

The CFO Forum

2025

Redefining Leadership,
Value and Strategy



13 & 14 August 2025



8:30 AM – 5:30 PM



W Hotel Kuala Lumpur



ABOUT THE FORUM

The CFO Forum 2025 is a high impact gathering of senior finance leaders designed to help you navigate the future of finance with confidence. As the business landscape becomes more fast-paced, complex, and uncertain, CFOs are increasingly expected to go beyond managing numbers, they are now key drivers of strategy, innovation, and resilience within their organizations.

This exclusive forum will bring together Malaysia's top CFOs, finance professionals, and industry experts to discuss the most pressing challenges ahead from economic volatility and digital transformation to regulatory shifts, ESG expectations, and cybersecurity threats. Through a series of keynote sessions, panel discussions, and networking opportunities, you'll gain practical, data-driven insights to strengthen decision-making, drive business value, and lead transformation.

WHY YOU NEED TO ATTEND?

- High-Level Networking Across Industries
- Expert-Led Discussions on Key Issues
- Practical, Actionable Strategies
- Real-World Case Studies
- Future-Ready Finance Leadership
- Peer-Led Dialogue & Interactive Sessions
- Economic Outlook for Strategic Planning
- Focus on Digital Transformation in Finance
- Gain Exposure to Regional & Global Perspectives
- Elevate Your Organisation's Brand Visibility

WHO SHOULD ATTEND?

- Chief Financial Officers (CFOs)
- Group/Regional Finance Directors
- Heads of Finance / Financial Controllers
- Financial Planning & Analysis (FP&A) Managers
- Corporate Strategy & Business Planning Leaders
- Treasury & Cash Management Professionals
- Investment & Portfolio Managers
- Risk & Compliance Managers
- Internal & External Auditors
- Tax Directors / Tax Consultants
- Mergers & Acquisitions (M&A) Specialists
- Financial Systems / ERP Managers
- ESG & Sustainability Finance Professionals
- Corporate Finance Advisors
- Legal Counsels supporting Finance & M&A
- Finance Transformation Officers

FROM ACROSS INDUSTRIES INCLUDING:

- Banking & Financial Services
- Insurance & Takaful
- Accounting & Audit Firms
- Professional Services & Consulting
- Government Ministries & Regulatory Bodies
- Oil & Gas / Energy / Utilities
- Manufacturing & Industrial
- Technology & Digital Solutions
- Retail & FMCG
- Healthcare & Pharmaceuticals
- Telecommunications & Media
- Transport & Logistics
- Construction, Property & Real Estate
- Hospitality & Tourism
- Education & Training Institutions
- Freezone Authorities
- ESG, Compliance & Sustainability Services
- Private Equity & Venture Capital

**FEATURING A POWERHOUSE LINEUP OF CFOs & FINANCE LEADERS**

Aren Yip
Country Manager
Airwallex Malaysia



Chong Soon Lock
Finance Director
Adidas (Malaysia)
Sdn. Bhd.



Kevin Leung
Managing Director,
Strategy & Consulting,
CFO & Enterprise Value
Accenture



Vinayak Sasitharan
Finance Director Asia
& Commercial
Director Japan
Arnott's Asia



**Ramanathan Amn
Thiagarajan**
Chief Financial
Officer
AirAsia MOVE



Presanya Krishnan
Senior Vice President, Group
Finance, Consolidation,
Corporate Finance, FP&A,
Tax and Treasury,
**Asahi Holdings Southeast
Asia Sdn. Bhd.**



Michelle Tog
Senior Vice President of
Corporate Governance &
Sustainability, Regulation
Bursa Malaysia Berhad



Moon Vu
Group Accounting
Director
CARSOME



Humayun Habib
Director Finance
Southeast Asia
Cargill



Ho Kok Yong
Chief Financial Officer
Program Leader
**Deloitte Southeast
Asia and Deloitte Asia
Pacific**



Farid Affandi
Country Financial
Controller
(Malaysia)
**Ecolab International
Sdn. Bhd.**



Joanne Tsung
Director Finance
Controlling BA APAC &
MEA and Director GSSC KL
Electrolux

