, 3D Printing, Drone camera and much more.

Over 1,200 business and finance leaders are expected to attend the Conference in Karachi and Lahore, which has now become a flagship event of the Institute of Chartered Accountants of Pakistan.

