

CIMA

Chartered Institute of
Management Accountants

CIMA WORLD CONFERENCE 2009

13-14 July 2009 | Kuala Lumpur Convention Centre | Malaysia

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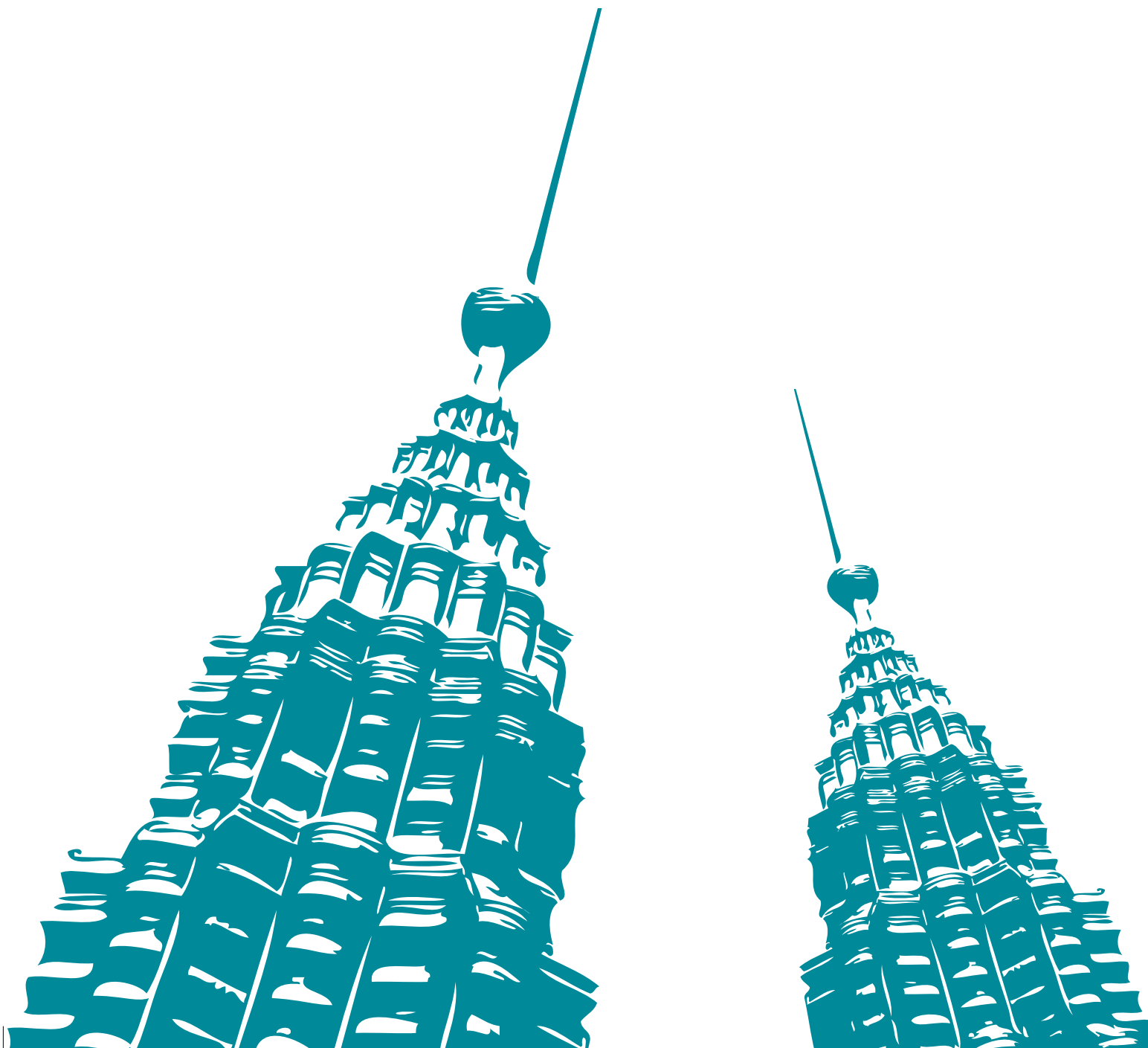
The global village –
no boundaries,
no limits



www.cimaglobal.com/worldconference

Malaysia, a country situated between Thailand and Singapore, is full of surprises, eclectic cultures and natural wonders. There are two parts to the country:

