

*Second Quarter Issue*

# Welcome to the CFO Innovation Quarterly Newsletter from Questex!

As we step into a new era of economic recovery and growth, there is a sense of optimism in the region. The lifting of pandemic-induced restrictions in the last quarter of 2022 has paved the way for cautious but strategic approaches in the financial landscape.

The post-pandemic era demands strategic investments that leverage digital capabilities and revitalize legacy systems while delivering tangible returns. As CFOs, we must balance innovation with a clear-eyed assessment of ROI to drive sustained growth.

Excitingly, we will be embarking on our longest running CFO Innovation Summit this November in Hong Kong and while we are building up to the annual 2-day event we hope to expand into some insights and learnings from the CFO summits and forums that have passed.

Thank you for being part of the CFO Innovation community. Together, let's seize the opportunities ahead and continue to lead our organizations to new heights of financial excellence.

“Loved the event!”

*- Chief Financial Officer,  
APAC, Rolls-Royce  
Power Systems*



## Our takeaway pointers from CFO Innovation Summit Singapore in June



**In times of economic uncertainty, the strategic utilization of scenario planning tools becomes paramount in ensuring well-informed and effective decision-making.**

- Pankaj Kabra,  
Senior Vice President  
Finance, Traveloka



**One of the top CFO challenges is improving data management to handle unpredictable economic scenarios and issues like ESG.**

- Mayank Vishnoi,  
Group CFO,  
Corporate Finance,  
Chem One Group

### Economic Uncertainty

The ongoing pandemic has created considerable economic uncertainty, with many businesses struggling to stay afloat. CFOs must be prepared to adapt to changes in the economy and develop contingency plans to mitigate financial risks. One way to do this is by analyzing data and developing robust financial models that can provide insights into different economic scenarios.

### Talent Management

Attracting and retaining top talent is a critical concern for CFOs. With increased competition for skilled workers and changing workforce demographics, CFOs must develop innovative strategies to recruit and retain top talent. This may include offering flexible work arrangements, investing in professional development programs, and creating a positive company culture.

### Regulatory Compliance

The regulatory landscape is constantly evolving, with new rules and regulations being introduced regularly. CFOs must stay up to date with the latest regulatory requirements and ensure that their organization remains compliant. This may involve hiring dedicated compliance professionals, conducting regular audits, and investing in compliance training for employees.

### Digital Transformation

Digital transformation is rapidly reshaping the finance industry, with new technologies such as blockchain, artificial intelligence, and cloud computing becoming increasingly prevalent. CFOs must embrace these new technologies and develop strategies for leveraging them to improve financial operations. This may include fast-tracking the investment into digital transformation initiatives, developing robust partnerships with technology vendors, and adopting agile development methodologies.

### Environmental, Social, and Governance (ESG) Factors

Environmental, social, and governance (ESG) factors are increasingly becoming a focus for investors and stakeholders. CFOs must consider ESG factors when developing financial strategies and reporting financial performance. This may include incorporating ESG metrics into financial reports, developing sustainability initiatives, and engaging with stakeholders on ESG issues.

### Data Analytics

Data analytics can provide valuable insights into financial performance and help CFOs make informed decisions. CFOs must develop strategies for collecting and analyzing data effectively, including investing in data analytics tools and developing data-driven decision-making processes.

# Takeaways from CFO Malaysia



**Just like Singapore, Malaysia needs to introduce carbon tax, to encourage the realisation of net zero by 2030.**

*- Dr Aini, CFO, MSM Malaysia*



**Recognising the diversity in different background is crucial, not just from finance.**

*- Wong Siew Fern, CFO, CIMB Malaysia & CIMB Islamic*



**This annual event provides updates on the current operating trends and views from the professionals and also create a good platform for networking.**

*- Director (Finance), Ministry of Trade & Industry*



**We had a super interactive audience.**

*- Chief Financial Officer, APAC, Rolls-Royce Power Systems*



# Takeaways from CFO Malaysia

The CFO Innovation Summit in Singapore and CFO innovation Forums in both Malaysia and Thailand were very well received with over 500 senior professionals joining the events.

Across 60 presentations and 70 individual 1-to-1 meetings, a diverse set of technologies and tools were discussed and exchanged, representing over 20 different industry sectors.



## Trends Covered at Upcoming CFO Innovation Events in Philippines, Indonesia and Hong Kong

Continuing from our trends in working closely with the IT industry's movers & shakers, the 2023 events will focus on new shifts including these major topics:

### Focus on ESG Integration

Environmental, Social, and Governance (ESG) considerations have been gaining prominence in the business world. In 2023, CFOs were anticipated to continue integrating ESG factors into their financial strategies and reporting. This involves aligning financial decisions with sustainability goals, addressing ESG risks, and disclosing ESG performance to stakeholders.

### Advanced Data Analytics and AI

The use of advanced data analytics and artificial intelligence (AI) in finance was expected to increase. CFOs were likely to leverage these technologies for better financial forecasting, risk management, fraud detection, and process automation. This trend involves enhancing data-driven decision-making and optimizing financial operations.

### Resilience Planning

After the disruptions caused by events like the COVID-19 pandemic, CFOs were expected to focus on building financial resilience. This includes stress-testing financial scenarios, improving supply chain resilience, and refining business continuity plans. CFOs were likely to collaborate closely with other C-suite executives to ensure the organization's ability to withstand unexpected challenges.

Major finance solution providers are working with Questex on creating customized activities across the Philippines, Indonesia and Hong Kong CFO events — in generating industry feedback on these vital trends — through 1-to-1 meetings, roundtable discussions and luncheon sessions with senior Finance executives.

## Themes & Focus of Upcoming Events

### CFO Philippines

Igniting the Techno-Financial Revolution: Empowering CFOs to Transform, Innovate, and Thrive

### CFO Indonesia

Finance 4.0: Streamlining for Improved Operational Efficiency and Higher Resilience

### CFO Hong Kong

Overcoming Tech Debt in Finance Transformation: Optimizing Resources for Sustainable Growth



# Questex News

## Quest Zero: Community connection, discovery and learning without the green house gases.

Questex has committed to be a part of the solution to tackle climate change and create healthy spaces that make a positive impact on the communities we touch.

We have joined the [Net Zero Carbon Event](#) initiative alongside our vendor partners and colleagues in the commitment to be Net Zero by 2050. We ask our event participants to join us in this commitment to make our community and our world better.

## Questex's 'Q-Activate' wins the 2023 UFI Digital Innovation Award

Questex, the leading information and event services company focused on the experience economy, today announces that it has been selected by the UFI Digital Innovation Working Group, consisting of experts in their field, as the winner of the 2023 UFI Digital Innovation Award.



# Upcoming CFO Events in the Region





**To engage with the CFO Innovation events as article contributors, conference presenters, technology providers and industry partners, reach out to:**

Mr. IB Saravanan  
VP & Market Leader  
[IBSaravanan@questex.com](mailto:IBSaravanan@questex.com)  
(+65) 6028 0264

Ms. Eunice Macalincag  
Manager, Audience Development  
[emacalincag@questex.com](mailto:emacalincag@questex.com)  
(+65) 6028 0276

Mr. Kahren Navarro  
Account Director  
[knavarro@questex.com](mailto:knavarro@questex.com)  
(+65) 6028 0275

Mr. Clarence Chang  
Marketing Director  
[cchang@questex.com](mailto:cchang@questex.com)  
(+65) 6028 0270

**Download Collateral Below:**  
CFO Capability Pack  
CFO Post Event Reports

