



## CFO Program

### Southeast Asia CFO Agenda 2022

#### Reimagining the future of finance

Dear HKBAV members,

With the realisation that COVID-19 is here to stay, organisations who have been focused on recovering from the initial impacts of the pandemic are now considering strategy shifts to emerge stronger.

Southeast Asian CFOs and their finance functions are now taking stock of their evolving roles as they consider actions needed to reimagine and shape their future. Through a survey and a series of in-depth conversations with SEA CFOs across different sectors, we were able to look through their lenses as they reimagine the future for their role and teams.

In our second edition of the Deloitte [SEA CFO Agenda report](#), we uncovered the CFOs' growing priorities in people and talent, digital disruption and operations issues beyond the perennial concerns like supply chain and cash flow. We also reveal the two important areas CFOs are focusing on:

1. Transforming finance in strategic areas
2. Enabling the finance workforce



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### Virtual CFO Forums series

Deloitte SEA will be hosting a series of virtual CFO Forums in January and February 2022 to further discuss the themes. At each Forum, speakers will share insights and perspectives and we welcome your questions or comments for a more engaging and open discussion.

These Forums are by-invitation events and are exclusive to CFOs in the Southeast Asian region.

#### Session 1: Regional economic outlook

Tuesday, 18 January 2022

10:00 am – 11:30 am (GMT+8 SG, MY, PH)

9:00 am – 10:30 am (GMT+7 TH, ID, VN)



[Register](#)



- Macro-economic outlook for 2022
- Significant impacts of varying recovery by countries in the region

**Speaker:** Song Seng Wun, Economist, CIMB Private Banking

**Facilitator:** Marcus Ng, Director & Leader, Economics Advisory, Deloitte Southeast Asia

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#### Session 2: Transforming finance in strategic areas

Wednesday, 9 February 2022

10:00 am – 11:30 am (GMT+8 SG, MY, PH)

9:00 am – 10:30 am (GMT+7 TH, ID, VN)



[Register](#)



- Assessment of priority areas to transform in the midst of changing concerns from stakeholders and board
- Operational finance to financial insights and data ownership

**Facilitator:** Timothy Ho, Finance & Enterprise Performance Leader, Deloitte Southeast Asia

### Session 3: Enabling the finance workforce

Thursday, 17 February 2022

10:00 am – 11:30 am (GMT+8 SG, MY, PH)

9:00 am – 10:30 am (GMT+7 TH, ID, VN)



- Considerations of automating operational finance processes VS expansion and changes in roles of finance
- Definition of roles in a hybrid finance function including, but not limited to Storytellers, Interpreters, and Machine Managers

**Facilitator:** Giam Ei Leen, Assurance Leader, Deloitte Southeast Asia



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and register here](#)

#### Contact us

Please contact the [SEA CFO Program team](#) if you wish to discuss issues raised in the report in further details.

We hope the report findings will be insightful to you as you consider your steps in moving towards the future of your finance function, and look forward to you joining us at the Forums.

Get in touch with us or visit our [website](#) to learn more on the SEA CFO Program.



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