FEATURING A POWERHOUSE LINEUP OF CFOs & FINANCE LEADERS



Diana Cheang
Regional Finance
Controller, Asia
Fosroc



Christina Ong
Country Head of
Finance
**HAVI Logistics (M)
Sdn. Bhd.**



**Mohamad Farizul
Yahaya**
Chief Financial
Officer
HRD Corp



Raja M Shahadan
Chief Financial
Officer
INCEIF University



**Prof. Dr Jomo
Kwame Sundaram**
Research Advisor
**Khazanah Research
Institute (KRI)**



Izzad Shamsudin
Chief Financial Officer
**KPJ Healthcare
Berhad**



Lionel Lim
Chief Financial
Officer
**MAMEE-Double
Decker**



**Ir. Wan Murdani Wan
Mohamad**
Head of Digital Adoption
Division
**Malaysia Digital
Economy Corporation
(MDEC)**



Lim Chee Keat
Executive Director &
Chief Financial
Director
**NTT Data Payment
Services**



François Bresson
Chief Financial Officer
Asia Pacific
Orange Business



**Aishah Farha Binti
Mohd Raih**
Chief Information
Security Officer
(CISO)
**Permodalan
Nasional Berhad**



Jarod Ho
Head of Sustainability
Pos Malaysia Berhad

FEATURING A POWERHOUSE LINEUP OF CFOs & FINANCE LEADERS



Devang Merchant
Group Controller –
Industrial
**PETRONAS Lubricants
International**



Jessica Low
Chief Financial
Officer
**SAP Malaysia
Sdn. Bhd**



Rafidah Jumal
VP Controller Finance
Operations
**Shell Business Service
Centre Sdn. Bhd**



Karna Mohan
Vice President
Finance Asia Pacific
Siemens Energy



Goh Li Wei
Chief Financial
Officer
**Terberg Tractors
Malaysia Sdn. Bhd.**



Michael Siow
Chief Financial
Officer
**TNG Digital Sdn.
Bhd.**



Chari TVT
Board Member &
Financial Advisor
UEM Sunrise Berhad



Sanjeev Selvarajah
Finance Director
VAT Group



Jessica Pinto
CFO – Asia Pacific
**Veolia Water
Technologies**



Faisal Irfan
Head of APeC (Asia
Pacific) Finance
Cluster
Volvo Cars Group



Lee Pei Lu
Finance Director,
Malaysia & Singapore
Warner Music Group

PROGRAMME SCHEDULE DAY 1

0830	Registration & Morning Coffee
0930	PLENARY SESSION 1 : KEYNOTE SESSION - Navigate the Future with a Pulse on Global Political and Economic Trends Prof. Dr Jomo Kwame Sundaram Research Advisor Khazanah Research Institute (KRI)
1000	PLENARY SESSION 2: The Evolutionary Role of the CFO: Strategic Leadership Beyond 2025 François Bresson Chief Financial Officer Asia Pacific Orange Business
1030	SPOTLIGHT SESSION: Harnessing Fintech for Global Growth Aren Yip Country Manager Airwallex Malaysia
1040	Coffee Break
1100	PANEL SESSION 3: Delivering Financial Results: Where Do Your Priorities Lie? Moderator: Ho Kok Yong Chief Financial Officer Program Leader Deloitte Southeast Asia and Deloitte Asia Pacific Panellists: Vinayak Sasitharan Finance Director Asia & Commercial Director Japan Arnott's Asia Lionel Lim Chief Financial Officer MAMEE-Double Decker Karna Mohan Vice President, Finance Asia Pacific Siemens Energy Lee Pei Lu Finance Director, Malaysia and Singapore Warner Music Group
1230	Networking Lunch
1400	PANEL SESSION 4: Accelerate Digitalisation for Transformative Growth Moderator: Kevin Leung Managing Director, Strategy & Consulting, CFO & Enterprise Value Accenture Panellists: Presanya Krishnan Senior Vice President Group Finance Asahi Holdings Southeast Asia Sdn. Bhd. Joanne Tsung Director Finance Controlling BA APAC & MEA and Director GSSC KL Electrolux Jessica Pinto CFO - Asia Pacific Veolia Water Technologies Devang Merchant Group Controller - Industrial PETRONAS Lubricants International
1530	Coffee Break
1600	PANEL SESSION 5: Navigating Uncertainty: Next-Generation Financial Planning for CFOs Moderator: Faisal Irfan Head of APeC (Asia Pacific) Finance Cluster Volvo Cars Group Panellists: Diana Cheang Regional Finance Controller, Asia Fosroc Christina Ong Country Head of Finance HAVI Logistics (M) Sdn. Bhd. Lim Chee Keat Executive Director and Chief Financial Officer NTT Data Payment Services Jessica Low Chief Financial Officer SAP Malaysia Sdn. Bhd.
1730	End of Day 1

