

***"WEATHERING THE FINANCIAL CRISIS:  
THE ASIAN CFO PERSPECTIVE"***

**EVENT OVERVIEW**

<b>Date</b>	<b>November 27, 2009</b>
<b>Venue</b>	<b>Hilton Hanoi Opera, 1 Le Thanh Tong St., Hoan Kiem Dist., Hanoi, Vietnam</b>
<b>Language</b>	<b>English</b>
<b>Fee</b>	<b>Free of charge for Members and Partners of VCFO and JACFO</b>

**WHO SHOULD ATTEND?**

**Executives of companies who hold the financial responsibilities of companies with these titles:**



**.... AND OTHER FINANCIAL EXECUTIVES**

## ORGANIZERS' BACKGROUND

Corporate governance quality improvement is an imperative task for most of Vietnam enterprises in order to enhance their competitiveness, especially in the increasingly economic integration of the country.

As a response, **Vietnam Association of Corporate Directors (VACD)**, backed by **AsiaInvest Group**, has established **Vietnam Chief Financial Officers Club (Vietnam CFO Club)** in an effort to promote financial and corporate governance. The Club gathers a pool of high profile experts who used to or are functioning in the position of Chief Financial Officers or Executives of finance, accounting, auditing, internal control as well as R&D and finance consulting.

The Club is to promote the sharing of local and international experiences, skills, knowledge and information in the area of corporate finance governance. This aims at "Advancing the capability of Vietnam's CFOs to international level", progressively building up a force of highly professional CFOs and financial executives in order to make business administration and management of Vietnam enterprises more efficient and in line with international rules and practices.

Vietnam CFO Club is looking for kind support from CFO community, enterprises, as well as enterprises to achieve its objectives and mission.



**CFOVIETNAM**  
Connecting Knowledge - Creating Shareholder Value

### **The International Association of Financial Executives Institutes - IAFEI**

- is a private non-profit and non-political association. The Association is organized under the provisions of Articles 60-79 of the Swiss Civil Code and, accordingly, has its own legal personality.

Founded in 1969, IAFEI now has 16 Member Institutes, with a total membership of over 12,000 financial executives.

IAFEI, as a powerful force in the financial community, is recognized and respected in accounting, financial and governmental circles around the world.

Its aims are:

- to build and improve mutual understanding internationally among financial executives through the exchange of financial information, experience and ideas;
- to provide a basis for international cooperation among financial executives towards making financial systems and regulations more uniform, compatible and harmonious world wide;
- to promote ethical considerations in the practice of financial management throughout the world.

The Association is domiciled in Switzerland, the Secretariat in the Philippines.



As seen by the activities of **IAFEI** and **IGTA**, financial education is growing in earnest around the world. In Japan, on the other hand, financial education has lagged far behind. In Japanese business community where even the distinction between accounting and finance is vaguely defined, it is crucial to provide education in corporate strategy for determining how to implement financial strategies to enhance corporate value and what management strategies should be taken to that end. **The Japan Association for Chief Financial Officers (JACFO)** was launched in October 2000 with the aim of supporting the training and nurturing of the Japanese-style chief financial officer (CFO).



**日本CFO協会**  
Japan Association for CFOs

## SUMMIT HIGHLIGHTS

- **Evolving role of the Asian CFO amidst the global crisis**
- **Corporate Restructuring at Panasonic and the Role of the CFO**
- **Challenges facing today's CFO/Rethinking the role of finance across the enterprise in today's fast changing economy**

## PANEL OF DISTINGUISHED SPEAKERS



**Mr. Nguyen Ngoc Bach**

Director of Vietnam CFO Club  
Deputy General Secretary of Vietnam Association of Corporate Directors (VACD)  
Chairman cum General Director of AsialInvest Group



**Mr. Duong Hai**

Vice Director of Vietnam CFO Club  
Partner of Vietnam Partners LLC, Ho Chi Minh City  
Chief Representative Officer



