

PROGRAMME 会议议程

8.50 – 9.00 **Welcome Speech 致欢迎辞**

Ada Leung, Head of ACCA China ACCA
事务总监, 梁淑屏

中国区

9.00 – 9.40

ACCA 洞察: CFO 2020: 如何卓尔不群

The global economic recovery continues to advance coupled with stronger growth and higher levels of employment than seen in recent years. This session will explore the skills that finance professionals are expected to have at the cuffs of their sleeves to remain at the heart of business in the decade ahead.

全球经济继续复苏, 增长强劲, 就业率创历年新高。该环节将探讨财务领导者在未来十年中想要站在经济前沿所需要的技能。

9.40 – 11.00

Economic Outlook: Global and Chinese economic forecast 2016

经济展望: 2016 年全球和中国经济预测及 CFO 应对战略

The year 2015 and 2016 might very likely be a touch ground period when China's economy slides from rapid growth to high and intermediate growth. The major goal of this stage is to realize the transformation and rebalance. As the global economic center gradually transfers from West to East and newly emerged economies keep growing, what kind of opportunities and challenges shall China's economy encounter? How shall CFOs seize the micro-economic trend and make better planning and control of business strategy?

2015 年和 2016 年很可能是中国经济由高速增长到中高速增长的一个触底期, 这一阶段的重要目标就是实现转型再平衡。在全球经济体中心逐渐从西方转向东方, 新兴经济体不断发展的时代, 中国经济又会面临怎样的机遇与挑战? CFO 应该如何更好的把控宏观经济趋势, 更好的做好企业战略规划与控制?

Fan Jianping, Chief Economist of the Information Center, State Development and Reform Committee

国家发改委信息中心首席经济师, 范剑平

11.00 – 11.30

Networking Break \ 茶歇

11.30 – 12.30

Breakthrough: The Value of CFO from the Perspective of CEO

突破: 从 CEO 视角看 CFO 价值

在不断变化的商业环境中, 我们看到 CFO 在企业中的重要性和战略地位变得越来越重要。而在这样的环境内, CEO 与 CFO 的角色和关系应该如何定义? CFO 如何才能更好的站在 CEO 的视角去考虑问题, 真正推动企业的发展? 该环节我们一起来听听 CEO

CFO Summit 2015

Asian Groundbreaker – From Doing to Being

转型与突破 – CFO 的“道”与“术”

20 October 2015

Think Ahead

ACCA

眼里的 CFO。

Eric Jin, President, Ant Financial Group (TBC)

蚂

蚁金服 集团总裁, 井贤栋 (TBC)

Guo Sheng, CEO, Zhaopin.Com (TBC)

智联

招聘 CEO, 郭盛 (TBC)

12.30 – 12.40 **ACCA Approved Employer Awarding Ceremony**
ACCA 认可雇主颁奖仪式

12.40 – 14.00 **Networking luncheon \ 午宴**

14.00 – 14.40 **Conversation to The Queen of PE: The future development of Chinese Enterprises ?**
对话投资女王：从投资视角看中国企业的未来发展

She used to lead a dozen small obscure enterprises to success. Three of the entrepreneurs are now listed among Top 100 in the Forbes list. She was voted by Forbes among Top 50 Asian business women, and her special insight in investment has created many miracles in the investment circle. How many Alibaba and JD will we have in this era for startup? How shall CFO make evaluations like the investment queen to witness and promote the rise of more Chinese Giant?

她曾让十多家名不见经传的小企业，一飞冲天。其中三位创业者还进入了福布斯富豪榜前一百名。她曾被福布斯评为 50 位亚洲商界权势女性之一，她是中国最佳创投人。她在投资方面独到的眼光创造了不少投资界的神话。在这个不创业会后悔的年代，还会有多少个阿里巴巴和京东？CFO 如何像投资女王一样去评估，见证和推动更多中国巨人的崛起？

Kathy Xu, President, Today Capital

今日资本总裁, 徐新

14.40 – 15.30 **Transformation: Leading beyond finance**
转型：成就跨界的财务领袖

When the demand for CFOs to become important strategic business partners, it implies that the CFOs' responsibilities would no longer be limited to finance. There is an increasing trend that CFOs need to manage beyond finance, for instance, in some Global Business Services (GBS) centres which expand to include HR and IT functions. What is the implication for CFOs to manage the talents beyond finance boundary? What challenges CFOs face when their work expands to non-finance areas?