11 states in the peninsula of Malaysia and two states on the northern part of Borneo. Although Malaysia has fervently embraced modern technology, it boasts two of the world's tallest skyscrapers and a super multimedia/cyber corridor, Malaysia still has some of the world's most remote jungles (in Sabah and Sarawak), one of Southeast Asia's most vibrant old ports (Georgetown) and an atmospheric, colonial hill station (the Cameron Highlands). Even in Kuala Lumpur, the capital, which bristles with ambitious new building projects, you can still find exotic markets and plenty of local colours. As a nation, Malaysians are overall warm and friendly.



About the conference

Hear some of the world's top business leaders speak about crucial business issues at the CIMA World Conference 2009.

Bringing together outstanding business speakers from around the world, the CIMA World Conference 2009, themed 'The global village – no boundaries, no limits' will give you the opportunity to hear and network with business leaders who have successfully transcended global barriers to reach the top of their industries.

They will discuss and debate issues including managing global profitability in a downturn, managing costs and shaping the future with management accounting, transcending the global barriers and putting strategy into action.

Who will benefit?

The CIMA World Conference 2009 is ideal for all business and financial decision makers who are interested in the global economy and how to successfully maintain global competitiveness during a period of economic downturn.

Participants will be able to:

- discover the latest developments and impact of the current global economic situation
- learn how organisations continue to deliver and manage profitability amidst the downturn
- learn how management accounting shapes the future and creates value for today's organisations
- learn how companies maintain global competitiveness and put strategy into action.

Accreditation and HRDF

For Malaysian Institute of Accountants (MIA) members: 16 MIA CPE hours.

For companies contributing to the HRDF: Registration fees are claimable under the HRDF SBL scheme, subject to approval from PSMB.

Flight/pre and post conference tours

Malaysia Airlines (MAS), as the official airline partner, is pleased to offer the following special fare, for CIMA World Conference 2009 delegates.

For domestic flights:

1. 20% discount from normal MAS published fare for Economy Class (MHFlex).
2. 10% discount from normal MAS published fare for Business Class.
3. Fares quoted exclude taxes and other surcharges.

For international flights:

1. 30% discount from normal MAS published fare for Economy Class (MHFlex).
2. 30% discount from normal MAS published fare for Business Class.
3. For delegates traveling on Business Class, they will be offered the option of buying one Business Class seat at normal fare, and get the second seat at 50% discount.
4. For a side trip to any part of Malaysia, delegates will be offered 50% discount from the normal MAS published fare for Economy Class (MHFlex). However, this is subject to the delegates' arrival from an international destination to Kuala Lumpur on Malaysia Airlines.
5. Fares quoted exclude taxes and other surcharges.

Terms and conditions apply. This is not applicable for promotional flight prices. All flight bookings must be made directly with the nearest Malaysia Airlines' office and not through any travel agent.

Special tour packages are also being offered by Malaysia Airlines to delegates. These can be purchased at the nearest Malaysia Airlines' office. For more details on these tour packages, please visit:

www.cimaglobal.com/worldconference

Accommodation

Discounted room rates for delegates are available from our official hotel partner, Traders Hotel Kuala Lumpur. Bookings can be made when registering online at:

www.cimaglobal.com/worldconference

Speakers



Mr Andrew Higginson FCMA, CEO Tesco Retailing Services, United Kingdom
Andrew Higginson has been on the board of Tesco since 1997 and has recently taken up a new board position as chief executive of retailing services, retaining his responsibilities for Tesco Group strategy. He is chairman of Tesco Personal Finance, a member of the 100 Group of Finance Directors, and a non executive director of BSKyB plc. Tesco is the third largest grocery retailer in the world with profits exceeding £2 billion worldwide.



