



# FINANCE DIGITALISATION FORUM 2022

"DIGITALLY ENABLED FINANCE FUNCTION"  
A NON-NEGOTIABLE IMPERATIVE

Equarius Hotel, Singapore

13<sup>th</sup> & 14<sup>th</sup> July 2022



This event is HRD Corp Claimable  
for Eligible Malaysian Companies

## Attend this Premier Conference and Gain Insights Into

- **Creating** value with analytics, automation and advanced robotics
- **Achieving** Efficiencies and Creating Broader Enterprise for Next 10 years
- **Conquering** corporate finance strategy with ESG performance
- **Adapting** the hat of Chief Data Steward to Co-pilot these responsibilities with data insights
- **Building** the blocks for greater trust, compliance, and transparency through blockchain
- **Reinventing** value chains and offering, supporting and driving the transformation

## Why You Cannot Miss This Event

Finance leaders are deeply involved in determining how businesses adapt to significant changes in how work gets done particularly in places where digital and finance intersect.

When senior finance leaders understand that the technology is needed to evolve the organisation, their company will move twice as fast on digital transformation. Successful finance leaders take care in examining and investing in a portfolio they know will increase value and recognize that these choices will shape future technology options. Emerging digital technologies provide the finance function with a path toward fulfilling these objectives.

**marcusevans "Finance Digitalisation Forum 2022"** will highlight and address pressing issues and challenges in the finance function. This forum will further help Finance Leaders to harness digital technologies and to develop the essential digital & financial knowledge and skills of their people to keep up with the trends to stay relevant today and plan ahead. With the focus on specifically APAC-related recent developments the finance leaders will explore the concept of new possibilities and will further understand where they are heading and why.

## Testimonials

Good insights on the subject matter and excellent networking opportunities.  
**Delta Airlines**

Topics discussed were very resourceful and informative.  
**Weir Group**

Excellent organized. Topics are very relevant and there were great interactions.  
**Nando's**

Very insightful and above expectations. Was exposed to latest trends in digitalisation efforts for finance.  
**IFFCO**

It is not the strongest of the species that survives, nor the most intelligent. It is the one most **adaptable to change**.

*Charles Darwin*

You are not just investing in technology to get the job done, but you are ensuring a successful and future-proof roadmap for your organization.

**marcusevans** 

## Featuring your Distinguished Chairperson

**Ken Ajinkya** Chief Financial Officer – APAC  
**Rolls-Royce Solutions Asia, Singapore**

## Featuring Key Distinguished Speakers and Panelists

**Kenneth Chan** Chief Financial Officer,  
ASEAN  
**Siemens, Singapore**

**Deepak Sanadhya** Regional Sales  
Director, Asia  
**Jedox, Singapore**

**Devraj Doss** Vice President (Region  
CFO) – Finance & Planning  
**Phillip Morris International,  
Hong Kong**

**Alexander Jormasa** CFO, Asia Pacific  
**Teva Pharmaceuticals, Singapore**

**Anunay Sinha** Finance Controller and  
Director Finance – East Asia and Japan  
**Schneider Electric, Singapore**

**Sim Siew Shan** CFO  
**AirAsia Aviation Group Limited**

**Sandhya Sharma** Chief Financial  
Officer, India & South Asia  
**Schindler, India**

**Shoko Suzuki** Chief Transformation  
Officer, Unilever Marketplace and  
Head of New Business & ESG  
**Unilever, Singapore**

**Soon Lock Chong** Finance Director  
**Adidas, Malaysia**

**Kaushik Kadayam** Head of Finance,  
Consumer, Private, Business Banking  
Operations  
**Standard Chartered Bank, Singapore**

**Ramamoorthy Rajagopal** Finance  
Director (CFO)  
**Tesco Bengaluru, India**

**Arjun Jolly** Head of Reporting  
and Analysis  
**Shell, Singapore**

Former CFO, Retail and Lubricants  
**Shell, Singapore**

**Jasko Hrnjic** Regional FP&A Director  
APAC  
**Microsoft, Singapore**

**Sundeep Kohli** Senior Finance  
Director Transformation  
**Reckitt, Singapore**

**Haider Manasawala** Regional  
Finance Head, South Asia & EMEA and  
Board Member  
**Chevron, Singapore**

**Geok Seong Wah** Director, E-Invoice  
Project Office  
**Infocomm Media Development  
Authority**

## Booking Line:

Sankhamita Saha

Tel: +91 22 6167 3020

Fax: +91 22 6174 7500

Email: [SankhamitaS@marcusevansin.com](mailto:SankhamitaS@marcusevansin.com)

