



Your guide through
uncharted territory.

CPA Congress 2012

Kuala Lumpur, 9 October 2012

DoubleTree by Hilton Kuala Lumpur

Signature sponsor

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Your guide through uncharted territory.

The onset of the Asian Century. The instability of traditional markets. The post-GFC world. Global warming and sustainability.

Is it any wonder that the world's economic landscape seems to be changing at a rate unparalleled in our history? You can take advantage of the opportunities these changes present – and avoid any potential risks. You just need a guide through this uncharted territory.

CPA Congress 2012 is that guide. Featuring a host of experts from a variety of industry backgrounds, it will address the most pressing business issues and developments of the day, both locally and globally. CPA Congress will offer leading strategic insights for all delegates, whether you're working in the public sector, corporate business, SME, not-for-profit or public practice.

The program includes keynote, dialogues and panel discussions focusing on the very latest business and leadership issues to help you stay updated.

Like all effective guides, the speakers and program presented at CPA Congress 2012 will inspire and equip you to face the future with confidence. It's an event not to be missed.

Benefits of attending

- Discover how global economic changes and key world events will shape the profession
- Gain insight into the latest trends and developments affecting finance, accounting and business professionals
- Learn from real case studies, panel discussions and personal experiences delivered by business leaders and industry specialists and immediately apply these skills at work
- Gain eight CPD hours in a “one stop shop” format, satisfying business, management and leadership updates in the one location
- Enjoy access to key session presentations online via Congress On Demand, complimentary for Congress delegates
- Network with like-minded finance, accounting and business professionals
- Discover the latest products, services and organisations that can improve your business performance



Explore the session highlights and speakers at cpacongress.com.au/kualalumpur

Welcome



Josephine Phan FCPA (Aust.)

Divisional President – Malaysia, CPA Australia

I am delighted to welcome delegates to CPA Congress in Kuala Lumpur, where you will gain global perspectives from local and international speakers on the changing business environment.

The theme this year, “Your guide through uncharted territory”, captures how the world is changing as some markets in Europe become unstable and other Asian economies continue to grow.

This is your chance to network with like-minded practitioners and business professionals from diverse industries and specialities to map business strategies for our collective future.

I look forward to seeing you there.



Andrew Heng CPA (Aust.)

Chairman of CPA Congress Committee – Malaysia, CPA Australia

CPA Congress promises to be an exciting event in Kuala Lumpur. Delegates can look forward to a really good experience with bold topics and a stellar line-up of speakers.

I would like to take this opportunity to thank our sponsors and supporting bodies for their resounding support for CPA Congress 2012.



John Cahill FCPA (Aust.)

President and Chairman of the Board, CPA Australia

The great science fiction author, inventor and futurist, Arthur C Clarke once said, “The only way of finding the limits of the possible is by going beyond them into the impossible”.

Welcome to CPA Congress 2012, a forum which will help you to “dream big” and be guided through the uncharted and changing economic landscape. Be inspired to explore new business boundaries as expert speakers provide the tools to help you navigate through economic changes and key world events.

Astute finance, accounting and business professionals cannot afford to miss CPA Congress this year.



Alex Malley FCPA (Aust.)

Chief Executive Officer, CPA Australia

Last year, CPA Australia was fortunate enough to have Neil Armstrong participate in its 125th anniversary celebrations. His story inspired and challenged us to think beyond known possibilities in life and career.

Building on this foundation, CPA Congress 2012 presents some of the most renowned and visionary Australian and international business leaders. Their knowledge, strategic insights and innovative thinking will provide invaluable intelligence as we navigate a changing and uncharted business environment.

Whether your focus is public sector, corporate business, SME, not-for-profit, public practice, or you are interested in emerging topics that stimulate further debate and research; CPA Congress is the annual conference that always delivers.

I hope to see you there.



Keynote and session highlights

CPA Congress brings together a highly engaging program covering a wide range of topics and drawing on real-life case studies to expand your current skills. Featuring a host of experts from a variety of industry backgrounds, it will address the most pressing recent business issues and developments, both locally and globally.

