



国际财务总监协会联合会第41届世界大会
THE 41st WORLD CONGRESS OF IAFEI

新形势下的企业发展与CFO领导力

Financial Leadership and Business Development
in a New Reality

2011年9月16日-18日 中国·北京

SEPTEMBER 16-18, 2011 BEIJING CHINA

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PROGRAM TABLE

Day 0, Friday, September 16 th , 2011		
14:00-20:00	Registration [Lobby, Crowne Plaza Park View Wuzhou, Beijing]	
17:30-19:30	Welcome Cocktail [Yellow Stone Restaurant & Bar]	
Day 1, Saturday, September 17 th , 2011 [Ballroom, 2F, Crowne Plaza Park View Wuzhou Beijing]		
09:00-10:20	Opening Ceremony & Keynote Speech	
10:20-10:40	Coffee Break	
10:40-11:40	Keynote Speech: World Economy and China Economy –Development & Perspective	
11:40-12:40	Keynote Speech: Responding to Changing Situations: Corporate Strategy and the Role of CFO	
12:40-14:00	Lunch [Convention Hall, 1F, Crowne Plaza Park View Wuzhou Beijing]	
14:00-15:30	Session I [Ballroom A, 2F, Crowne Plaza Park View Wuzhou Beijing] Panel Discussion 1: CFO's Role, Value & Leadership	Session II [Ballroom B, 2F, Crowne Plaza Park View Wuzhou Beijing] Panel Discussion 3: Low-Carbon Economy, Corporate and Financial Strategy
		Panel Discussion 4: Financial Management Optimization and Value Creating
15:30-16:00	Coffee Break	
16:00-17:30	Panel Discussion 2: CFO & GRC (Corporate Governance, Risk Management and Compliance)	Panel Discussion 4: Financial Management Optimization and Value Creating
17:30-18:30	Geely Auto Show [Lobby, China National Convention Center (CNNC)]	
18:30-21:00	Gala Dinner [Function Hall A+B, China National Convention Center (CNNC)]	
Day 2, Sunday, September 18 th , 2011 [Ballroom, 2F, Crowne Plaza Park View Wuzhou Beijing]		
09:00-10:00	Keynote Speech: Forward looking – Investment and Risks	
10:00-10:20	Coffee Break	
10:20-12:00	Panel Discussion 5: Financial Strategy and Risk Management during Cross-border M & A	
12:00-12:30	Closing Remarks	
12:30-13:30	Lunch [Convention Hall, 1F, Crowne Plaza Park View Wuzhou Beijing]	
14:00-19:00	Post Congress Activity	



DAY ZERO, FRIDAY, SEPTEMBER 16 th , 2011	
14:00-20:00	Pre-Congress Registration
17:30-19:30	Welcome Cocktail Chairperson: Dong Feng, Executive Deputy President, CACFO Speakers: Liu Changkun, President, CACFO Hiroshi Yaguchi, Chairman, IAFEI
DAY ONE, SATURDAY, SEPTEMBER 17 th , 2011	
09:00-09:30	Opening Ceremony Chairperson: Dong Feng, Executive Deputy President, CACFO Speakers: Liu Changkun, President, CACFO Hiroshi Yaguchi, Chairman, IAFEI
09:30-10:20	Keynote Speech: 09:30-09:50 Speaker: Wang Jun, Vice Minister, Ministry of Finance, PRC 09:50-10:10 Speaker: Meng Jianmin, Vice Chairman, State-owned Assets Supervision and Administration Commission of the State Council (SASAC), PRC 10:10-10:20 Speaker: Zhou Zixue, Chief Economist, Ministry of Industry and Information Technology, PRC
10:20-10:40	Coffee Break
10:40-11:40	Keynote Speech: World Economy and China Economy –Development & Perspective Chairperson: Xu Sitao, Chief Representative, China, The Economist Group 10:40-11:00 Speaker: Cheng Siwei, Former Vice Chairman, The Standing Committee of the National People's Congress 11:00-11:20 Speaker: Toyoo Gyohten, Honorary Adviser, Japan Association for Chief Financial Officers 11:20-11:40 Speaker: Andrea Goldstein, Head, Global Relations, OECD Investment Division
11:40-12:40	Keynote Speech: Responding to Changing Situations: Corporate Strategy and the Role of CFO 11:40 – 12:00 Speaker: Yang Min, Secretary General, Accounting Standards Committee, Ministry of Finance, PRC 12:00 – 12:20 Speaker: Marie N. Hollein, President & CEO, Financial Executives International (FEI)



