



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



Financial Leadership and Business Development in a New Reality

SEPTEMBER 16-18, 2011 BEIJING· CHINA

THE POST 41ST IAFEI WORLD CONGRESS NEWS BULLETIN

ISSUE 3



DAY 1 OF THE 41ST IAFEI WORLD CONGRESS

The 41st IAFEI World Congress in Beijing, China was held on 17-18 September 2011 at the Crowne Plaza Park View Wuzhou Beijing. The theme chosen for this year's congress was "Financial Leadership and Business Development in a New Reality." The program consisted of speeches from several financial and accounting experts and panel discussions which were scheduled for one and a half days.

There were a total of 400 delegates (75 foreign and 325 Chinese) who attended the congress.

In this issue, we feature some of the impressions and comments from the IAFEI officers who attended the congress.

"The 41st IAFEI World Congress in Beijing, China was a truly impressive event. It was full of enthusiasm and energy and commitment of high level government officials which means a lot especially in the Chinese context. We were encouraged by the emerging power of China, while we were impressed by its modesty and willingness to learn from overseas. This event truly inspired us to consider a future paradigm of a global economy with Asia playing a central role."

— **Hiroshi Yaguchi** - JACFO
Chairman, IAFEI

SPEAKERS, MODERATORS & PANELISTS



Top row from left to right:

1. Liu Changkun - President, CACFO
2. Hiroshi Yaguchi - Chairman, IAFEI
3. Dong Feng - Executive Deputy President, CACFO
4. Wang Jun - Vice Minister & Member of Party Leadership Group, Ministry of Finance, PRC
5. Meng Jianmin - Vice Chairman, SASAC, PRC
6. Cheng Siwei - Former Vice Chairman, The Standing Comm of the Nat'l People's Congress

Bottom row from left to right:

1. Toyoo Gyohten - President, JACFO
2. Andrea Goldstein - Head, Global Relations, OECD Investment Division
3. Yang Min - Secretary General, Accounting Standards Comm. Ministry of Finance, PRC
4. Wei Jiayu - Chairman, China Ocean Shipping Group Company (COSCO)
5. Xu Sitao - Chief Representative, China, The Economist Group
6. Zhou Zixue - General Economist, Ministry of Industry & Information Technology (MIIT), PRC

SPEAKERS, MODERATORS & PANELISTS



Top row from left to right:

1. **Shen Ying** - Director of Financial Supervision and Performance Evaluation Bureau, SASAC
2. **Li Xinhe** - Deputy Dean of Dept. of Accounting Nanjing University
3. **Bai Jingming** - Vice Director General of Institute of Fiscal Science, MOF
4. **Roger Adams** - Director- Special Assignments The Association of Chartered Certified Accountants
5. **Li Shouwu** - Vice General Manager & CFO China South Industries Group Corp.
6. **Yang Jiayi** - CFO, China Energy Conservation and Environmental Protection Group

Second row from left to right:

1. **Luc Zeller** - CEO, Veolia Environmental Services Asia
2. **Wang Chengwei** - Director, Finance and Performance Consulting, Accenture
3. **Vicky Li** - Regional Director-North Asia, CIMA
4. **John Holden** - Senior Counselor, Hill Knowlton (China)
5. **Wang Zhile** - Director General of Beijing New Century Academy on Transnational Corporations
6. **Xu Jiangan** - Executive Vice Secretary-General Private Enterprise Branch of CACFO

Third row from left to right:

1. **Tian Maoyong** - President and Editor in Chief, Chief Financial Officers
2. **Wu Andi** - Vice President China Telecommunications Corporation
3. **Wang Debao** - VP CACFO
4. **Shu Huihao** - Deputy-Director, Accounting Regulatory Department, Ministry of Finance, PRC
5. **Guo Chaoqun** - Secretary BoD & Director of Sales and Marketing Beijing Nine Star Technology Joint-Stock Co.,Ltd.
6. **Kou Guangwu** - EVP & CFO Yantai Wanhua Polyurethanes Corporation