PROGRAMME SCHEDULE DAY 2

0830	Registration & Morning Coffee
0900	PLENARY SESSION 6: Driving Growth and Innovation: Initiative and Culture Humayun Habib Director Finance SEA Cargill
0945	PLENARY SESSION 7: The Ultimate Talent and Tech Synergy Chari TVT Board Member & Financial Adviser UEM Sunrise Berhad
1030	Coffee Break
1100	PANEL SESSION 8: Transforming Finance: Next-Gen Automation, AI and Cyber Security Moderator: Ir. Wan Murdani Wan Mohamad Head of Digital Adoption Division Malaysia Digital Economy Corporation (MDEC) Panellists: Ramanathan Amn Thiagarajan Chief Financial Officer AirAsia MOVE Aishah Farha Mohd Raih Chief Information Security Officer Permodalan Nasional Berhad Farizul Yahaya Chief Financial Officer HRD Corp Rafidah Jumal Vice President Controller Finance Operations Shell Business Service Centre Sdn. Bhd
1230	Networking Lunch
1400	PANEL SESSION 9: ESG Developments: Financial Reporting and Governance Moderator: Moon Vu Group Accounting Director CARSOME Panellists: Farid Affandi Country Financial Controller (Malaysia) Ecolab International Sdn. Bhd. Jarod Ho Head of Sustainability Pos Malaysia Berhad Sanjeev Selvarajah Finance Director VAT Group Michelle Tog Senior Vice President of Corporate Governance & Sustainability, Regulation Bursa Malaysia Berhad
1530	Coffee Break
1600	PANEL SESSION 10: Unlock the Power of Cash Flow Management for Today's CFOs Moderator: Raja M Shahadan Chief Financial Officer INCEIF University Panellists: Izzad Shamsuddin Chief Financial Officer KPJ Healthcare Berhad Goh Li Wei Chief Financial Officer Terberg Tractors Malaysia Sdn. Bhd. Michael Siow Chief Financial Officer TNG Digital Sdn. Bhd. Chong Soon Lock Finance Director Adidas (Malaysia) Sdn. Bhd.
1730	End of Day 2

Terms & Conditions

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY BEFORE REGISTERING FOR ANY OF THE EVENTS AS THEY CONTAIN BINDING LEGAL TERMS AND OBLIGATIONS INCLUDING LIMITATIONS OR EXCLUSION OF OUR LIABILITY. BY REGISTERING FOR AN EVENT, YOU ARE DEEMED TO HAVE FULLY READ, UNDERSTOOD AND AGREED TO THE TERMS AND CONDITIONS GOVERNING THE EVENT. PLEASE DO NOT REGISTER IF YOU DO NOT AGREE TO ANY OF THESE TERMS AND CONDITIONS.

- While every effort would be taken to hold the Events as scheduled, Star Media Group Berhad and/or its group of subsidiaries (collectively, “Organiser”) reserves the absolute right to modify, cancel or postpone any of the Events at any time by serving a notice to the registrants (“Registrants”) prior to the date of the Event. In the event of modification or postponement of the Event, the terms and conditions contained herein shall apply mutatis mutandis to such modified or postponed Event.
- The Organiser, shall not be held responsible for any loss and/or damage suffered or incurred by the Registrants due to the modification, cancellation or postponement of the Event.
- Registrants below the age of 18 are required to obtain parent’s/guardian’s consent and to complete the relevant authorisation and indemnity declaration form(s) as required by the Organiser upon registration, failing which, the Organiser reserves the right to refuse entry to any Registrant under the age of 18.
- Upon successful registration for an Event, an order confirmation will be sent to the email address of the Registrant. Quotation and invoice will be issued by the Organiser within the next five (5) working days after the issuance of order confirmation. Registrants shall make payment within seven (7) days from the date of invoice, in any case, before the start of the Event (whichever is earlier). In the event of late payment, the Organiser is entitled to charge an interest calculated at the rate of 1.5% per month from due date of payment up to the date of the Organiser’s receipt of full payment.
- For clarity, online registration for the Event is confirmed upon issuance of quotation and invoice via email.
- Full payment must be received prior to the Event. Only Registrants that have made full payment will be admitted to the Event. Registrants are responsible for their own banking fees and banking fees will not be absorbed into the booking fee. In the event a Registrant is unable to make full payment prior to the Event, the said Registrant shall submit a letter of undertaking (“LOU”) to the Organiser before the start of the Event. The Organiser reserves the right to refuse entry to any Registrant who has not submitted the requisite LOU. For Registrants who are eligible for Human Resource Development Corporation’s training grant (“HRDC Grant”) and intend to claim the HRDC Grant, please select the option available during registration. This option is subject to the following terms and conditions: –