Career Guidance System (CGS)

Program key



CPA Australia's Career Guidance System allows you to assess your competency in the four core knowledge areas; technical, business, leadership and personal effectiveness; known to give career advantage.

The CPA Congress 2012 program covers the three key areas of technical, business and leadership which are colour coded to enable you to personalise and blend your professional development with additional CPA Australia knowledge resources.



For a full list of sessions, visit cpacongress.com.au/kualalumpur

CEO dialogue 1

9.45 am – 10.30 am



Azran Osman-Rani
FCPA (Aust.)
Chief Executive Officer
AirAsia X



Alex Malley FCPA (Aust.)
Chief Executive Officer
CPA Australia

The era of budget airlines

The growth of low-cost carriers has changed the nature of modern aviation and continues to set new directions.

As the business war in the sky rages with new players coming onto the scene, what does this mean for AirAsia X? It recently cut unprofitable routes to Europe, India and New Zealand.

Despite a host of new competitors, it's CEO Azran Osman-Rani expects a stronger presence in the Asia-Pacific region including Australia, China, Taiwan, South Korea and Japan. What's his strategy to dominate the international market and what does this mean for legacy carrier Malaysia Airlines' struggle to return to the black?

Plenary 1

11.00 am – 12.30 pm

Malaysia in the Asian Century – pacesetter or follower?

In the past decade, Asian economies have led the world in economic growth and a zeal for modernisation. This “healthy competition” has enabled Asian nations to assess progress and take steps to improve their competitiveness and prosperity. For Malaysia, a key priority will be to remain competitive.

The panel will analyse various topics which will affect Malaysia during the Asian Century, such as:

- initiatives to propel Malaysia away from the middle-income trap
 - our value proposition as an economy
 - our fiscal and non-fiscal policies
 - the ETP (Economic Transformation Program)
- leapfrogging to an innovation-led economy – is it a distant dream?
 - why is innovation low in Malaysia?
 - our innovation capacity versus other countries
- what would it take to transform Malaysia into a talent destination?
 - walking the talk – real reforms or repackaging existing policies?
 - public-private sector collaborations in harnessing Malaysian talent
 - talent roadmap 2020 and attracting highly skilled workers

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Moderator
Professor Mahendhiran Nair
FCPA (Aust.)
Deputy President (Strategy)
Monash University Sunway campus



Chris Tan
Director
Electrical & Electronics and Innovation,
NKEA
PEMANDU



Mark J. Grill
Executive for Shared Services –
Malaysia
IBM Corporation



Mark Rozario
Chief Executive Officer
Agensi Inovasi Malaysia



Tengku Azian Shahrman
Director Education
PEMANDU

Plenary 2

2.00 pm – 3.15 pm



Moderator

Karamjit Singh

Chief Executive Officer/Founder
Digital News Asia



Dato' Ragavan P Nair

Chief Executive Officer
Doorstep Retails Sdn Bhd



Goh Su Gim

Security Advisor,
Asia Pacific Region
F-Secure Corporation
(M) Sdn Bhd



Mohandeep Singh

Chief Executive Officer
Soft Solvers Solutions
Sdn Bhd

The naked truth about doing business in the digital age

Modern economies have been transformed by digital innovations that have made business easier, and in many cases, more exciting. This panel session will delve into getting the most out of new technology – and helping your company become more profitable. Our dialogue will cover:

- why SMEs are reluctant or slow to adopt technology
- mobile social networks – balancing Gen Y's demand for mobile social networks with the inherent security risks, challenges and solutions
- educating your workforce on the security risks presented by social networks
- key competencies for managing a business in the digital ecosystem

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CEO dialogue 2

3.45 pm – 5.00 pm



Jamie Allen

Founding Secretary General
Asian Corporate
Governance Association



Mohammad Faiz Azmi

Executive Chairman
PwC Malaysia



Selvarany Rasiah

Chief Regulatory Officer
Bursa Malaysia Berhad



**Alex Malley FCPA
(Aust.)**

Chief Executive Officer
CPA Australia

Corporate governance in Malaysia – improvements to meet global standards

Corporate governance is crucial for economic development. The dialogue will discuss the ASEAN market integration as a driver of higher corporate governance standards in the imminent future and significant improvements in corporate governance in Malaysia. What specific strengths does the country possess and could some of these practices be shared? Is Malaysia pursuing the best strategy for both, growing its capital market and strengthening regulatory quality?