Ms Boonsiri Somchit FCMA, Vice President, Global Accounting and Financial Services, AMD, Malaysia
Boonsiri Somchit is responsible for the entire Global Accounting and Financial Services Organisation of AMD and is also the executive in charge of the newly set-up Advanced Micro Devices Global Services (M) Sdn Bhd. She has many years of experience in the industry and has worked in Motorola, FMS Audio, Komag and now in AMD. Under her leadership, this group has now grown into a new AMD entity, AMD Global Services. AMD Global Services is now an MSC company and its service scope has expanded to non-finance activities.



Mr Robbie Brozin, CEO, Nando's, South Africa
As a young man Robbie Brozin had his first taste of traditional Portuguese-style chicken at a small cafe in Johannesburg - and never looked back. He and his friend Fernando Duarte bought the cafe and turned it into the first Nando's. That first store has now grown to a chain of 700 restaurants spanning 26 countries around the world.



Dato' Justin Leong Ming Loong, Head of Strategic Investments and Corporate Affairs, Genting Group, Malaysia
Dato' Leong's responsibilities include identifying, evaluating, and driving new strategic investments including the review and streamlining of the group's various businesses. He is also responsible for the Group's corporate communications and investor relations functions. Dato' Leong is a director of various of the Group's subsidiaries including Genting UK plc. In 2007, he was nominated by Bursa Malaysia (the Malaysian stock exchange) as chairman of the Malaysian Investor Relations Association. He is also a board member of the British-Malaysian Chamber of Commerce and was featured on the front cover of Forbes Asia's May 2008 issue.



Mr Dushan Soza, Executive Vice President, WNS Global Services, Sri Lanka
As managing director and executive vice president, Dushan Soza has been responsible for spearheading WNS's business process outsourcing operations in Sri Lanka. The company is now a forerunner in the BPO industry and has won numerous awards and recognition. The WNS Group employs over 23,000 professionals operating from a number of locations spread in India, Romania, Sri Lanka, Philippines, USA and UK. As well as being an engineer by profession with over 20 years of international work experience, Mr Soza is a former professional cricketer.



Mr Chen Theng Aik, Senior Vice President and Head, AP Finance Ops., DHL Asia Pacific, Malaysia
Mr Chen Theng Aik has 20 years of experience in the finance and accounting arena. He has held senior finance roles in multinational and listed companies around the world including Johnson & Johnson and BP. He is a member of the Malaysian Institute of Accountants, the Malaysian Institute of Certified Public Accountants and the American Institute of Certified Public Accountants.



Professor Michael Bromwich FCMA, CIMA Professor of Accounting and Financial Management, London School of Economics, and past CIMA president, United Kingdom
Michael Bromwich is a professor of accounting and finance and in 1999 was voted ACCA/AA Distinguished Academic of the Year. Professor Bromwich has written some 100 articles as well as several books, including *Management Accounting: Evolution not Revolution*, co-written with Al Bhimani, which was influential in determining the importance of activity based costing and management to the profession.



Professor Al Bhimani, Professor of Management Accounting, London School of Economics, United Kingdom
Al Bhimani is a professor and a Certified Management Accountant (Canada). His interest is applying economic reasoning to theoretical and practical economic and accounting problems over a wide area of micro applications. He has written many scholarly articles and sits on the editorial boards of numerous journals. His books on finance and management accounting have achieved global recognition and have been translated into several languages.



Dato' Sri Mohammed Shazalli Bin Ramly, CEO, Celcom (Malaysia) Berhad
Dato' Sri Mohamed Shazalli holds a Bachelor of Science (Marketing) from Indiana University and a Master of Business Administration from St. Louis University, Missouri, USA. He was appointed the chief executive officer and director of Celcom (Malaysia) Berhad on 1 September 2005. Prior to this, he was the chief executive officer of ntv7, Malaysia's 7th terrestrial TV station, a position he held for eight years since its launch in 1998. Under his leadership, ntv7 successfully secured 28% of the television advertising market and is recognised for its strong branding of television programmes, innovative media campaigns and new media products.