- 0830 Registration
- 0900 Welcome Remarks by **marcusevans**
- 0905 Chairperson Opening Remarks  
**Ken Ajinkya** Chief Financial Officer – APAC  
**Rolls-Royce Solutions Asia, Singapore**
- 0915 **Keynote – CFO 4.0**  
**Reimagining Finance Function to Support Digital**
- Digital readiness to ensure business continuity in challenging business and market situations
  - Reinventing value chains and offering, supporting and driving the transformation
  - Providing financial insights for the business using real-time data and self-service visualisation tools
- Kenneth Chan** Chief Financial Officer  
**Siemens, Singapore**
- 0945 **Case Study by Jedox**  
**Business Partnering & Finance Transformation – Making it a reality**
- What Business Partnering is and what does it mean to the Finance Function?
  - What changes do you need to make for becoming a business partner?
  - What are the enabling factors for becoming a business partner?
  - How technology can support your business partnering efforts.
- Deepak Sanadhya** Regional Sales Director, Asia  
**Jedox, Singapore**
- 1030 **Integrate to Transform**  
**Harness the Power of Integrated Planning or Extended Planning and Analysis (Xp&A)**
- Elevating the critical value of collaboration and cuts through data silos, driving more access to information and faster insights
  - Unifying data from diverse data sources to ensure that plans, budgets, and forecasts are created with a holistic approach.
  - Centralising planning solutions to help connect operational planning tactics with financial planning and analysis
- Jasko Hrnjic** Regional FP&A Director APAC  
**Microsoft, Singapore**
- 1100 Morning Coffee Break
- 1115 **One-to-One Meetings**  
*Pre-arranged face to face meetings between Finance Leaders, equivalent decision makers and our key solution providers*
- \*This session below will be for delegates who do not have meetings running during this time**

**PANEL DISCUSSION**

- 1215 **The Three-Legged Stool: Process, People & Technology**  
 The shift to a digital and a more data-driven culture will drive efficiencies and bring about opportunities for the business. The elements of a successful and efficient digital transformation within financial function isn't just about the technology, it is equally about the people and the planning. If a finance transformation is technology focused and isolated from the people and process factor, it is a recipe for disaster.
- Redefining business strategies to embrace and fit the transformation
  - Understanding the key foundational elements for a strong and successful transformation outside of just the technologies
  - Overcoming challenges during disruption with better forecasting strategies
  - Updating operation models to fit the aftershock recovery
- Panellists:*  
**Haider Manasawala** Regional Finance Head, South Asia & EMEA and Board Member  
**Chevron, Singapore**
- Anunay Sinha** Finance Controller and Director Finance – East Asia and Japan  
**Schneider Electric, Singapore**
- Shoko Suzuki** Chief Transformation Officer, Unilever Marketplace and Head of New Business & ESG  
**Unilever, Singapore**
- Geok Seong Wah** Director, E-Invoice Project Office  
**Infocomm Media Development Authority**

1245 Networking Lunch

- 1345 **Operational Efficiency**  
**Improving the Day-to-Day Work through Process Streamlining and Automation**
- Identifying and prioritising tasks that will deliver the greatest value
  - Shaping the organisation through end-to-end strategy, methodology and deployment of intelligent automation tools
  - Infusing a greater level of "machine" intelligence into a transaction or process
  - Investing and increasing usage of cloud based planning and machine learning
- Haider Manasawala** Regional Finance Head, South Asia & EMEA and Board Member  
**Chevron, Singapore**
- 1415 **Addressing Evolution**  
**Embedding Flexibility into Budgeting and Forecasting In a More Sustainable Way to Activate Growth Mindset**
- Fostering innovation and alignment to changing priorities
  - Driving ad hoc tradeoff decisions to normalise crisis mode and benefitting long-term value creation
  - Reallocating capital based on changing demands and redefine the employee value proposition in a hybrid environment
- Soon Lock Chong** Finance Director  
**Adidas, Malaysia**
- 1445 Afternoon Coffee Break
- 1500 **One-to-One Meetings**  
*Pre-arranged face to face meetings between Finance Leaders, equivalent decision makers and our key solution providers*
- \*The session below will be for delegates who do not have meetings running during this time**