**Mr. Hiroshi Yaguchi**

Founder & Executive Director of Japan Association for CFOs



**Mrs. Conchita L. Manabat**

President, Development Center for Finance, Philippines Member, Advisory Council of IAFEI



**Mr. Nguyen Trong Hieu**

Deputy Director General Agency for Enterprise Development  
Ministry of Planning and Investment - Vietnam



**Mr. Han Manh Tien**

President of Vietnam Association of Corporate Directors (VACD)  
General Editor of "Management Magazine"  
Director of Manager Magazine Corp.  
Director of Concetti Consult Co.  
Director of an Institute Training & Research of Management (VIM)  
Director of Information & Technology Management Informa Co.



**Mr. Tetsuya Kawakami**

Senior Corporate Advisor of Panasonic Co., Ltd.  
Principal of Panasonic Institute of Finance  
Director of Japan Association for CFOs

## SUMMIT AGENDA

<b>13:00</b>	<b>Registration &amp; welcome coffee</b>
<b>13:30</b>	<p>Opening address &amp; ceremony for publishing the new member of IAFEI</p> <p><b>Mr. Nguyen Ngoc Bach</b> Director of Vietnam CFO Club Deputy General Secretary of Vietnam Association of Corporate Directors (VACD) Chairman cum General Director of AsiaInvest Group</p> <p><b>Mr. Hiroshi Yaguchi</b> Founder &amp; Executive Director of Japan Association for CFOs</p> <p><b>Mr. Han Manh Tien</b>, President of Vietnam Association of Corporate Directors (VACD), General Editor of "Management Magazine", Director of Manager Magazine Corp., Director of Concetti Consult Co., Director of an Institute Training &amp; Research of Management (VIM), Director of Information &amp; Technology Management Informa Co.</p>
<b>14:00</b>	<p>Welcome address</p> <p><b>Mr. Nguyen Trong Hieu</b> Deputy Director General Agency for Enterprise Development Ministry of Planning and Investment - Vietnam</p>
<b>14:10</b>	<p>Keynote speech</p> <p><b>"Evolving role of the Asian CFO amidst the global crisis"</b></p> <p><b>Mrs. Conchita L. Manabat</b> President, Development Center for Finance, Philippines Member, Advisory Council of IAFEI</p> <p><b>Overview</b> Mrs. Conchita L. Manabat will speak on the global landscape, the Asian scenario, the CFO's multi-faceted role and the consequential challenges confronting the CFO.</p>
<b>14:50</b>	Coffee break
<b>15:10</b>	<p>CFO speech</p> <p><b>"Corporate Restructuring at Panasonic and the Role of the CFO"</b></p> <p><b>Mr. Tetsuya Kawakami</b> Senior Corporate Advisor of Panasonic Co., Ltd. Principal of Panasonic Institute of Finance Director of Japan Association for CFOs</p> <p><b>Overview</b> What role should CFOs perform in the business environment that has become ever more challenging since the global financial crisis? To explore an answer to the question, Mr. Tetsuya Kawakami will share his experience as the CFO of Panasonic Corporation, where he led the corporate restructuring initiative in 2001, the year in which Panasonic, once recognized as one of the few truly outstanding companies, faced the most serious financial difficulties in its history. He will also introduce to the audience Panasonic's management philosophy that supported the restructuring initiative and the underlying spirit of the Founder, Konosuke Matsushita as well as its unique systems for financial management and human resource development.</p>

## SUMMIT AGENDA

<b>16:20</b>	<p>CFO speech  <b>“Challenges facing today’s CFO/Rethinking the role of finance across the enterprise in today’s fast changing economy”</b>  <b>Mr. Duong Hai</b>  Vice Director of Vietnam CFO Club  Partner of Vietnam Partners LLC, Ho Chi Minh City Chief Representative Officer</p> <p><b>Overview</b>  The presentation highlights changing roles of finance management and current approaches taken to improve the financial performance of an organization. The presentation makes an analysis of how the role of CFO is changing with emphasis on People around CFO in day to day works. Some suggestions to enable finance to become strategic business partner in on organization. While CFO’s job requires extensive dealing with people, maintaining healthy relationship with investors is key to the success of a CFO as well as an organization. Lastly, the Ethics is discussed as the most important aspect of a CFO.</p>
<b>16:50</b>	Coffee break
<b>17:10</b>	Panel session TBD
<b>18:10</b>	End of session
<b>18:15-19:30</b>	Cocktail party