Dato' Hafsa Hashim, CEO, Small and Medium Industries Development Corporation (SMIDEC), Malaysia
Dato' Hafsa Hashim has extensive experience in public sector administration and has served in several ministries including the Ministry of International Trade and Industry, Ministry of Agriculture and Ministry of Primary Industries. Under her leadership, SMIDEC is currently collaborating with SME development agencies in countries including India, Thailand and Turkey. Dato' Hafsa is the recipient of numerous awards. She holds degrees from the Science University of Malaysia and Aston University, United Kingdom.

Speakers (continued)



Dr Hans Wijayasuriya, G/CEO, Dialog Telekom Plc, Sri Lanka and COO, Axiata Group (formerly known as TM International Berhad)
Dr Hans Wijayasuriya is G/CEO of Dialog GSM, Sri Lanka's largest mobile phone network. He has published widely and presented several international conference papers on the subject of digital mobile communications. He is a Chartered Engineer and obtained his PhD from the University of Bristol in the UK in 1994.



Tan Sri Datuk C Rajandram, Executive Deputy Chairman/Group CEO, RAM Holdings Berhad, Malaysia
Prior to spearheading the set up of Malaysia's first credit rating agency, Tan Sri Datuk C Rajandram was advisor for operations at Bank Negara Malaysia, Malaysia's Central Bank, where he had worked since 1962. He is a member of the Economic Council and a commission member of the Malaysian Communications & Multimedia Commission. He is also a fellow of the Australian Society of Certified Practising Accountants, a member of the Malaysian Institute of Certified Public Accountants, and a fellow of the Institute of Banks Malaysia.



Mr Anthony Mitchell, Strategic Management Consultant, Qantrex Consulting, Australia
Anthony Mitchell is an Australian strategic management specialist who helps organisations develop strategies and align their organisations. He is a specialist in strategic management and execution, perception management and operational performance. A consultant since 1999, Mr Mitchell has assisted some of the world's leading organisations to improve their operations and achieve their objectives. He holds an MBA and is currently pursuing a doctorate in international corporate strategy.



Mr Hermawan Kartajaya, President of World Marketing Association, Indonesia
Hermawan Kartajaya is one of the '50 gurus who have shaped the future of marketing' appointed by The Chartered Institute of Marketing-United Kingdom (CIM-UK). He is a unique thinker of strategic business concepts, particularly in marketing, and a practitioner. He entered the international league of marketing with his own models and received an acknowledgement from Prof Philip Kotler, the world's guru of marketing, and Prof Warren J. Keegan, the world's guru of global marketing. He holds a Master of Science (majoring in international marketing) from the University of Strathclyde, United Kingdom.



Mr Will Whitehorn, COO, Virgin Group and President, Virgin Galactic, United Kingdom
Will Whitehorn joined the Virgin Group in 1987 and has held a variety of positions with the company. He is a special advisor to Sir Richard Branson and a trustee of Virgin Unite, a social entrepreneurship and environmental not-for-profit foundation. Mr Whitehorn also sits on several boards including the development board of the University of Aberdeen, where he completed his MA.

