

# Charting The Future of Accounting & Finance Professionals

Young CPA Malaysia Symposium 2008

**DATE:**  
Wednesday, 6 August 2008  
**VENUE:**  
Sime Darby Convention Center,  
Kuala Lumpur

## WHO SHOULD ATTEND

Young Accountants, Finance Managers,  
Business Professionals

Others who wish to gain more knowledge on  
the topics covered

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**JobStreet.com**

# About The Symposium

There have never been more changes – or opportunities – than accountants are seeing today. The Symposium's theme "Charting the Future of Accounting and Finance Professionals" provides an insight into some of the key global trends affecting the accounting and finance profession; the impact of new regulations on businesses, practitioners and academia; the skills and specialities in greatest demand; evolving career paths and emerging issues in the years to come. The main objective of the symposium is to provide young accounting and finance professionals with critical understanding of the changing financial regulatory landscape and emerging trends across the profession, helping them to capitalise on their career development opportunities.

The recent business failures have attracted increased scrutiny on companies' financial well-being by the investors and regulators, and have also resulted in a more stringent financial reporting environment. Young accounting and finance professionals are starting their careers at an exciting time.

The Symposium starts with a presentation to reflect the past years of financial regulatory reform and corporate failures which provide a basis for the transformative role of the finance functions. The changing external business environments have a direct impact on the role and career aspirations of accounting and finance professionals, and their organisations' recruitment, learning, development and retention strategies. This is to be complemented by a

presentation on a recent survey of the employment trends across the accounting and finance profession. The employment trends will help to provide insights on the specialities and skills in demand, current recruitment and retention strategies of the organisations in response to the changes in the business environment and workforce demographic trends.

Young professionals are more mobile and their career will increasingly cross traditional borders, both inside and outside the finance function, and beyond national borders. This increased career mobility is facilitated by the growing global demand for the services of finance professionals. Two prominent CPA members who have overseas working experience will share their journey and experience in working abroad.

The roundtable discussion is an interactive session among the young professionals and the panelists. This is to facilitate the exchange of ideas of what are the critical business skills and attributes for the future environment and the role of MICPA as a professional body in delivering relevant professional qualification and continuing professional development programmes to ensure that critical skills are developed. Panelists will share their views on the diverse opportunities and various paths to success and whether the young accounting and finance professionals hold the right skills to be successful in this changing profession.

## Programme

- 8.30 am Registration & Welcome Coffee
- 9.00 am Welcome Address  
En Abdul Halim Md Lassim  
*Chairman of Young CPA Group Malaysia*
- 9.15 am Keynote Address and Official Opening  
YBhg Dato' Nordin Baharuddin  
*President of MICPA*
- 9.30 am Session 1: **Reflection on the Past Years of Financial Regulatory Reform and Corporate Failures – Impacts on Next Generation Accountants & Finance Managers**  
Moderator: En Ahmad Shahrul Hj. Mohamed, *Partner, Khairuddin Hasyudeen & Razi (KHR)*  
Speaker: Mr Ong Ching Chuan, *Senior Executive Director, PricewaterhouseCoopers*
- 10.45 am Coffee Break
- 11.15 am Session 2: **Employment Trends – The Specialities and Skills in Demand**  
Moderator: En Abdul Halim Md Lassim, *CFO, HeiTech Padu Berhad*  
Speaker: Mr Kok Ghee, *Senior Manager, Group Business System, JobStreet.com*
- 12.30 pm Lunch
- 1.30 pm Session 3: **Working Abroad (1): China - The Myths, Traps & Tips**  
Moderator: En Abdul Halim Md Lassim, *CFO, HeiTech Padu Berhad*  
Speaker: Ms Soh Eng Hooi, *Executive Director, Moore Stephens AC*
- 2.30 pm Session 3: **Working Abroad (2): Europe - The Myths, Traps & Tips**  
Moderator: En Abdul Halim Md Lassim, *CFO, HeiTech Padu Berhad*  
Speaker: En Mohd Muazzam Mohamed, *Executive Director, IT Advisory Services, KPMG*
- 3.30 pm Coffee Break
- 4.00 pm Session 4: **Roundtable Discussion "Charting the Future of Accounting & Finance Professionals"**  
Panelists: En Abdul Halim Md Lassim, En Ahmad Shahrul Hj. Mohamed, Ms Soh Eng Hooi, Mr Ong Ching Chuan, En Mohd Muazzam Mohamed and Mr Kok Ghee

