

44TH IAFEI WORLD CONGRESS

GLOBAL RECOVERY AMIDST REFORMS

15-17 October 2014 • Makati Shangri-la Hotel Manila, Philippines

PRELIMINARY PROGRAM

14 OCTOBER 2014

7:00 am	44 th IAFEI World Congress Golf Tournament <i>Orchard Golf and Country Club</i>
6:30 pm	IAFEI Board of Directors Dinner <i>Shang Palace, Makati Shangri-la Hotel</i>

15 OCTOBER 2014

9:00 am	IAFEI Executive Committee Meeting <i>Makati Room A, Shangri-la Hotel</i>
12:00 nn	IAFEI Board of Directors Lunch and Meeting <i>Makati Room A, Shangri-la Hotel</i>
12:00 nn	FINEX Annual Membership Meeting <i>Rizal Ballroom A</i>
4:00 pm	Courtesy Call on Vice President Jejomar Binay <i>Coconut Palace, Pasay City</i>
6:00 pm	Welcome Cocktails (<i>by invitation</i>) <i>Metropolitan Museum of Manila, Bangko Sentral ng Pilipinas</i>

16 OCTOBER 2014

8:30 am	Opening Ceremonies <i>Rizal Ballroom A & B</i> Presentation of Colors Invocation Philippine National Anthem Welcome Remarks: Mr. Luis Ortiz-Hidalgo <i>Chairman, International Association of Financial Executives Institutes (IAFEI)</i> Mr. Edmundo S. Soriano <i>President, Financial Executives Institute of the Philippines (FINEX)</i> Congress Overview: Ms. Carmen V.F. Serina <i>Chairperson, 44th IAFEI World Congress Organizing Committee</i>
9:00 am	Keynote: Hon. Cesar V. Purisima <i>Secretary, Department of Finance</i>
9:45 am	First Technical Session (Roundtable Discussion) “Global Financial /Economic Landscape” Roundtable Discussants: Mr. Jesse Ang <i>Resident Representative, International Finance Corporation Philippines</i> Mr. Kenichi Ohta <i>Senior Research Fellow, Japan Association for CFOs Area President for Asia, IAFEI</i>

	<p>Moderator: Mr. Eduardo V. Francisco <i>President, BDO Capital and Investment Corporation</i> <i>Co-Chairman, Capital Markets Development Council</i> <i>Philippines</i></p>
11:00 am	<p>Second Technical Session “Global Asset Allocation Strategy” Speaker: Mr. Robert Parker <i>Head, Strategic Advisory Group, Credit Suisse</i></p> <p>Panelists: Mr. Roberto Juanchito T. Dispo <i>President, First Metro Investment Corporation</i> <i>Philippines</i></p> <p>Mr. Peter Hsu <i>IAFEI Chairman 1994-1995, Financial Executives Institute of Chinese Taiwan</i> <i>Chinese Taiwan</i></p> <p>Mr. Hiroaki Endo <i>Vice President, T. Rowe Price Group, Inc.</i> <i>Senior Research Fellow, Japan Association for CFOs</i> <i>Japan</i></p>
12:00 noon	LUNCH
1:00 pm	<p>Luncheon Session “Toyota’s Growing Business in the Philippines” Speaker: Mr. Mototaka Sato <i>President, Toyota Financial Services, Inc.</i></p>
2:00 pm	<p>Third Technical Session “ASEAN Economic Integration 2015 and Lessons from the European Union” Speaker: Mr. Thiam Hee Ng <i>Senior Economist, Office of Regional Economic Integration</i> <i>Asian Development Bank</i></p> <p>Roundtable Discussants: Mr. Nestor V. Tan <i>President, Banco De Oro Unibank, Inc.</i> <i>Philippines</i></p> <p>Mr. Hans B. Sicat <i>President & CEO, The Philippine Stock Exchange</i> <i>Philippines</i></p> <p>Mr. Cyril Rocke <i>President, French Chamber of Commerce Philippines/Vice President, European Chamber of Commerce Philippines</i></p> <p>Moderator: Dr. Cielito F. Habito <i>Professor, Department of Economics, Ateneo de Manila University</i> <i>Philippines</i></p>

3:30 pm	<p>Fourth Technical Session</p> <p>“Global CFO Redefined”</p> <p>FINEX-AGSB CFO Study Presentation</p> <p>By: Dr. Eliseo Aurellado <i>Team Leader, CFO Study, Ateneo de Manila Graduate School of Business</i> <i>Member, Board of Accountancy</i></p> <p>Roundtable Discussants:</p> <p>Mr. Jaime E. Ysmael <i>SVP & CFO, Ayala Land, Inc.</i> <i>Philippines</i></p> <p>Ms. Isabel Meharry <i>Chief Financial Officer, Green Shield Canada</i> <i>Canada</i></p> <p>Mr. Armand Angeli <i>President, DFCG International/IAFEI Area President for Europe, Middle East and Africa</i> <i>France</i></p> <p>Mr. David Chou <i>Managing Director & Secretary General, FEI Chinese Taiwan</i> <i>Chairman, Economic and Financial Commission of Council for Industrial and Commercial Development</i> <i>Chinese Taiwan</i></p> <p>Moderator:</p> <p>Ms. Sherisa P. Nuesa <i>2008 ING-FINEX CFO of the Year</i> <i>President, ALFM Mutual Funds Group</i> <i>Philippines</i></p>
4:30 pm	<p>Breakout Sessions:</p> <p>International Financial Reporting Standards <i>Manila Room A</i></p> <p>“Revenue Recognition”</p> <p>Speaker: Mr. Wilson P. Tan <i>Partner, Head of Assurance, SGV & Co.</i> <i>Philippines</i></p> <p>Moderator: Ms. Judith V. Lopez <i>Director, Philippine Veterans Bank</i> <i>FINEX – Philippines</i></p> <hr/> <p>International Observatory of Management Controllers <i>Manila Room B</i></p> <p>“Presentation and Discussion on the Results of International Observatory of Management Control Survey”</p> <p>Speaker: Mr. Frederic Doche <i>Chairman, IAFEI International Observatory of Management Controllers</i> <i>Vice President, DFCG International – France</i></p> <p>Moderator: Ms. Bernadette P. Astudillo <i>President, Security Bank Rental Corporation</i> <i>FINEX – Philippines</i></p>