Conference programme

Day one – 13 July 2009

8.00am	Registration
9.00am	Welcome address by CIMA Malaysia Divisional President
9.05am	Welcome address by CIMA President
9.15am	Address by Guest of Honour
9.25am	Theme 1: Managing global profitability in a downturn Session chair: Mr Andrew Harding, Director of Employer and Strategic Development, CIMA
9.30am	Session 1: Delivering profits in a global economy Mr Andrew Higginson FCMA, CEO of Retailing Services, Tesco, UK Cost reduction strategies in a global economic crisis Ms Boonsiri Somchit FCMA Vice President – Global Accounting and Financial Services, AMD Malaysia
10.30am	Morning break
11.00am	Session 2: Going global – success stories Mr Robbie Brozin, CEO, Nando's, South Africa Dato' Justin Leong Ming Loong, Head of Strategic Investments and Corporate Affairs, Genting Group, Malaysia
12.00pm	Panel discussion with session chair
12.30pm	Lunch, networking session and exhibition tour
2.00pm	Theme 2: Management accounting – managing costs, shaping the future Session chair: Mr Chandra Mohan Balasubramaniam FCMA, CIMA Malaysia Divisional President
2.05pm	Session 3: Outsourcing as a competitive strategy Mr Dushan Soza, Executive Vice President, WNS Global Services, Sri Lanka Mr Chen Theng Aik, Senior Vice President and Head AP Finance Operations, DHL Asia Pacific, Malaysia
3.05pm	Afternoon break
3.35pm	Session 4: Management accounting – shaping the future Prof Michael Bromwich FCMA, CIMA Professor of Accounting and Financial Management, London School of Economics, and past CIMA president, UK Prof Al Bhimani, Professor of Management Accounting, London School of Economics, UK
4.35pm	Panel discussion with session chair
5.05pm	Cultural showcase
7.30pm	CIMA 90th anniversary gala dinner

Day two – 14 July 2009

9.30am	Theme 3: Connecting the global village Session chair: Mr Michael Eow, Divisional Immediate Past President
9.35am	Session 5: The impact of the current economic crisis on globalisation Tan Sri Datuk Rajandram Chellappah, Executive Deputy Chairman, Rating Agency Malaysia (RAM) Dato' Hafsah Hashim, CEO, Small and Medium Industries Corporation (SMIDEC)
10.35am	Morning break
11.05am	Session 6: Dialing into value creation Dr Hans Wijayasuriya, G/CEO, Dialog Telekom Plc, Sri Lanka and COO, Axiata Group Berhad (formerly known as TM International Berhad) Dato' Sri Shazalli Ramly, CEO, Celcom (Malaysia) Bhd
12.05pm	Panel discussion with session chair
12.35pm	Lunch, networking session and exhibition tour
2.00pm	Theme 4: Putting strategy into action Session chair: Mr Ray Perry, Director of Brand, CIMA
2.05pm	Session 7: Ingredients for global competitiveness Mr Anthony Mitchell, Strategic Management Consultant, Qantrex Consulting, Australia Mr Hermawan Kartajaya, President, World Marketing Association, Indonesia
3.05pm	Afternoon break
3.35pm	Session 8: Space – the next frontier for business? Mr Will Whitehorn, COO, Virgin Group and President, Virgin Galactic, UK
4.35pm	Panel discussion with session chair
5.05pm	Closing by CIMA President

2009 is a year of celebrations around the world to mark the 90th anniversary of CIMA.

We are celebrating our history and success as the world's largest and leading professional body of management accountants, acknowledged by employers as the global quality standard in management accounting. Today we can boast 171,000 members and students operating at the heart of business in 165 countries.

From our beginnings in 1919 as the Institute of Cost and Works Accountants, our ambitious vision has remained the cornerstone of our success as the employers' choice when recruiting financially-trained business leaders.

CIMA 90th anniversary gala dinner

We will be celebrating CIMA's 90th anniversary with an anniversary gala dinner on 13 July 2009 after the conference. The conference registration fee includes a place at the 90th anniversary gala dinner.



Shaping the future, celebrating the past

Registration

To make a booking, please complete and return this form (or a photocopy) to:

CIMA World Conference 2009 Registration Centre

c/o Crystal Edge Sdn Bhd | Bangunan Infinite Centre | 1st floor, Left wing (Front office) Lot 1, Jalan 13/6 46200

Petaling Jaya | Selangor, Malaysia

T. +60 3 7954 9155 | F. +60 3 7954 0155 | E. cimaworldconference@cimaglobal.com

Alternatively book online at www.cimaglobal.com/worldconference

Registration fees

The registration fee is **inclusive** of conference registration and CIMA 90th anniversary gala dinner on 13 July 2009

Yes, I am attending the CIMA 90th anniversary gala dinner

No, I am not attending the CIMA 90th anniversary gala dinner

Dietary requirements Vegetarian diet required

		Number of people	Amount
CIMA member	RM1,600/USD460	<input type="text"/>	<input type="text"/>
Supporting partners' member*	RM1,700/USD490	<input type="text"/>	<input type="text"/>
Non CIMA member	RM1,800/USD520	<input type="text"/>	<input type="text"/>
*Please insert supporting partners' registration code		<input type="text"/>	