# Profile of Panel Members



**ABDUL HALIM MD LASSIM**  
Chief Financial Officer  
HeiTech Padu Berhad  
& Chief Executive Officer designate  
HeiTech Managed Services Sdn Bhd

Abdul Halim is a Council Member of The Malaysian Institute of Certified Public Accountants (MICPA) and also the Chairman of the Young CPA Group. He also serves on other committees of MICPA. He is the Chief Financial Officer of HeiTech Padu Berhad (HeiTech) and Chief Executive Officer designate for HeiTech Managed Services Sdn Bhd, a wholly-owned subsidiary of HeiTech.

He started career by pursuing an articleship with Hanafiah Raslan Mohammad for a period of five (5) years and was primarily involved in assurance and business advisory work acquiring experience in auditing, corporate finance and corporate recovery related assignments. In 2000, he joined HeiTech as the Finance Manager and his immediate role then was to assist HeiTech, a technology company vying for listing on the Main Board of Bursa Malaysia, in its floatation exercise, which was successfully completed in November 2000. He was made responsible of the financial reporting and accounting operations of HeiTech's Group Finance Division in June 2001 as the Head of Finance and was later appointed as Chief Financial Officer in 2002. His focus areas include financial reporting and compliance, financial management, financial operations and management accounting.

In June 2008, Abdul Halim was appointed as CEO designate for HeiTech Managed Services Sdn Bhd, a wholly-owned subsidiary of HeiTech, focusing on managed technology services which includes managed data centre services, business recovery services, managed network services, desktop management and contact centre services.



**ONG CHING CHUAN**  
Senior Executive Director  
PricewaterhouseCoopers

Ching Chuan is a member of The Malaysian Institute of Certified Public Accountants (MICPA) and Malaysian Institute of Accountants (MIA). He is a Senior Executive Director in the Assurance practice of PricewaterhouseCoopers Malaysia. He has over 14 years of experience in providing audit and business advisory services to a wide range of clients, particularly in the financial services industry. He is the Banking sub-group leader heading the banking audit team within the firm and also leads the implementation of FRS 139 transformation project for financial institutions.

In addition, Ching Chuan has been involved in various special works such as investigation of the cause of losses of a failed bank in Malaysia, Asset-Backed Securitisation structure, merger and integration work for financial institutions, cross border fund raising exercise and acted as speaker for various economic crime and accounting standards workshops.



**KOK GHEE**  
Senior Manager  
Group Business System  
JobStreet.com

Kok Ghee has over 14 years of working experience in public practice, and commerce & industry. He started his career with a firm of Public Accountant before progressing to various financial positions in the manufacturing, retail and services industry. He is currently the Senior Manager of Group Business System of JobStreet.com, the leading online recruitment company in Asia. He is responsible for the organisational and business methods, enterprise risk management, financial system deployment and operational start-ups in new countries and integrates acquisition into the group. He also manages the implementation of internal audit compliances and coordinates implementation of supervise execution of balance scorecard and KPI reporting across all business units.

Kok Ghee is a fellow member of the Association of Chartered Certified Accountants.



**AHMAD SHAHRUL HJ. MOHAMED**  
Partner  
Khairuddin Hasyudeen & Razi (KHR)

Ahmad Shahrul is the partner in charge of KHR's operations. He graduated from Universiti Utara Malaysia with a degree in Accounting. He is a member of The Malaysian Institute of Certified Public Accountants (MICPA) and Malaysian Institute of Accountants (MIA).

Shahrul's extensive audit experience includes audit involvement in industries such as banking and financial institutions, airlines, insurance, stock broking, transportation and logistics, property and trading, and manufacturing. Shahrul was also involved in several proposed initial public offering exercises and investigative audit assignments.



**MOHD MUAZZAM MOHAMED**  
Executive Director  
IT Advisory Services  
KPMG

Mohd Muazzam is an Executive Director in the IT Advisory practice of KPMG Kuala Lumpur. He has been with KPMG since 1997 and was seconded to KPMG London for two years between 2000 and 2002 to focus on the financial services sector. In addition, he has carried out projects in other countries such as Singapore, Indonesia, Brunei, Australia and Mongolia.

