

CFO STRATEGIES FORUM MENA

THE MARRIAGE OF FINANCIAL INNOVATION AND DIGITISATION FORUM OVERVIEW

The CFO Strategies Forum MENA brings together up to 150 privately invited CEOs, CFOs and industry experts to discuss financial trends, catalyse the region’s continuous growth and provide them with unparalleled networking opportunities.

Held under the theme “The marriage of financial innovation and digitisation”, the program looks at the evolving roles in the C-suite, as well as the opportunities technology and globalisation are bringing to the corporate finance function.

This year’s conversation touches on issues we have found to be priorities for organisations in the region, such as how business respond to the rapidly changing macroeconomic environment, how CFOs drive corporate culture, restructuring and consolidation.

The program is designed to facilitate discussion, promote innovative thinking and provide attendees with actionable strategies to fuel the development of their companies. Content will be delivered through different formats:

BE INSPIRED: GURU MORNINGS	LEARN BY DOING: FAST TRACKS	SHARE & CONNECT: INTERACTIVE SESSIONS
Start each day with world-renowned experts that will share the lessons they have learnt, from leadership to motivation.	Develop technical competencies or soft skills through focused masterclasses led by accredited trainers, and take part in group exercises, problem-solving activities and simulations.	Form meaningful connections with high-level industry peers through engaging activities, icebreakers and more.



October 31 – November 1,



**Taj Hotel
Dubai, United Arab Emirates**



DAY 1 Wednesday | October 31st, 2018

08:00 – 09:00 REGISTRATION AND WELCOME REFRESHMENTS

09:00 – 09:10 OPENING REMARKS BY NASEBA

naseba



Sophie Le Ray
CEO

09:10 – 09:15 WELCOME ADDRESS BY THE CHAIRPERSON

ie BUSINESS SCHOOL



Ramsés Gallego
**Professor in Cybersecurity at IE Business School
Strategist & Evangelist, Symantec**

09:15 – 10:15 INTERACTIVE LEADERSHIP GURU SESSION
HOW HIGH PERFORMERS GET MORE PRODUCTIVE



- The critical improvement opportunity for already-productive people
- Why time is not the issue
- Key steps for increasing your cognitive bandwidth
- Instant techniques for greater executive sanity, strategy, and creativity

RIGHTSELECTION
The Speakers Bureau



David Allen
**One of the world's most influential
thinkers on productivity**

10:15 – 10:35 CHANGE TALK FOLLOWED BY Q&A
DIGITAL TRANSFORMATION FROM THE LENS OF A CFO



- Fourth Industrial Revolution and expectations from CFOs
- How digital transformation can help solve current finance challenges
- Digital transformation journey in finance

 **Microsoft**



Rekha Talluri
Finance Director Middle East and Africa

10:35 – 10:55 KEYNOTE ADDRESS
WHY FINANCE SHOULD MOVE THEIR ERP TO THE CLOUD



- On-Premise vs Public Cloud - why you should move now?
- More than just an ERP - Business analytics at your fingertips
- Cutting down your on-premise ERP maintenance costs

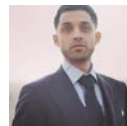


Gary Brocklehurst
ERP and EPM Strategy Leader

10:55 – 11:15 KEYNOTE ADDRESS
TOKENISED SECURITIES OFFERINGS



- Capital funding and ICOs
- Defining securities tokens and respective regulations
- The future of cryptocurrency-based crowdfunding









Chris Fernandez
Founder and CEO

11:15 – 12:00 NETWORKING COFFEE BREAK AND INTRODUCTION TO TRIBES

12:00 – 12:45 FAST TRACKS ROUND ONE

The following sessions are designed around case studies and concrete examples in specific fields – fast tracks. They feature short introduction of the topic followed by group discussions, exercises and simulations to ensure high level of engagement and interaction.

Delegates can attend one of the three tracks of their choice.