当前的企业越来越多的需要 CFO 能够成为商业的战略伙伴，这就意味着 CFO 的智能不再仅仅局限于财务领域。有越来越明显的趋势显示 CFO 需要在财务领域外实现管理职能。如在全球服务中心(GBS)的职责扩展到了 HR 及 IT。那么 CFO 如何才能管理好这

些非财务的员工，在跨界管理的时候又会面临一些怎样的挑战呢？

Moderator 主持人：

如家酒店集团 CFO，李向荣

永辉超市 CFO，朱国林

IGH 集团 CFO，涂军（待定）

上海电气集团 CFO，董鑑华（待定）

15.30 – 15.50 **Networking Break \ 茶歇**

15.50 – 16.40 **Panel Discussion 2 – Be an Inspiring Leader: Build a SMART Finance Team**

嘉宾讨论二：鼓舞人心的领袖 - 打造轻盈的财务团队

In a constant changing business environment, it is crucial for CFOs to build a SMART Finance team to embrace the change and drive business. ACCA's smart finance function campaign showcases the good practices, challenges and opportunities corporate finance functions face. It explores how the quality of finance leadership, the adoption of breakthrough technologies, better people practices, and innovative thinking can transform the finance function. How CFO can be an inspiring leader to build such a Dream SMART Team?

在商业环境不断变化的时代，打造一个轻盈的财务团队能够有能力拥抱变革，甚至推动变革及商业发展变得至关重要。在 ACCA Smart Finance 项目中探索了四个领域，CFO 领导力，突破性技术的采用，更好的人才战略及创新性的思维方式。CFO 要实现怎样的突破才能成为一个真正的鼓舞人心的领袖，以成功打造这样的财务梦之队？

Moderator 主持人

Panelists 座谈嘉宾：

James Bai, Senior Executive – Finance, Alibaba

George Gross, CFO, Disney Resort

上汽集团 CFO，谷峰(TBC)

16.40 – 18.00 **The Discomfort Zone: How CFOs Turn Difficult Conversations into Breakthroughs**

不适区 - CFO 如何将艰难对话转化为突破良机

You can understand others better when you are able to control your own emotions. As CFO, an important leader in the enterprise, you are the one to set emotional tones for conversations, environment and future prospect, make better communications and inspire the creativity and actions of the team, thus turn difficult situations into breakthroughs. Choose your own emotion and understand others is an important step in the successful transition from a CFO to an outstanding leader in the business circle. In this session we will invite the global top EQ master, the great tutor of thoughts, former president of ICF and director of ICF certification committee to share with us

how a CFO can make better use of his EQ and lead the team to realize breakthrough and development in the discomfort zone.

如果能更好的控制你自己的情感选择，就能更好的理解他人。CFO，作为企业中重要的领导者，你为谈话、环境和未来展望设定情感基调，将能够更好的沟通并激发团队的创造力及行动力，将团队所面临的困难转换为突破。选择你的情绪并能够读懂他人，这对 CFO 成功转型成为一个卓越的商界领袖至关重要。该环节将邀请全球顶级情商大师，领导思维的领导教练，国际教练联合会 ICF 前会长，ICF 认证委员会主任委员为大家分享 CFO 如何更好的运用情商带领团队在不适区中实现突破与发展。

Dr. Marcia Reynolds, The 5th ICF President, ICF Committee member 国际教练联合会 ICF 第五任会长, ICF 认证委员会主任委员

18.00

Event Roundup 活动结束