**OVERCOMING TO CONQUER**

- 1600 **Barriers to Digital Transformation to attain Finance Function Competence**  
 Organisations worldwide are achieving some success with digital transformation, but there's still a strong belief that this evolution requires radical, far-reaching changes to achieve success.
- Inconsistent data regimes restricting the ability and appetite to generate value
  - Lack of enterprise agility, understanding and coordination for activating innovation
  - Ambitions to meet short-term business targets misaligning with organisational needs for longer term transformation
  - High regulatory-driven change burden leaving insufficient budget, resources and management attention for digital transformation initiatives
- Moderator:*  
**Shoko Suzuki** Chief Transformation Officer, Unilever Marketplace and Head of New Business & ESG  
**Unilever, Singapore**
- Panellists:*  
**Sundeep Kohli** Senior Finance Director Transformation  
**Reckitt, Singapore**
- Soon Lock Chong** Finance Director  
**Adidas, Malaysia**
- Ken Ajinkya** Chief Financial Officer – APAC  
**Rolls-Royce Solutions Asia, Singapore**

- 1630 **Visionary Leadership**  
**What's in and What's out for Digital Finance Leaders in 2022 and Beyond**
- Modernising your KPIs for digital age
  - Bridging gap between operational and financial planning
  - CFOs as Chief Value and Collaboration officers
  - Creating value with analytics, automation and advanced robotics
- Arjun Jolly** Head of Reporting and Analysis  
**Shell, Singapore**  
 Former CFO, Retail and Lubricants  
**Shell, Singapore**
- 1700 Closing Remarks by Chair and End of Day 1

**Business Development Opportunities**

Does your company have services, solutions or technologies that the conference delegates would benefit from knowing about?

If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

**Sankhamita Saha** on +91 22 6167 3020 or email [SankhamitaS@marcusevansin.com](mailto:SankhamitaS@marcusevansin.com)

- 0830 Registration
- 0900 Chairperson Opening Remarks
- 0915 **Keynote – Case-Study by AirAsia “Pathway of Progress” Finance Function Digitalisation Journey and Establishing a Future-Ready Enterprise**
- Transforming the role of finance function from transactional processor to strategic partner
  - Achieving the state of operations maturity
  - Using data and automation to create connected finance experiences
- Sim Siew Shan** CFO  
**AirAsia Aviation Group Limited**
- 0945 **RPA at Scale Keeping RPA (Robotic Process Automation) as Core and Expanding the Capabilities of the Finance Function**
- Monitoring transactional processing, preparing conclusions and refining approach to process execution with intelligent RPA
  - Revisiting and eliminating the misconceptions related to RPA
  - Enabling the robot to successfully execute processes by emulating human interactions through user interface
  - Integrating technologies that raise the level of complexity of processes that can be automated with RPA while enhancing the comprehensive value RPA
- Sundeep Kohli** Senior Finance Director Transformation  
**Reckitt, Singapore**

**PANEL DISCUSSION**

- 1015 **Blockchain: The Building Blocks for Greater Trust, Compliance, and Transparency?**
- Blockchain technology has given rise to a new platform for business relationships that combines ease of use, low cost and high security. It creates a new basis of trust for business transactions that could contribute to a considerable simplification and acceleration of the economy.
- Focusing on how blockchain will potentially disrupt or shift your operating model
  - Using blockchain to safeguard transparency by storing information in such a way that it cannot be altered with necessary encryption and control mechanism
  - Understanding the “art of the possible” is creating a lot of excitement, but where to start?
  - Promoting greater transparency by distributed ledger can enable data at multiple locations identically and also eliminates fraud

- 1045 Morning Coffee Break
- 1100 **One-to-One Meetings**  
*Pre-arranged face to face meetings between Finance Leaders, equivalent decision makers and our key solution providers*
- \*The session below will be for delegates who do not have meetings running during this time*
- 1200 **Agile Finance Accurate Forecasting to Provide a Solid Basis for Enterprise-Wide Agility**
- Adopting a new operating model and technologies that is agile and help in creating finance function of the future
  - Developing an operational data strategy for an AI-ready, data-centric business
  - Focusing on creating value through empowered, capable and multidisciplinary teams.
- Ramamoorthy Rajagopal** Finance Director (CFO)  
**Tesco Bengaluru, India**
- 1230 Networking Lunch