<p>FAST TRACK ONE</p> 	<p>FAST TRACK TWO</p> 	<p>FAST TRACK THREE</p> 
<p>The rise of digital CFO in digital connected world</p>  <p>Gary Brocklehurst ERP and EPM Strategy Leader</p>	<p>Getting Things Done with Natural Planning</p>  <p>David Allen One of the most influential thinkers on productivity</p>	<p>Cross border taxation</p>  <p>Maulik Doshi Senior Executive Director</p>

12:45 – 12:50 MINI BREAK FOR CHANGING FAST TRACKS

12:50 – 13:35 FAST TRACKS ROUND TWO

<p>FAST TRACK ONE</p> <p>excel⁴apps Excel solutions for Oracle and SAP</p>	<p>FAST TRACK TWO</p> <p> Microsoft</p>	<p>FAST TRACK THREE</p> <p>صدارة Sadara </p>
<p>Bring your reports to life with Excel4apps</p> <p></p> <p>Michael Bonito Senior Territory Sales Manager Middle East</p>	<p>Five things every CFO should know about cybersecurity</p> <p></p> <p>Mohammed Arif Regional Director, Modern Workplace and Security</p>	<p>Risk management driving innovation</p> <p></p> <p>Massimiliano Leopardi Chief Financial Officer</p>

13:35 – 14:45 NETWORKING BREAK FOR LUNCH & OPEN BUSINESS MEETINGS

14:45 – 15:05 KEYNOTE ADDRESS

CORPORATE VENTURING: THE BALANCE BETWEEN FINANCIAL RETURNS AND STRATEGIC GOALS



- How to explore innovation through corporate venturing?
- Innovation driven by corporate labs or acquisition of interest in early stage tech companies
- Corporate financial interest as an investor vs. SBU's interest in external growth



Nicola Bettio
Managing Director

15:05 – 15:50 DIGITAL TALK WITH Q&A

DIGITAL INNOVATION DICTATING THE FUTURE OF BUSINESS



- Challenging legacy and leveraging technology to future proof business success
- Enhancing productivity through digitisation and data driven decisions
- Impact of bots, artificial intelligence, blockchain and more on the finance domain

Moderator:



Naveen Bharadwaj
Production Director



Sandip Shah
Group Controller, MEA



Tariq Sanad
CFO

15:50 – 16:35 PANEL DISCUSSION WITH Q&A

INTERNATIONALISATION AND FINANCIAL MANAGEMENT AS SOURCES OF COMPETITIVE ADVANTAGE



- What are the most effective internationalisation strategies? What are the risks associated? How to mitigate them?
- What is the best mix between organic and inorganic growth?
- How to manage an internationalisation strategy through M&A?
- How to effectively manage the Post Merger Integration process?
- How to secure competitive advantage through superior financial management?

Moderator:



Werner Flaig
Group Chief Financial Officer



Redwan Ahmed
Director
Head of Investor Relations



Kartik Thakrar
Finance Head - GCC

16:35 – 16:40 CLOSING REMARKS AND ADJOURNMENT



Ramsés Gallego
Professor in Cybersecurity at IE Business School
Strategist & Evangelist, Symantec

END OF DAY 1

DAY 2

Thursday | November 1st, 2018

08:00 – 09:00 REGISTRATION AND WELCOME REFRESHMENTS

09:00 – 09:05 WELCOME ADDRESS BY THE CHAIRPERSON



Ramsés Gallego
Professor in Cybersecurity at IE Business School
Strategist & Evangelist, Symantec

09:05 – 09:25 KEYNOTE ADDRESS

HOW CFOs CAN LEVERAGE DIGITISATION IN THEIR ORGANISATION



- Importance of bringing operations and strategy together
- Importance of access to clean data in real time for effective visualisation
- Importance of timely decision to get access to data



Jerzy Szapiro Duque
Director of Finance
IBM Controller, Middle East, Africa & Turkey

09:25 – 09:55 INTERACTIVE TALK SHOW WITH Q&A

THE NEW BUSINESS IMPERATIVE – INNOVATION



- Why innovate?
- Innovation motivated by opportunity
- Connecting economic growth to business sustainability



Sunita Singh-Dalal
Counsel







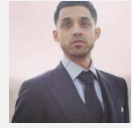

Ankur Shah
CFO

10:00 – 10:30 NETWORKING COFFEE BREAK AND SPEED NETWORKING

10:30 – 11:15 FAST TRACK

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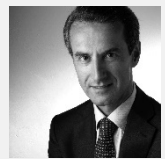


Delegates can attend one of the three tracks of their choice.