CPD Credit Points (CCP) (FCMA and ACMA members in Malaysia only)

Deduction of 100 CCP

CIMA 90th anniversary gala dinner on 13 July 2009

Additional person for anniversary gala dinner RM 180/USD60

Name of additional guest(s) _____

Dietary requirements Vegetarian diet required

Group registration

10 people or more: RM1400/USD400 per person	<input type="text"/>	<input type="text"/>
15 people or more: RM1280/USD366 per person	<input type="text"/>	<input type="text"/>
20 people or more: RM1180/USD337 per person	<input type="text"/>	<input type="text"/>
Total amount payable	<input type="text"/>	<input type="text"/>

Your details

Please complete in capitals | Photocopy for extra delegates | All fields are required | *Delete as appropriate

Surname		
First name		
Mr/Mrs/Miss/Ms*	Title	
Preferred name on the event badge		
Organisation		
Address	Postcode	
Tel	Mobile	
Fax	Email	
Country		
If you are FCMA/ACMA/CIMA registered student* please provide your CIMA contact ID number		
Payment method – please tick as appropriate		
<input type="checkbox"/> I enclose a cheque for RM/USD	made payable to 'Crystal Edge Sdn Bhd'	
<input type="checkbox"/> Please invoice		
Contact name		
PO number		
Address (if different from above)	Postcode	
Tel	Fax	
Email		
<input type="checkbox"/> Please charge to my credit card (Mastercard and Visa only)		
Name of cardholder		
Type of card: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa		
Card number		
Expiry date	CVV/CID no	Issue no (if applicable)
Signature	Date	

Booking form

Your booking will be confirmed and receipt supplied.

Terms and conditions

1. Confirmation of seat is upon receipt of full payment. No payment will be received at the conference.
2. Full payment must be received on or before 6 July 2009 otherwise your seat may be released and your registration information may be deleted from the registration system.
3. All payments are to be made in Malaysia Ringgit (MYR) or US Dollar (USD) only.
4. All payments are to be made payable to 'CRYSTAL EDGE SDN BHD', the appointed conference organiser for the CIMA World Conference 2009.
5. The above conference fee is valid for one (1) person only and is inclusive of conference registration, materials, certificate of attendance, tea breaks, luncheons and CIMA 90th Anniversary Gala Dinner.
6. For group registrations:
 - a. Only one invoice will be issued to the entire group.
 - b. Payment for the group should be received in a single payment, before 6 July 2009.
 - c. Main contact of the group is the first delegate on the registration list.
 - d. Upon printing of invoice and/or receipt, no other delegates may be added to the group.
7. **Cancellation:** All registration cancellations must be received in writing via email (cimaworldconference@cimaglobal.com) or fill in the cancellation form and fax (+6 03 7954 0155) before 30 June 2009 and 80% of the registration fee will be refunded.
8. **Replacement:** Replacement is only allowed for attendees within the same organisation only. All replacements must be received in writing via email (cimaworldconference@cimaglobal.com) or fill in the replacement form and fax (+6 03 7954 0155) before 30 June 2009.
9. **Refund:** 80% of the registration fee will be refunded when cancellation is received by 30 June 2009. No refund is applicable after 30 June 2009.
10. **No show:** Please note that 'no shows' are liable for the normal registration fee.
11. **Disclaimer:** CIMA Malaysia Division and the conference organiser reserve the right to make changes to the venue, date or speaker, including but not limited to cancellation of the conference warranted by whatsoever circumstances or reasons.

I have read the terms and conditions and agree to abide by them.

Signature

Date

For sponsorship and exhibition opportunities, please contact

Hilton Young, Commercial Marketing Manager at

E. hilton.young@cimaglobal.com or T. +44 (0)20 8849 2217



The global village –
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no limits

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Malaysia Division

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