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Congress On Demand

Created in the spirit of CPA Congress, Congress On Demand lets you be part of the CPA Congress experience – all from the comfort of your home or office.

Bringing you a global perspective and understanding of today's financial, accounting and business issues, Congress On Demand is a complimentary feature to your Congress package, and an innovative way to be part of the knowledge sharing experience.

Congress On Demand is complimentary when you purchase a full day conference package. Alternatively, if you cannot attend any of our locations, you may purchase a Congress On Demand package separately.

Congress Mobile

Free to access, Congress Mobile provides you with the latest session information. Also new for this year, you can use Congress Mobile to share your feedback on sessions.

Congress Mobile is supported by the new generation of smartphones including iPhone, Android and Blackberry OS6.

Enhance your CPA Congress experience in 2012 with Congress Mobile

Features:

- integrated into Google Maps to assist you in finding your way to your Congress 2012 venue
- venue maps
- you are also able to provide feedback on keynote and sessions

To access Congress Mobile, please visit bit.ly/cpaguide or scan the QR code below:



Highlight sessions

Speaker

- Ron Allum
Managing Director, Ron Allum Deepsea Systems Pty Ltd;
Co-designer, Lead Engineer and Pilot of the full ocean depth submersible *DEEPSEA CHALLENGER*
- Michael Woodford MBE
Former Chief Executive Officer, Olympus, United Kingdom
- Rt Hon Lord Norman Lamont
Former Chancellor of the Exchequer, United Kingdom

Session

- Exploring uncharted territory:
The *DEEPSEA CHALLENGE* project
- Exposed: Blowing the whistle on Olympus
- Euro-zone crisis: What next for the house of cards?

General delegate information

Venue

DoubleTree by Hilton Kuala Lumpur
Ballroom A, Level 10, The Intermark
348 Jalan Tun Razak, 50400 Kuala Lumpur, Malaysia
Congress Hall: Ballroom A
Exhibition and networking coffee area: Ballroom B
Lunch: Makan Kitchen

Registration desk open hours

Tuesday 9 October 2012 8.00 am – 5.00 pm

Special dietary requirements

If you have special dietary requirements please indicate your needs on the registration form. For vegetarians, once seated at lunch, you will need to notify venue staff of your requirements.

Car parking

Car parking is available at the venue at Levels B1 – B3 and Levels 4 – 9. There is an average of 200 bays per level at a flat rate of RM10.00 nett with validation. Alternative parking is also available at Ampang Park, a short walk to the hotel.

Transport

Public transport to the venue is available – take the Rapid KL LRT train to Ampang Park station and walk over to the hotel.

Confirmation of registration

Upon registering for CPA Congress, you will be issued with a confirmation email. Please present your confirmation email at the registration counter.

If you have not received confirmation of registration by Tuesday 2 October 2012, please call us on +603 2267 3388 or email sherine.wong@cpaaustralia.com.au/zoey.tan@cpaaustralia.com.au

Group registrations

Group registrations of three or more from a single organisation are entitled to a ten per cent discount.

Cancelling and transferring sessions

Registrants can cancel for a refund or transfer to another event by advising CPA Australia in writing at least five working days prior to the event.

Refunds will not be granted if a registrant fails to attend or cancels/transfers within five working days of the event. Transfers to another event are subject to the applicable registration rate and additional payment may be required.

Registrants who wish to send a substitute in their place must also advise CPA Australia in writing and additional payment may be required. Please email changes to sherine.wong@cpaaustralia.com.au/zoey.tan@cpaaustralia.com.au by Tuesday 2 October 2012 to ensure a revised confirmation email can be issued. Please present this revised confirmation email at the registration counter.

Continual professional development (CPD) hours

The one day congress is equivalent to eight CPD hours. If you are a CPA Australia member, please include your membership number with your registration form to ensure that your CPD hours are recorded against your CPA Australia records.