Muazzam has been involved in numerous IT audit engagements. He recently led and completed a World Bank project to strengthen the IT Audit Capabilities of a foreign National Audit Office. He has performed numerous IT general controls and application controls review as part of KPMG's external audit team. This also involves the use of Computer Assisted Audit Techniques (CAATs) tools to aid the audit process.

He has also been involved in various other IT audit engagements for compliance with Bank Negara's GPIS 1 Guideline and Bursa Malaysia's guidelines. Other engagements include systems readiness review, IT system evaluation & assessment and IT audit as part of Internal Audit.

Muazzam has broad project management experience in leading engagements with minimal supervision on complex activities, often in high pressure and multi-team environments in IT advisory and financial statements audit for companies in various industries and government bodies.

Prior to joining IT Advisory, Muazzam spent almost nine years in financial audit. During this period, he led financial audit engagements of various public listed companies, statutory bodies and private entities. His audit clients mainly operated in the financial services, oil & gas, stock-broking, property development, construction, manufacturing, trading and services sectors.



**SOH ENG HOOI**  
Executive Director  
Moore Stephens AC

Eng Hooi is currently the Executive Director of Moore Stephens AC, one of the leading accounting firms in Malaysia. Prior to this, she was the manager in two of the then Big 5 accounting firms. She carries with her about 15 years of experience in providing assurance and corporate advisory services to public listed corporations, multi-nationals and private companies both locally and overseas.

She was transferred to China for a duration of 2 years where she gained valuable experience regarding China's business and investment environment and assurance practices.

She has been actively involved in merger and acquisition exercises, performing due diligence review, share valuation and as reporting accountants for companies in Malaysia and PRC private/ state-owned enterprises seeking listing on various boards such as Bursa Malaysia, Hong Kong GEM ("H shares listing") and London Stock Exchange AIM.

# REGISTRATION FORM

## REGISTRATION FEE (per participant) :

MICPA Members	RM 400.00
Students of MICPA	RM 200.00
Members of Supporting Organisations	RM 400.00
Others	RM 475.00

**Early Bird Registration  
(by July 26, 2008) :**

**10%  
discount**

**Closing Date for Registration :  
August 2, 2008**

MICPA	8 CPD Hours
MIA	8 CPE Hours
MAICSA	6 CPE Points
IIAM	8 CPD Points

Staff of MICPA members' firms who are not MICPA members are entitled to the preferential registration fee of RM 400.00 provided the firm registers at least 3 participants for the Symposium. The registration fee covers documentation, lunch and coffee breaks.

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### REGISTRATION DETAILS

Name of participant	Position	Membership	
1) _____	_____	<input type="checkbox"/> MICPA Member <input type="checkbox"/> Student of MICPA	<input type="checkbox"/> Member of Supporting Organisations <input type="checkbox"/> Others
2) _____	_____	<input type="checkbox"/> MICPA Member <input type="checkbox"/> Student of MICPA	<input type="checkbox"/> Member of Supporting Organisations <input type="checkbox"/> Others
3) _____	_____	<input type="checkbox"/> MICPA Member <input type="checkbox"/> Student of MICPA	<input type="checkbox"/> Member of Supporting Organisations <input type="checkbox"/> Others

Contact Person: \_\_\_\_\_ Tel : \_\_\_\_\_  
Name of Organisation: \_\_\_\_\_ Fax : \_\_\_\_\_  
Address: \_\_\_\_\_ Email : \_\_\_\_\_  
Signature: \_\_\_\_\_

### PAYMENT METHOD

#### Payment by Cheque:

Enclosed is a crossed cheque No: \_\_\_\_\_  
for RM \_\_\_\_\_ made payable to  
**MICPA** being payment of the registration fee for the  
Symposium.

#### Payment by Credit Card

Credit Card Type:  VISA  MasterCard  JCB

Issuing Bank: \_\_\_\_\_

Credit Card Number :

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Expiry Date: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Signature (as per card): \_\_\_\_\_

### CONTACT

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Website: www.micpa.com.my

### Cancellation:

All cancellation must be notified in writing. An administrative charge of 20% of the registration fee will be levied for cancellation received before the closing date of registration. There will be no refund of the registration fee if cancellation is received after the closing date of registration. However, should a participant be unable to attend, a replacement maybe sent. Any difference in fee payment will be charged accordingly.