## SPEAKER’S BIODATA



**Mr. Nguyen Ngoc Bach**  
Director of Vietnam CFO Club  
Deputy General Secretary of Vietnam Association of Corporate Directors (VACD)  
Chairman cum General Director of AsialInvest Group

*Mr. Bach is a founding shareholder of AsialInvest Group.*

*He is a gifted expert in corporate governance and finance. He has worked for over 15 years in financial area including 11 years as Chief Financial Officer for multinational corporations and telecommunication firms in Vietnam (TNT, Hutchison Telecom, HT Mobile).*

*Mr. Bach holds a bachelor’s degree from Hanoi University of Finance Accounting, and an MBA from Pacific Western University (USA).*



**Mr. Hiroshi Yaguchi**  
Founder & Executive Director of Japan Association for CFOs

*Mr. Yaguchi established the CFO Headquarters Co., Ltd. in 2000 and served as its president. He then co-founded the Japan Association of Chief Financial Officers (JACFO) where he served as a Member of the Board until he was appointed as Executive Director in 2003.*

*Mr. Yaguchi earned his degree at the University of Tokyo, Department of Economics. He joined Sumitomo Bank (currently SMBC) in 1989 and became the Deputy Chief of Personnel Department in 1996. He served as the Deputy Manager of Corporate Department and was selected as the Deputy Chief of Corporate Department in 1999.*

## SPEAKER'S BIODATA



### **Mr. Duong Hai**

Vice Director of Vietnam CFO Club  
Partner of Vietnam Partners LLC, Ho Chi Minh City Chief Representative Officer

*Mr. Hai has 17 year experience in financial management in banking, manufacturing and trading. Mr. Hai served as CFO at Citibank Vietnam, where he provided local accounting and tax advice to develop and launch new banking products to meet the needs of Vietnamese corporations, multi-national and regional companies. He was also responsible for measuring profitability of the bank's products and customer segments and ensuring accuracy of the Management Information System.*

*Mr. Hai was an advisor to several Vietnamese state-owned commercial banks and joint stock banks in bank business strategy; centralized fund management systems and transfer pricing rate mechanisms; management information system and related operations and technology; debt restructuring; risk management; core banking system and bank operational areas. Beside Citibank Vietnam, Mr. Hai also served as CFO of AVON Vietnam and a group of local companies.*

*Mr. Hai received his MBA from Maastricht School of Management (the Netherlands). He holds a BA in accounting and finance from Hanoi University of Finance and Accountancy and a BA in laws from University of Social Science and Humanity in Hanoi.*



### **Mrs. Conchita L. Manabat**

President, Development Center for Finance, Philippines Member, Advisory Council of IAFEI

*She was once a member of the Board of Directors of the Philippine Institute of Certified Public Accountants (PICPA), President of the Financial Executives Institute of the Philippines (FINEX) and Chair of the FINEX Foundation.*

*Retired last December 2006 as the founder and first woman chair of the Deloitte practice in the Philippines, Mrs. Manabat is now an independent and only woman director of Fujitsu Philippines, Inc. and a member of the Board of Directors of PT International Alliance Food Indonesia. She accepted to preside the Market Integrity Board (MIB) of the Philippine Stock Exchange in November 2007 and was its Chair until September 2009.*