Please note that CPD hours will be attributed only to the individual(s) named in the registration form.

Closing date for registrations

All registrations for CPA Congress in Kuala Lumpur close on Tuesday 2 October 2012. The early bird offer closes on Friday 14 September 2012.

Dress code

Business attire. As meeting room temperatures may vary, we suggest you wear layered clothing to make sure you are comfortable.

Presenter papers

Presentation materials, if any, will be made available in My Online Learning.

Human Resources Development Fund (HRDF)

Under Employer Circular No. 10/2011, employers registered with the HRDF who wish to attend CPA Congress are entitled to claim up to RM1000.00 for the course fee.

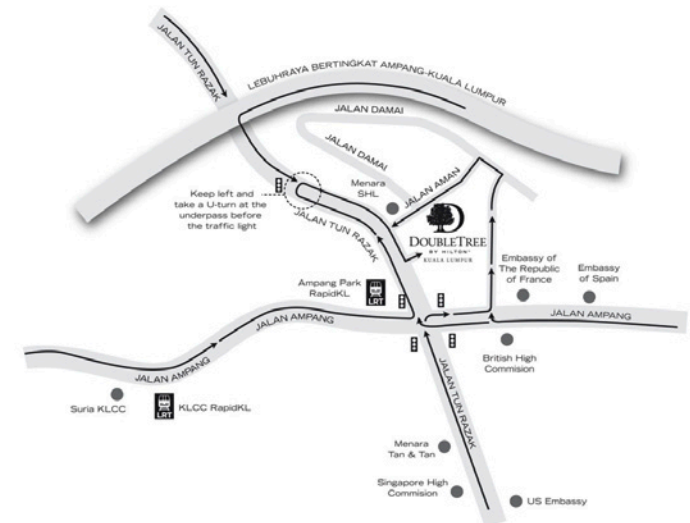
Employers who wish to seek financial assistance for fees and daily allowances from the HRDF are required to submit their applications under SBL Scheme (form PSMB/PGL/1/09), prior to the commencement of the programme. The application form must be submitted online at www.hrdf.com.my

Daily allowances for food, accommodation, transportation and airfares (if applicable) for the duration of the congress will be reimbursed according to the existing HRDF guidelines.

Disclaimer of liability

CPA Australia reserves the right to alter any part of this program at any time without notice.

Venue map





CPA Congress 2012

Kuala Lumpur registration form/invoice

No further invoice will be issued and admittance will only be permitted upon receipt of full payment.

Three easy ways to register

Email: sherine.wong@cpaaustralia.com.au /
zoey.tan@cpaaustralia.com.au

Fax: +603 2287 3030

Mail: CPA Australia
Suite 10.01, Level 10
The Gardens South Tower, Mid Valley City
Lingkaran Syed Putra
59200 Kuala Lumpur

Event Date

9 October 2012

Venue

DoubleTree by Hilton Kuala Lumpur
Ballroom A, Level 10
The Intermark
348 Jalan Tun Razak
50400 Kuala Lumpur

General enquiries

Visit cpacongress.com.au/kualalumpur or call +603 2267 3388

Source Code:

Activity Code: SM121000

Fill out sections 1 to 3 of this form and email/fax/mail it to us with your full payment by 2 October 2012

1 Provide your details

Fill out ALL of the sections below clearly using a dark pen to register successfully

What type of booking is this?

☐ **Individual**
(please provide your personal contact details)

☐ **Group**
(Three or more individuals from the same organisation. Please photocopy registration form for group bookings – individual forms must be completed for each attendee and must be submitted together in order to obtain group discounts).