<p>FAST TRACK ONE</p>  <p>HURON</p>	<p>FAST TRACK TWO</p>  <p>blockgemini</p>	<p>FAST TRACK THREE</p>  <p>SKP</p>
<p>Risk-enabled growth</p>  <p>Alp Burak Beder Enterprise Performance Management Lead</p>	<p>Rapid deployment of blockchain use cases</p>  <p>Chris Fernandez Founder and CEO</p>	<p>Middle office, digital transformation, analytics and disruptive innovation</p>  <p>Dr. Lalit Kathpalia Director, Consulting and Customer Solutining</p>

11:15 – 11:20 TRANSITION TO MASTERCLASS SESSION

11:20 – 11:50 MASTERCLASSES ROUND ONE

The following sessions are designed around case studies and concrete examples in specific fields – tracks. They feature short introduction of the topic followed by short exercises and simulations to ensure high level of engagement and interaction. Delegates will attend one masterclass at a time but will have a chance to attend all three eventually, in an order of their choice.

<p>DATA AND ANALYTICS</p> 	<p>EFFECTIVE COST MANAGEMENT</p> 	<p>BUSINESS TRANSFORMATION</p> 
 <p>Pietro Butté Partner GEA Management Consulting</p> <ul style="list-style-type: none"> • Gain an in-depth understanding of business analytics & Big Data concepts • Understand the function of analytical tools and techniques in strategic finance • Build an organisational strategy, based on analytics • Provoke analytical thinking within managers for organisational success 	 <p>Alessandro Palmos Partner Invicta Partners</p> <ul style="list-style-type: none"> • Identify success factors and barriers to effective cost management that arise from the increasingly complex, volatile and competitive nature of present-day operations • Understand which approaches to cost management and optimisations best fit your organisation, and can positively impact efficiency, productivity and effectiveness 	 <p>Paul Lalovic Organizational Effectiveness Advisor Emirates Nuclear Energy Corporation</p> <ul style="list-style-type: none"> • Understand the impact of digital technologies on both companies and consumers • Discover critical learnings from a variety of case studies, analysing the successes and failures of companies on the way to digital transformation • Understand the impact digitalization has on your industry and the five key areas: consumer, communication, channels, company and culture

<ul style="list-style-type: none"> • Monitor organisational performance in an analytical context 	<ul style="list-style-type: none"> • Discover the CFO's path to Cost Management Excellence and reposition the Finance Unit for new challenges and demands 	<ul style="list-style-type: none"> • Learn how to identify the characteristics of the new age of consumers and what added value digital services bring to them
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11:50 – 12:10 NETWORKING COFFEE BREAK

12:10 – 12:40 MASTERCLASSES ROUND TWO

<p>DATA AND ANALYTICS</p> 	<p>EFFECTIVE COST MANAGEMENT</p> 	<p>BUSINESS TRANSFORMATION</p> 
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12:40 – 12:45 TRANSITION TO NEXT MASTERCLASS MODULE

12:45 – 13:15 MASTERCLASSES ROUND THREE

<p>DATA AND ANALYTICS</p> 	<p>EFFECTIVE COST MANAGEMENT</p> 	<p>BUSINESS TRANSFORMATION</p> 
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13:15 – 13:45 CASUAL NETWORKING AND LARGEST SELFIE OF CFOs

13:45 – 14:10 CELEBRATING CFOs - MENA CFO EXCELLENCE AWARDS HONOURING BUSINESS LEADERS, TEAMS AND ORGANISATIONS

- Emerging CFO of the Year
- Finance Professional of the Year
- Revolutionary CFO of the Year
- Woman in Finance
- MENA CFO of the Year
- Finance team of the Year – Private
- Finance team of the Year – Public

14:10 – 15:30 NETWORKING LUNCH AND END OF FORUM