**Who Should Attend**

**Chiefs, Directors, SVPs, VPs, Directors, General Managers, Heads, Managers and Senior Professionals from**

- Finance – CFO
- Financial Planning and Analysis
- Financial Controller
- Strategic Planning and Forecasting
- Financial Reporting
- Corporate Finance
- Finance Transformation
- Finance Operations
- Data and Analytics
- Costing Budgeting
- Financial Risk
- Shared Services
- Accounting

- 1330 **The Resilient Decision-Making Leveraging Digital Transformation to Support Strategic Finance Business Partnership for Better Decision Making**
- Building a relationship with the business partners and stakeholders and understand their needs.
  - Developing reporting tools that really add value to the business and align with the commercial and business leaders’ expectations
  - Create an interactive smart solution to provide strong support to the team and business decision-makers to make quick, effective and fact-based decisions
- Kaushik Kadayam** Head of Finance, Consumer, Private, Business Banking Operations  
**Standard Chartered Bank**
- 1400 **Learn to Drive Upskilling Employees and Improving the Value Proposition of the Finance Function**
- Identifying the skills potential of various team members and nurture that potential to get the best of their team
  - Using micro-learning strategy to help finance team getting up-skilled and focus on tasks at the same time
  - Being data literate to drive data-driven financial insights to help hidden growth opportunities and manage heightened risks
- Devraj Doss** Vice President (Region CFO) – Finance & Planning  
**Phillip Morris International, Hong Kong**
- 1430 Afternoon Coffee Break
- 1445 **One-to-One Meetings**  
*Pre-arranged face to face meetings between Finance Leaders, equivalent decision makers and our key solution providers*
- 1515 **Intelligent Composable Business Style Developing Relevant Finance Competencies by Accelerating the Implementation, Operation and Management**
- Delivering capabilities and outcomes that keep up with the rapid pace of business change
  - Encompassing cloud core financial management architecture to easily acquire, assemble, compose, configure and personalise
  - Creating systems and capabilities to operate in a data-driven business landscape
  - Gaining advantages of highly modular applications that can be composed and recomposed
- Sandhya Sharma** Chief Financial Officer, India & South Asia  
**Schindler, India**

**INTERACTIVE THINK-TANK SESSION**

- 1545 **Streamlining and Elevating the Value of Finance Function by Strengthening Enterprise Performance Management**
- Organizations want information and insights to help them respond quickly and more confidently to the changing competitive environment and uncertainty, and adapt and execute strategic and operational plans
- Using dynamic planning and forecasting to navigate performance link between present and future
  - Rethinking on how to measure, fund and manage digital business performance
  - Providing actionable insights to management at all levels of the business for better decision
- Panelists:*  
**Devraj Doss** Vice President (Region CFO) – Finance & Planning  
**Phillip Morris International, Hong Kong**  
**Ramamoorthy Rajagopal** Finance Director (CFO)  
**Tesco Bengaluru, India**  
**Alexander Jormasa** CFO, Asia Pacific  
**Teva Pharmaceuticals, Singapore**  
**Jasko Hrnjic** Regional FP&A Director APAC  
**Microsoft, Singapore**

- 1615 **Digital Era’s Hero, “Data” Adapting the Hat of Chief Data Steward to Co-pilot these Responsibilities with Data Insights**
- Optimising the value of future data
  - Deriving the paramount for organization for insightful commercial analyses to facilitate strategical decisions
  - Establishing an effective data governance framework
- 1645 Closing Remarks by Chair and End of Forum

# Finance Digitalisation Forum 2022

CODE: B

## REGISTRATION FORM

EVENT CODE: SGFO-FN5737

LOGIN ID:

Please complete in **BLOCK CAPITALS** and return this form digitally using the **desktop Acrobat Reader software**, or by submitting a printed version via scan or fax. Some fields are not compatible with iOS or Android devices.

DATE: **13TH & 14TH JULY 2022**  
VENUE: **EQUARIUS HOTEL, SINGAPORE**

### BOOKING LINE

PLEASE COMPLETE THIS FORM IMMEDIATELY AND EMAIL OR FAX BACK TO:

NAME : **SANKHAMITA SAHA**  
TEL. : **+91 22 6167 3020**  
FAX : **+91 22 6174 7500**  
EMAIL : **SankhamitaS@marcusevansin.com**

### REGISTRATION FEES

2 Days Forum Fee **USD 1,695**

**Online Documentation** **USD 495**

You will be provided a username and password to access the documentation online

**Premier Plus Discount\*** Bring more delegates to this event and benefit from:

10% saving for 2 Delegates    15% saving for 3-4 Delegates    20% saving for 5+ Delegates

\*(Applies to full conference event only).