Payment

- The Organiser reserves the absolute right to amend or modify any of these terms and conditions from time to time as it deems fit. The amended or modified terms and conditions will be uploaded onto the Organiser’s website <https://events.thestar.com.my/> (“Website”).
- The Registrants are therefore encouraged to visit the Website from time to time to view any amendments and/or changes to the terms and conditions.
- An order confirmation will be sent to the Registrant’s email upon successful registration. An invoice will be issued by the Organiser to Human Resource Development Cooperation (HRDC) for the HRDC Grant subject to the maximum reimbursable limit of Ringgit Malaysia One Thousand Seven Hundred and Fifty (RM1,750.00) only per Registrant per day (“Grant Limit”).

- In the event the Registrant is unable to make full payment of the Excess Payment, the said Registrant shall submit the LOU as per the requirement set forth in Clause 7 above. The Registrant hereby agrees that he/she exclusively authorises the Organiser to charge the credit card with details listed above for the amount provided herein. The issuance of quotation and invoice by the Organiser upon receipt of the Registrant's registration and booking order serves as a contract that is valid, binding and enforceable. He/she at any time will have no basis to claim that the payments required herein are unauthorised, improper, disputed or in any way.

Substitution & Cancellations Policy

- Should the Registrant is unable to attend, a substitute is welcome at no extra charge. Written notification of substitution is required at least five (5) working days prior to the Event, failing which the Organiser may reject the Registrant's request for substitution. Non-payment does not constitute cancellation. Cancellation is strictly prohibited and 100% fee will be charged for no-show, non-payment or cancellation.
- The Registrant agrees that the Organiser reserves the right to pursue monies owed via the use of local debt collection agency where the Registrant is situated. Furthermore the Registrant will be held liable for any costs incurred in collection of outstanding monies. The Organiser will at all times seek to ensure that all efforts are made to adhere to meet the advertised package, however the Organiser reserves the absolute right to postpone, cancel or move a venue.
- The Organiser is not liable for any losses or damages as a result of substitution, replacement, postponement and/or cancellation of speakers and / or topics and / or venue and / or the event dates. If the Event is delayed or disrupted because of the occurrence of an event of force majeure (which event shall include but not limited to acts of God, epidemic, pandemic, quarantines, fire, explosions, flood, earthquake or other natural disaster; interruption or failure of utility service including but not limited to electric power; act of sovereign, war, terrorism, invasion, insurrection, revolution or rebellion; organised labour activities such as strikes, lockouts or boycott; change or imposition of any law or regulation or any directive from the government authority of Malaysia or any other event beyond the reasonable control of and occurring without fault of or negligence of the Organiser), the Organiser accepts no responsibility or liability for such delay or disruption. The Organiser shall under no circumstances be liable for any other costs that might have been incurred in the attendance of the affected Event, including but not limited to flights, accommodation, transfers and/or meals.

Copyright and Intellectual Property

- Upon registration, the Registrant hereby consents to the Organiser to keep his/her details and personal information submitted herein for future marketing activities carried out by the Organiser and/or any other third party advertising partners and/or The Organiser reserves the right to use any photographs (including those of Registrants), motion pictures, recordings, or any other media records of the Event, for any legitimate purposes including but not limited to commercial advertising and distribution to sponsors anywhere in the world without any notification and/or payment to the Registrants.
- The Registrants expressly acknowledge that by registering for the Event, the Registrants agree to be bound by the Organiser's privacy_policies and the processing and sharing of their personal data as described therein.
- The Registrants understand that the Organiser may process and/or share their personal data with third parties, including but not limited to training providers, suppliers and/or sponsors of the Event.

Indemnity

- By participating in the Event, the Registrants acknowledge and agree that the Organiser excludes all warranty and/or liability in connection with the Event. Registrants shall assume full liability and responsibility in case of any liability, mishap, injury, loss, damage, claim or accident (including personal injury and/or death resulting from their participation in the Event. The Organiser shall not be held responsible for any liability, mishap, loss, damage, claim or accident (including personal injury and/or death) in any manner whatsoever suffered by the Registrants as a result of their participation in the Event.

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**THANK YOU
FOR JOINING US**