Please select your membership type:

☐ CPA Australia member ID

☐ Supporting body name and member ID

☐ Non-member

Do you have any special requirements? (e.g. dietary)

☐ No ☐ Yes → provide details

Your contact details

☐ Mr ☐ Ms ☐ Mrs ☐ Other → provide details

Given name

Surname

Name to be printed on name tag

Position

Company / Organisation if applicable

Contact person

Mailing address ☐ Business ☐ Private

State

Postcode

Phone

Fax

Email to which your CPA Congress confirmation information will be sent

2 Choose a package that gives you the best deal

CPA Congress packages	Early bird Pay by 14 Sept 2012	Standard Pay after 14 Sept 2012	Group (3+) Per person from the same organisation Early bird	Group (3+) Per person from the same organisation Standard	Qty	Total Payable
Member	<input type="checkbox"/> RM 650	<input type="checkbox"/> RM 850	<input type="checkbox"/> RM 585	<input type="checkbox"/> RM 765		
Supporting body	<input type="checkbox"/> RM 750	<input type="checkbox"/> RM 950	<input type="checkbox"/> RM 675	<input type="checkbox"/> RM 855		
Non-member	<input type="checkbox"/> RM 850	<input type="checkbox"/> RM 1000	<input type="checkbox"/> RM 765	<input type="checkbox"/> RM 900		
Total Amount						

Congress On Demand:

Congress On Demand is complimentary for attendees of CPA Congress. If unable to attend CPA Congress, Congress On Demand is available to purchase separately. For more information, please visit cpacongress.com.au/congressondemand

All registrations for CPA Congress in Kuala Lumpur close on Tuesday 2 October 2012.

3 Make your payment

All cheques and bank drafts payable to 'CPA Australia (M) Sdn Bhd'.

Receipt to be under company's name ☐ Yes ☐ No

☐ Cheque ☐ Bank draft ☐ Visa ☐ Mastercard

Card number

Expiry date

/

Cardholder's name

CVV/CVC no:

(last 3 digits at the back of the card)

Total amount RM

Signature

Full payment is required for your registration to be processed

For full delegate terms and conditions go to cpaaustralia.com.au/delegateterms

By signing where indicated below, I acknowledge that I have read, understand and agree to the Delegate Terms and Conditions and the Privacy Statement at cpaaustralia.com.au/delegateterms. Individual forms must be completed for each attendee. Please sign and date.

Signature: _____

Date: ____ / ____ / ____

Program overview

Day one

Tuesday 9 October
Keynote, CEO dialogues and panel sessions

Time	CGS	Sessions
8.00 am – 8.45 am		Registration and arrival refreshments
8.45 am – 8.50 am		Welcome address Speaker: Josephine Phan FCPA (Aust.)
8.50 am – 9.00 am		Opening remarks Speaker: Alex Malley FCPA (Aust.)
9.00 am – 9.45 am		Keynote Speaker: Guest speaker
9.45 am – 10.30 am	+	CEO dialogue 1 C1: The era of budget airlines Speakers: Azran Osman-Rani FCPA (Aust.), Alex Malley FCPA (Aust.)
10.30 am – 11.00 am		Morning tea and networking break
11.00 am – 12.30 pm	+	Plenary 1 P1: Malaysia in the Asian Century – pacesetter or follower? Moderator: Professor Mahendhiran Nair FCPA (Aust.) Speakers: Mark J. Grill, Mark Rozario, Chris Tan and Tengku Azian Shahrman

Day one (continued)

Tuesday 9 October
Keynote, CEO dialogues and panel sessions

Time	CGS	Sessions
12.30 pm – 2.00 pm		Lunch
2.00 pm – 3.15 pm	+	Plenary 2 P2: The naked truth about doing business in the digital age Moderator: Karamjit Singh Speakers: Goh Su Gim, Dato' Ragavan P Nair and Mohandeep Singh
3.15 pm – 3.45 pm		Afternoon tea and networking break
3.45 pm – 5.00 pm	+	CEO dialogue 2 C2: Corporate governance in Malaysia – improvements to meet global standards Speakers: Jamie Allen, Selvarany Rasiah, Mohammad Faiz Azmi and Alex Malley FCPA (Aust.)

Career Guidance System (CGS)
Program key



Personal effectiveness skills



Business skills



Technical skills



Leadership skills

Sponsors and supporting bodies

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Supporting bodies



Acknowledgments

CPA Australia would like to acknowledge the contribution made by the members of CPA Congress Committee.



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