

## THE FASS FORUM VIETNAM

Hosted by Vietnam CFO Club & Japan Association for CFOs

# THE ASIAN CFO AMIDST THE FINANCIAL TURBULENCE

VP OF FINANCE    FINANCE DIRECTOR  
CFO    HEAD OF FINANCE  
FINANCIAL CONTROLLER    CONTROLLER    TREASURER  
CHIEF ACCOUNTANT    FINANCE MANAGER

**WHO SHOULD ATTEND?**



....AND TOP MANAGEMENT

## EVENT OVERVIEW

Date:	<b>Wednesday, November 24, 2010</b>
Venue:	<b>Melia Hanoi Hotel</b> 44B Ly Thuong Kiet St., Hoan Kiem Dist., Hanoi, Vietnam
Working Language:	<b>English, Vietnamese, Japanese</b>
Attendance Fee:	VCFO and JACFO official Members: free Non-members: 500.000VND; Group discount: 20% for 2 or more

# AGENDA

13:00 – 13:30

## Registration

13:30 – 13:45

## Welcome and Opening Remarks

### Mr. Nguyen Ngoc Bach

Founder & Director of Vietnam CFO Club

Chairman & CEO of AsiaInvest Group

### Mr. Hiroshi Yaguchi

Vice Chairman of IAFEI

Founder and Executive Director of Japan Association for CFOs

### Dr. Nguyen Trong Hieu

Deputy Director General - Agency for Enterprise Development

Ministry of Planning and Investment - Vietnam



13:45 – 14:30

## VIETNAM 2011 ECONOMIC OUTLOOK

### Dr. Le Dang Doanh

Senior Fellow of the Economic College, Hanoi National University

### Overview

The economy of Vietnam has witnessed a significant recovery during the past two year 2009 and 2010, poverty education activities also effectively implemented. Domestic investment including private investment remains at high level. However, Vietnam faces with various problems in macro balance, namely inflation, budget deficit, increasing public and foreign debt, international trade deficit and current account deficit which strongly influenced to the exchange rate. The amount of foreign currency and gold are have not been mobilized into banks which brought about difficulties in foreign exchange liquidity. Recently, the Government of Vietnam has just set out an ambitious target in which focuses on inflation stabilization while at the same time trying to reach a higher economic growth rate. This target leads to changes in lending policies. Banking interest rate in Vietnam remains high. Economic growth strongly depends on capital investment while the contribution of TFP is still low. Vietnam should strengthen reformation process and economic reform to achieve continued economic growth in the future.

14:30 – 15:15

## CORPORATE GOVERNANCE IN THE PRIVATE SECTOR & THE ROLE OF THE CFO

### Mr. Tadashi Ishida

Senior research fellow of Japan CFO Association, Japanese CPA

### Overview

Based on his 25 years of experience as an independent auditor and another 13 years of experience as the CFO of Japanese public companies, Mr. Ishida is going to:

- ❖ Give an overview of corporate governance system embodied in the Company Law, which regulates the activities of all the companies in Japan,
- ❖ Address the reality and challenges of corporate governance faced by public companies listed in the Tokyo Stock Exchange, and
- ❖ Discuss the role of the CFO of a public company from the corporate governance perspective

15:15 – 15:35

## Coffee break

# AGENDA

15:35– 16:15

## ENHANCED FUNCTION OF CFO AND RISK MANAGEMENT

**Mr. Duong Hai**

Standing Vice Director of Vietnam CFO Club

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

General Director of VietLand Partners

### Overview

Mr. Hai is going to:

- ❖ Analyze the changing roles of CFO in new environment
- ❖ Discuss CFO role in risk management
- ❖ Assemble negative signals of a weak risk management system in finance and recommendations to improve



16:15 – 16:40

## IAFEI GLOBAL ACCREDITATION PROJECT

**Mr. Tran Xuan Nam**

Vice Director of Vietnam CFO Club

Vice CEO of The 21 Century Group

### Overview

Project to build an international standard system call as the Finance and Accounting Skill and Knowledge Standards (FASS), this standard will be as a basis for measuring the practical ability of financial & accounting human resources

The qualification programs based on FASS will be launched with the aim to be globally recognized as an opportunity for finance and accounting professionals to demonstrate their practical (or skill) and technical (or knowledge) proficiency as well as a tool for employers to measure such proficiency of their existing and potential employees

16:40 – 17:00

## UTILIZING FASS AS ASIA COMMON PLATFORM FOR FUTURE IMPROVEMENT

**Mr. Hiroshi Yaguchi**

Vice Chairman of IAFEI

Founder & Executive Director of Japan Association for CFOs

### Overview

Mr.Yaguchi is going to talk about Asia FASS project implementation plan with the aim of capturing benchmarks and best practices for finance and accounting skills.