Fourth row from left to right:

1. **Paul P.M. Bon** - Member of Academic Advisory Board, AIA China
2. **Armand Angeli** - Area President Europe, Middle East and Africa
3. **Neal Beatty** - Vice Chair of the Sustainable Business Focus Group, The British Chamber of Commerce Shanghai
4. **Zhao Aili** - Vice President of Siemens (China)

Presentation materials on various topics taken up during the 41st IAFEI World Congress in Beijing, China are available for download in the IAFEI website. Please follow the link: http://www.iafei.org/index.php/site/events_meetings/41st_iafei_world_congress_2011

"I was delighted to attend the 41st IAFEI World Congress in Beijing for numerous reasons. Among them, let me quote first the very high level of courtesy and hospitality of our friends from CACFO in particular, its President, Liu Changkun.

During the conference, I was particularly impressed by the presentation of Cheng Siwei. I consider it a very accurate and representative picture of the problems of China on the road of modernization. His speech has been circulated and commented on with strong interest among all members of the ANDAF Board soon after my return to Italy.

China and Italy have a lot in common: they represent the two most important civilizations in the history of mankind and they have kept continuously in contact since the times of the Roman Empire.

10 years elapsed since my last visit to China and to Beijing. The tremendous progress in all aspects of life and business

made during this timeframe deserve maximum respect and admiration.

I wish our friends from CACFO the best for the future together with my warm thanks for having given me the opportunity to attend such a marvelous event."

— **Romano Guelmani** - ANDAF Member, IAFEI Advisory Council

"IAFEI 2011 World Congress in Beijing was quite successful with participants and speakers all over the world. The host CACFO really devoted a lot of resources and people in organizing the World Congress. We herein send our sincere appreciations to CACFO as well as IAFEI secretariat for their achievements. Hope to see everyone in Mexico next year."

— **Financial Executives Institute - Chinese Taiwan**



Top: The audience, Day 1 of the 41st IAFEI World Congress

Middle: Mr. Cheng Siwei, a well-known economist and Former Vice Chairman of the Standing Committee of National People's Congress met with the IAFEI officers during coffee break

Left: The IAFEI officers and guests during lunch break of Day 1

"Having the IAFEI World Congress in Beijing with CACFO as host was a dream come true for me. When I was campaigning for CACFO to join IAFEI for which I visited Beijing and met CACFO leadership a number of times, I was confident that in the future, China would be the venue of an IAFEI World Congress. It took almost two years for CACFO to join IAFEI and since then, the Chinese organization has been a part of IAFEI. The recently concluded 41st IAFEI World Congress in Beijing is an overwhelming success with a good line up of speakers and interesting topics. The gala dinner was spiced up with the Chinese opera and demonstration of Chinese men's agility and prowess. The visit to the Great Wall was much appreciated. The officers and staff of CACFO assured that the Congress ran smoothly with the touch of warm hospitality.

Most of the delegates visited China for the first time and it was a memorable experience that will be a conversation piece for sometime. To CACFO and IAFEI, congratulations and more power!"

— **Conchita Manabat** - FINEX
Member, IAFEI Advisory Council



"The 41st IAFEI World Congress in Beijing offered a broad range of subjects and speakers from around the world. Among them, the subject 'role of the CFO, its key elements, and the growing activity portion and importance of dealing with corporate strategic issues' received broad coverage. As to China itself, in the state owned corporations there is an ongoing transformation of the chief accountant role into the CFO role, a transformation which is in full swing. Other key subjects addressed were: globalization, global imbalances, the discrepancy between the financial sector and the real economy, global financial greed versus the need for modesty and compassion, and, after an era of de-regulation, to put in place again reasonable re-regulation, without suffocating the free market economy. Not a vision, but a global agenda."

— **Helmut Schnabel** - GEFIU
Executive Director, IAFEI