*She is currently the President of the Development Center for Finance; a Trustee of the University of San Carlos of Cebu City, Philippines; a Trustee of the Institute for Women Studies; Trustee of Children's Hour; and a member of the Diocesan Committee on Finance of the Diocese of San Pablo (Laguna). A Certified Public Accountant (CPA), holder of MBA and Ph.D degrees and participant in executive programs, She studied at the University of the Philippines, the Ateneo de Manila University, the Southeast Asia Interdisciplinary Development Institute, the Harvard Business School and Pennsylvania State University.*



### **Mr. Nguyen Trong Hieu**

Deputy Director General Agency for Enterprise Development  
Ministry of Planning and Investment - Vietnam

*After 12 years experience as engineer of Research Institute - The Ministry of Industry, Mr. Hieu was in place of official of the National Intellectual Property Office - the Ministry of Science, Technology and Environment, and then Director of Technology and Investment Consultancy, Deputy Director General Agency for Enterprise Development Ministry of Planning and Investment - Vietnam.*

*Mr Hieu holds a bachelor's degree in engineering from Donesk Technology University in Ukraine, and earned his Ph.D. of geophysical sciences from the Moscow University in Russia*



### **Mr. Han Manh Tien**

President of Vietnam Association of Corporate Directors (VACD)  
General Editor of "Management Magazine"  
Director of Manager Magazine Corp.  
Director of Concetti Consult Co.  
Director of an Institute Training & Research of Management (VIM)  
Director of Information & Technology Management Informa Co.

*Mr Tien is a seasoned specialist in management & consulting field, developing institutional design and restructuring organization.*

*Mr. Tien was graduated from IASI General University, majoring in mathematics, and then became a research student at Russia Academy of Sciences. Mr. Tien has many years of experience in Sciences & Industrial Ministry*



### **Mr. Tetsuya Kawakami**

Senior Corporate Advisor of Panasonic Co., Ltd.  
Principal of Panasonic Institute of Finance  
Director of Japan Association for CFOs

*April 1965: Joined Panasonic Corporation; June 2000: Director in charge of Finance and Accounting; June 2003: Managing Director in charge of Finance and Accounting; June 2004: Senior Managing Director in charge of Finance and Accounting; April 2006: Executive Vice President in charge of Finance and Accounting; June 2007-Present: Senior Corporate Advisor of Panasonic Corporation and Principal of Panasonic Institute of Finance.*

**Ms. Quynh Tran Truc, Vietnam CFO Club**

(Hotline: +84 4 3927 5858; Email: [quynh.tran@cfo.vn](mailto:quynh.tran@cfo.vn))

## REGISTRATION FORM

(closing application day: 23/11/2009)

Vietnam CFO Club

Address: 5 Floor, 38 Ba Trieu Street, Hoan Kiem District, Hanoi Vietnam

### The IAFEI Asia Pacific CFO Summit

The 1st FASS Forum Vietnam

Hosted by Vietnam CFO Club & Japan Association for CFOs

“Weathering the financial crisis: the Asian CFO perspective”

<b>Date</b>	November 27, 2009
<b>Venue</b>	Hilton Hanoi Opera, 1 Le Thanh Tong St., Hoan Kiem Dist., Hanoi, Vietnam
<b>Language</b>	English
<b>Who Attend</b>	CFOs, Controllers, Treasurers, or other financial executives
<b>Fee</b>	<b>Free of charge for Members and Partners of VCFO and JACFO</b>

Please fill out all information

Application day     /     /2009

**Name:**

Vietnam CFO Club will send confirmation email to you. Please make sure to let us know your email address.

**E -mail:** \_\_\_\_\_ @ \_\_\_\_\_

**Company name:**

**Division:**

**Address of company:**

TEL :                    -                    -

FAX :                    -                    -

• **Your company's type:**

Listed company:                    Yes                    No

• **Your Title :**

- |              |                          |                       |                                  |
|--------------|--------------------------|-----------------------|----------------------------------|
| 1. President | 2. CFO                   | 3. Other Board member | 4. Director                      |
| 5. Manager   | 6. Section leader, staff | 7. Teacher, student   | 8. Others (                    ) |