# SPEAKER'S BIODATA



## **Dr. Nguyen Trong Hieu**

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

Mr Hieu was born in 1954. He 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.

After 12 years experience as engineer of Research Institute - The Ministry of Industry, Dr. 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, Director of SME Promotion Division Agency for Small and Medium Enterprise Development - The Ministry of Science, Technology and Environment.



## **Dr. Le Dang Doanh**

*Senior Fellow of the Economic College, Hanoi National University (HNU)  
Member of the Scholar Board of Central Institute of Economic Management (CIEM)*

Dr Le was a board member of the (private, independent) Institute of Development Studies, Hanoi, from November 2007 until the IDS was self-dissolved on 14 September 2009. Before that, Dr Le was a senior economist and advisor to the Minister of Planning and Investment until his retirement in July 2007.

Dr Le has also been a member of the (advisory) research commission of the Prime Minister of Vietnam from 1993 until June 2006; the president of the Central Institute of Economic Management (CIEM) between 1993 and 2001; vice-president of the CIEM from 1990 to 1993; and the senior economist to the general secretary of the Communist Party of Vietnam Nguyen Van Linh from 1989 until 1990.

In addition, Dr Le has lectured at universities and academies in Hanoi, and spent time as a visiting professor at the Nihon University in Tokyo. He has served on various boards and committees, including: the commission for state-owned enterprise reform; the research group of the Prime Minister for socio-economic and administration reform; the commission for finance and monetary policy; the Vietnam-Japan Research Council; and the commission for finance and foreign exchange in East and South East Asia of the Ministry of Finance of Japan, nominated by Minister Myazawa.

Dr Le is a widely published author, who has written newspaper articles, chapters for academic publications, and contributed to working papers and economic reviews.

Dr Le attended the Technical University of Leuna-Merseburg in Germany, where his work was awarded a high distinction. He pursued his postgraduate studies at the Academy of National Economy, Moscow, and the University of National Economy, Hanoi.



## **Mr. Nguyen Ngoc Bach**

*Founder & Director of Vietnam CFO Club  
Chairman & CEO of AsiaInvest Group*

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

Mr. Bach is a founding shareholder of Asia Invest Group.

Mr. Bach is a gifted expert in corporate governance and finance. He has worked for over 18 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. Hiroshi Yaguchi**

*Vice Chairman of IAFEI  
Founder & Executive Director of Japan Association for CFOs*

Hiroshi Yaguchi helped establish 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 its Executive Director since 2003.

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



## **Mr. Tadashi Ishida**

*Senior research fellow of Japan CFO Association, Japanese CPA*

Mr Tadashi Ishida served as senior managing director and Chief Financial Officer at Sega Sammy Holdings Inc from 2005 to 2008 and as Executive Vice President and Chief Financial Officer at McDonald's Company (Japan), Ltd from 1996 to 2005.

He has 13 years of experience in supervising comprehensive financial activities in a global leading companies as Chief Financial Officer and also as a Board Member, based on professional skills acquired during practicing auditing and business consulting as a partner of the major worldwide accounting firms.

Registered to JICPA (Japanese Institute of Certified Public Accountant) as a Certified Public Accountant (Japan) in 1980.

# SPEAKER'S BIODATA



## **Mr. Tran Xuan Nam**

Vice Director of Vietnam CFO Club  
Vice CEO of The 21 Century Group

Mr. Tran Xuan Nam, Maastricht MBA with more than 25 years experience as Senior Management, Financial Director of multinational companies such as Unilever, Coca-Cola, Scancom & some local large, successful corporations. He was a CEO of Saigon Paper, a local large corporation, one of 12 companies of ASEAN has got a ward "The most admired enterprise" at the end of year 2007, granted by ASEAN Business Consultant Committee. He is also a lecturer of International Professional Accounting Organization – ACCA, some recognized US & Australian Universities. He is an author of some recognized books such as Financial Accounting, Management Accounting, International Accounting Applied in Viet Nam, Financial management, Accounting & Taxation Handbook and Securities Investment Analysis. He also works as a consultant for some local international companies & organizations.



## **Mr. Duong Hai**

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

Mr. Hai has 18 year experience in financial management in banking, manufacturing and trading. He 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.

He 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.