14:00-17:30 Session II	14:00 -15:30 Panel Discussion 3: Low Carbon Economy, Corporate and Financial Strategy
	<p>The wave of low-carbon economy undoubtedly pushes a company's strategic transformation moving forward. It also brings new demands to the financial managers. How can decision makers grasp this opportunity to plan a better future for the company? How does a company build up a green financial strategy to align with its low-carbon economic development, forming a green financial competitiveness? How can a green financial management system and appraisal system be built in a company?</p> <p>Moderator:Li Xinhe, Deputy Dean of Department of Accounting, Nanjing University Panelists:Jia Kang, President, Research Institute for Fiscal Science, Ministry of Finance, PRC Roger Adams, Director-Special Assignments, Association of Chartered Certified Accountants Luc Zeller, CEO,Veolia Environmental Service Asia Yang Jiayi, CFO, China Energy Conservation and Environmental Protection Group</p>
	15:30-16:00 Coffee Break
	16:00 - 17:30 Panel Discussion 4: Financial Management Optimization and Value Creating
	<p>Both in-house and outsourcing are the important means of the financial management. A highly professional team will contribute greatly to reducing the cost of financial operations. What are the trends of financial outsourcing and IT outsourcing in China? How can more value be created through the financial management?</p> <p>Panelists: Zhou Zixue, Chief Economist, Ministry of Industry and Information Technology, PRC Armand Angeli, Area President for Europe, Middle East and Africa, IAFEI Carlo Nizia, Country Manager Financial Services China, Fiat Automotive Finance Co., Ltd. Guo Chaoqun, Secretary of BOD & Director, Sales and Marketing, Beijing Ninestar Technology Joint-Stock Co., Ltd. Kou Guangwu, Executive VP & CFO, Yantai Wanhua Polyurethanes Co., Ltd.</p>
17:30-18:30	Geely Auto Show
18:30-21:00	Gala Dinner Moderator:Jiang Baoen,Secretary-General, CACFO Speakers:Dong Feng, Executive Deputy President, CACFO Yin Daqing, Senior VP, Zhejiang Geely Holding Group Co., Ltd.

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DAY TWO, SUNDAY, SEPTEMBER 18th, 2011

09:00-10:00	<p>Key Topic: Forward Looking—Investment and Risks</p> <p>Moderator: Wang Guangfa, Chairman & President, Beijing Fazheng Group</p> <p>09:00-09:20 Speaker: Robin Bew, Editorial Director, Chief Economist, Economist Intelligence Unit</p> <p>09:20-09:40 Speaker: Chen Siqing, VP, Bank of China</p> <p>09:40-10:00 Speaker: Chen Yugui, Deputy President and Secretary-General, Chinese Institute of Certified Public Accountants</p>
10:00-10:20	<p>Coffee Break</p>
10:20-12:00	<p>Panel Discussion 5: Financial Strategy and Risk Management during Cross-border M & A</p> <p>Key topics:</p> <ul style="list-style-type: none">• Cross-border M&A: challenges and opportunities in global business environment• Financial Strategy and Policies in Cross-border M & A• Risk Management in Cross-border M & A <p>Moderator: Kevin Ng, Deputy Managing Partner & Tax Managing Partner, Deloitte China Northern Region</p> <p>Speakers: Li Donghui, VP & CFO, Zhejiang Geely Holding Group Co., Ltd. Tony Ng, Partner, M&A Transaction Services, Deloitte China Northern Region</p> <p>Panelists: Tali Yaron Eldar, Member of Advisory Committee, Israel National Economic Council in the Prime Minister's Office</p>
12:00-12:30	<p>Closing Remarks</p> <p>Moderator: Jiang Baoen, Secretary-General, CACFO</p> <p>Announcement of the 41st IAFEI World Congress Initiative</p> <p>Speakers: Hiroshi Yaguchi, Chairman, IAFEI Dong Feng, Executive Vice President, CACFO Luis Ortiz-Hidalgo, Vice President, Mexico (IMEF), Organizer of 42nd IAFEI World Congress, President of Americas, IAFEI</p>
12:30-13:30	<p>Lunch</p>
14:00-19:00	<p>Post Congress Activity</p>