	<p>International Tax Makati Room A</p> <p>“CFO’s Strategic Role in Managing Rising Tax Risks: What the CFO has to know, curb, rethink and forget”</p> <p>Panelists:</p> <p>Mr. Jerome Bogaert (DFCG-France) <i>HEC (Leader French Business School) / Master of Business Law and International Tax</i></p> <p>Mr. Arturo Carvajal Trillo (IMEF-Mexico) <i>Chairman, Tax Commission of the Instituto Mexicano de Ejecutivos de Finanzas</i></p> <p>Mr. Felipe Leon Gamez (IMEF-Mexico) <i>Partner Tax and Legal Services, Deloitte</i></p> <p>Atty. Benedicta Du-Baladad (FINEX-Philippines) <i>Managing Partner & CEO, DU-Baladad & Associates</i></p> <p>Moderator: Mr. Piergiorgio Valente (ANDAF-Italy) <i>Chairman, IAFEI International Tax Committee</i></p>
	<p>International Treasury Makati Room B</p> <p>“Implications of BASEL III on Corporate Bank Clients”</p> <p>Speaker: Mr. Madhur Mehta <i>Regional Head, Financial Institutions Group Capital Markets for SEA and North Asia Standard Chartered Bank</i></p> <p>Moderator: Mr. Omar T. Cruz (FINEX-Philippines) <i>Chairman, IAFEI International Treasury Committee</i></p>
6:30 pm	<p>Gala Night <i>Rizal Ballroom, Makati Shangrila Hotel</i></p> <p>Presentation of 2015 IAFEI Executive Officers Launch of the IAFEI Slogan Recognition of IAFEI Past Chairmen Dinner Performance by the University of the Philippines (UP) Concert Chorus</p>
17 OCTOBER 2014	
9:00 am	<p>Keynote:</p> <p>Hon. Diwa C. Guinigundo <i>Deputy Governor, Bangko Sentral ng Pilipinas</i></p>
9:30 am	<p>Fifth Technical Session</p> <p>“Ethics, Governance and Anti-Corruption”</p> <p>Speaker: Mr. Luis Fernando Ortiz-dela Concha <i>Anti-Corruption & AML Consulting, Training and Litigation, OCA Law Firm Mexico</i></p> <p>Panelists:</p> <p>Atty Eusebio V. Tan <i>Senior Partner, Angara Abello Concepcion Regala & Cruz (ACCRA) Law Office Philippines</i></p> <p>Mr. Duong Hai <i>Vice Chairman Vietnam CFO Forum (VCFO) – Vietnam</i></p> <p>Ms. Rukina Natalya Vladimirovna <i>Vice President, Russian Club of Financial Directors Head of Client Corporate Department, CJSC 2k Audit – Business Consulting Russia</i></p>

10:30 am	<p>Sixth Technical Session</p> <p>“Climate Change: Economic Risks and Opportunities”</p> <p>Roundtable Discussants:</p> <p>Dr. Cora Claudio <i>Chair and President, EARTH Institute of Asia Philippines</i></p> <p>Architect Felino A. Palafox, Jr. <i>Principal Architect-Urban Planner, Founder and Managing Partner, Palafox Associates Philippines</i></p> <p>Mr. Dominique Chesneau <i>Managing Partner, Tresorisk Conseil France</i></p> <p>Moderator: Mr. Gregorio S. Navarro <i>Managing Partner & CEO, Navarro Amper & Co./Deloitte Philippines Philippines</i></p>
11:30 am	<p>Seventh Technical Session</p> <p>“Managing Disaster Relief Operations”</p> <p>Speaker: Fr. Manuel V. Francisco, SJ <i>Chairman, Tanging Yaman Foundation Philippines</i></p>
12:15 nn	LUNCH
12:30 pm	<p>Luncheon Session</p> <p>“Business Process Outsourcing: Key Factors for Growth/Success of the BPO Industry in the Philippines”</p> <p>Ms. Marife Zamora <i>Chairman, Convergys Philippines Services Corporation</i></p> <p>Mr. Ed Valencia <i>CEO, Deutsche Knowledge Services</i></p> <p>Moderator: Mr. Ceasar Parlade <i>CEO, Integris Offshore Business Solutions</i></p>
1:30 pm	<p>Presentation of 2015 IAFEI World Congress</p> <p>Mr. Emilio Pagani <i>ANDAF-Italy</i></p> <p>Closing Remarks: Dr. Conchita L. Manabat <i>Chairperson, IAFEI Advisory Council</i></p>
2:30 pm	City Tour of Foreign Delegates and Departure
18-19 OCTOBER 2014	
OPTIONAL TOUR - Bohol Countryside Tour (Bellevue Panglao Resort)	