A processing fee of **USD 48** will be added per delegate. Domestic taxes will be added if applicable per delegate.

### REGISTRATION DETAILS

1.) Name \_\_\_\_\_

Position / Department \_\_\_\_\_

E-Mail \_\_\_\_\_

Annual budget for purchasing products and services \_\_\_\_\_

Who do you report to (name & position)? \_\_\_\_\_

2.) Name \_\_\_\_\_

Position / Department \_\_\_\_\_

E-Mail \_\_\_\_\_

Annual budget for purchasing products and services \_\_\_\_\_

Who do you report to (name & position)? \_\_\_\_\_


3.) Name \_\_\_\_\_

Position / Department \_\_\_\_\_

E-Mail \_\_\_\_\_

Annual budget for purchasing products and services \_\_\_\_\_

Who do you report to (name & position)? \_\_\_\_\_

 **Please attach your business card(s) when sending back the registration form**

To ensure your personal assistant also receives confirmation details please add their details below

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Postcode \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_

Nature of Business. \_\_\_\_\_

Company Size:    1-9    10-24    25-49    50-99

100-249    250-499    500-999    1000+

I confirm that I do not have products or services to sell to the Delegates at this Forum

### AUTHORISATION

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

**THIS BOOKING IS INVALID WITHOUT A SIGNATURE.**

AUTHORISATION Signatory must be authorised to sign on behalf of contracting organisation

### PAYMENT METHOD

#### Credit Card

Please note that all Credit Cards will be charged in MYR. All exchange rates are calculated by your cards bankers. Payment is required within five working days on receipt of invoice (Credit Card payments attract a 2% surcharge)

Please charge my:    MasterCard    VISA    AmEx    Diners Club

Card Holder's Name \_\_\_\_\_ Security Code \_\_\_\_\_

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_ Signature \_\_\_\_\_

### CONFIRMATION DETAILS

After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

### HOTEL ACCOMMODATION

Accommodation is not included in the conference fee. Our Logistics Team will send you the venue and joining details with the hotel booking form after you have registered.

Hotel address: Equarius Hotel, Resorts World™ Sentosa, 8 Sentosa Gateway, Sentosa Island, Singapore 098269. Tel: (65) 6577 8888

#### Payment is required within five working days on receipt of invoice

Indemnity: Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Terms & Conditions: **marcus evans** Marcus Evans (Singapore) Ltd

1. Included: Fees are inclusive of all programme materials, refreshments, and a 24% service charge.

2. Additional Charges: Should a portion of the Agreement price be at the time of acceptance or at any time in the future be subject to state, federal, or local taxation, or VAT or other applicable sales tax, **marcus evans** reserves the right to add such charges to the final invoice or recover such sums from the Client at the time when they become due.

3. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time.

4. Cancellation: a) Any cancellations by the Client will immediately trigger **marcus evans** right to, recover as a debt all amounts outstanding under this Agreement (plus sales or similar taxes or duties), and to retain all monies received from the Client. The parties acknowledge that this paragraph provides for reasonable liquidated damages, and not a penalty, and bears a reasonable relation to the damages **marcus evans** will sustain, which are uncertain and difficult to estimate at this time. For purposes of this provision, the relevant date for determining the timing of any notice is the event date as stated on this Contract (or as scheduled as of the date the Contract is effective), even if the date of the event is subsequently changed at any time for any reason.

b) If in the case the Client is unable to attend the Event due to travel restrictions imposed as a result of the COVID-19 ("Coronavirus"), upon written notice to **marcus evans** at any time prior to the Event, the Client can cancel its participation by providing evidence of such restrictions. **marcus evans** will issue a credit voucher at the value of the standard conference price to the Client, valid for 12 months to be used towards a future conference.

5. Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.

6. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email unsubconf@marcusevansuk.com. For training and security purposes telephone calls may be recorded.

7. Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.

8. Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.

9. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.

APPROVALS (HEAD OF DEPARTMENT):

FOR INTERNAL OFFICE USE: