

TECHNICAL
SYMPOSIUM 2009Reshape
your business

3 December 2009 | Cinnamon Lakeside | Colombo

An era of increased intensity and frequency of crises, corporate failures, business malpractices, economic value deterioration, and market flux and chaos...

Difficult times ignite the opportunity to redesign, reshape and revive your business.

Are you ready to reshape your business - to create greater shareholder value, ensure that your strategic plans are delivered, your KPIs drive the behaviour you desire, and your business intelligence gives you the extra edge; whilst operating within the boundaries of ethics, governance, and sustainability?

CIMA Technical Symposium 2009 will feature an eminent array of local and foreign theoreticians and practitioners who have excelled in their chosen fields. It will unite corporate leaders who continuously revitalise their technical expertise to be ahead of the changing business dynamics.



Keynote Speaker

Gillian Lees Thought Leadership Specialist,
Profile and Communications, CIMA

She has researched, published and presented extensively on corporate governance for over a decade and was a pioneer in developing the CIMA Strategic Scorecard to drive enterprise governance.

Enterprise Governance - Restoring boardroom leadership

How come history repeats itself with growing vigor and repercussions? Have we truly learnt our lessons from the past? How do boards effectively oversee strategy and risks? What are behavioural and structural issues underpinning board effectiveness? What approaches should boards take to govern risks throughout the business cycle?

Ravi Raman Global Chief Risk Officer, Butterfield Fulcrum - one of the world's largest independent fund administrators

He brings to his deliberation over two decades of exquisite and intense work experience from leading organisations such as SBI Caps, Centurion Bank, Infosys and Oracle.

Data, Information and Intelligence - Using Business Intelligence to enhance profitability in uncertainty

Today's organisations operate on a larger and more open world, stemming from faster information flow and globalisation. Ravi will examine the steps of creating an effective BI framework.

He will articulate that application of domain knowledge to well organised data helps organisations react to scenarios faster - smoother.



Malinga Ansakularatne Chief Financial Officer, Memas Group

He has extensive exposure in the investment management industry dealing with equity, fixed income mutual funds and numerous client portfolios. He is a fellow CIMA member and a CFA Charter holder.

Creating shareholder value

He will provide thought provoking insight on shareholder versus stakeholder value perspectives, and value measurement. What is the role of corporate finance in value creation? Can value be enhanced by correct strategic choices? Are there pitfalls in VBM? Is it vital to reshape and realign businesses to refocus on long-term and sustainable value creation?

Ravi Fernando Chief Executive Officer, Sri Lanka Institute of Nanotechnology

A dynamic personality who won the 'Global Strategy Leadership award 2007' for his work on Ethical branding.

Strategic Corporate Sustainability and Enterprise Governance

As an Alumni of the University of Cambridge Programme for Sustainable Leadership and a lecturer on Strategic Sustainability at foreign and local universities, he will debate that as challenges of enterprise governance expand to cover every element of the triple bottom line, corporate responsibility will be a commitment to strategic sustainability.



Bharatendu Kapoor Vice President (Vehicle Sales), Mahindra & Mahindra Limited

He is a versatile leader, heading a sales team of 250 people at Mahindra auto sector in the domestic market, and has worked closely with McKinsey & Company for two years to master process execution.

Strategic Execution

As a business leader accountable to create potential future business by creating a vibrant culture of customer delight, healthy channel, and a strong sales team that has capacity to deliver planned business he will address the keys to successful strategic execution with a wide array of personal experience.

Ronnie Peiris Executive Director, John Keells Holdings PLC, Main Board and Group Finance Director, John Keells Group

He accounts for many years of finance and general management experience, most of them at senior management level, in Sri Lanka, Zambia, Zimbabwe and South Africa.

Are your performance measurements driving the right behaviour?

Performance indicators that lead to the wrong behaviour are more the norm than the exception in many contemporary organisations! Ronnie will share his widespread practical experience in the area of Performance Measurement. What 'should be' and 'should not be' 'measured'? How can Performance Measures be formulated to reflect the organisation's business model, and drive strategy? Who should be involved in the PM discussion?



Time: 8.00am to 5.00pm

Fee: Members/ passed finalists: Rs 6000
Non members: Rs 8000
CIMA students: Rs 4500

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Who will benefit:

CIMA members, CEOs, MDs, CFOs, Finance heads,
General Managers and all financial professionals

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