

2009 China

Enterprise Risk Management Summit

Risk Assessment, Risk Control & Risk Management

-- Optimizing the financial risk management through the cross-function cooperation



23rd -24th, March, 2009

Regal International East Asia Hotel Shanghai, China

Financial crisis spurs executives to weigh risk management:

The financial crisis, which leads to the shock and in panic for the people, is engulfing the entire world in 2008. The influence of 'The financial tsunami' beats the nerve for all of the people again: Enterprise Risk Management (ERM) has no time to delay under the current situation.

The depressed emotion appeared that if people wouldn't pursue the maximization of the profit without the limit, if people would care about the existence of the risk during the enterprise operation, if □ Unfortunately, there is no regret in the world. Because of the neglect for ERM we have had to paid large cost, and even such the cost is still continuing.

ERM is regarded as the most important part among the work of CFO. However, we have to come to realize in such a special time that ERM belongs no more to CFO only and it should belongs to each decision maker, even to each employee.

Opportunity accompanies always with the risk. **2009 China Enterprise Risk Management Summit** will provide you an optimal platform for communication of the understanding and expounding for the crisis from the different decision-makers' view, sharing the latest focus in ERM, discussing the co-management among the different department, creating the most values for the enterprise through the effective ERM.

How You Will Benefit:

- **Obtain** up-to-date information of the current investment policy
- **Gain** insight on future risk management trends
- **Grasp** a golden chance to have cross-function communications
- **Explore** how to put in and arrange the risk control
- **Learn** the latest techniques from successful ERM case

Who Should Attend?

- Chief Executive Officers/Managing Directors
- General Managers
- Chief Financial Officers
- Financial Directors/Managers
- Chief Risk Officers/Risk Management Managers
- VP of Legal affairs, Chief Legal Officers, Legal Directors/Managers
- Chief Information Officer/ Chief Technology Officer
- Chief Operation Officer, Operation Director
- Chief Investment Officer

Organized by:



Day One 23rd, March, 2009**0830 Registration****0850 Opening remarks from the chair****0900 Taking a close look into the investment policy in China for foreign-funded companies to avoid policy risks and keep compliance**

- Trigger of the change in the current investment policy and regulatory framework
- Attitude of government for investment promotion policy?
- Establishing the ERM framework from the view of regulatory point

Senior Officer, Ministry of Commerce of the People's Republic of China**0945 Driving ERM into planning and strategy to establish effective strategic risk management framework**

- Regarding the risk management from the view of corporate governance
- Embedding risk into strategic planning to facilitate better managerial decision making
- Establishing the "soft risk" management to drive company culture, operations and profitability
- Aligning risk reporting process timely with strategic planning

1030 Refreshment and networking break**1100 Cultivating the corporate culture to raise the awareness of risk control**

- Changing the concept: Risk is not equal to the financial risk exclusively
- Risk management belongs not only to C-level Executives, but to every employee
- Who should be responsible for the culture building within the enterprise?
- Developing "the same language" for risk exposure and risk reporting process

Guilin Peng, General Manager, Corporate Risk Management, China UnionPay**1145 Standardizing the process of identifying, measuring, assessing and managing risk to minimize the threat of enterprise risks**

- Establishing the mathematic model to present all the potential and uncertain risks
- Evaluating the risks to mitigate threats
- Integrating performance measure into risk assessment to enhance the efficiency of risk management

1230 Luncheon**0200 Enhancing cash management quality to ensure the enterprise survival and strategy development**

- Overview of the challenges for cash management in an economic downturn
- Improving the capital efficiency for global through the advanced cash management to ensure the finance security
- Regarding the cash management as the key role to construct enterprise finance management

Christie Zou, CFO, Merck China**0245 Accessing financing innovation services to evade the instability of exchange rate**

- A rational view for the financing innovation products
- Helping enterprises evade the exchange rate risk most effectively by a variety of the products
- Enough measures prepared for supervising, managing and self-supervising to ensure the financing innovation be worthy

0330 Refreshment and networking break**0400 Mitigating the enterprise credit risks to ensure the business continuity**

- Overview of the loss incurred by credit risks
- Assessing clients credit to reduce the credit risk in the beginning of the whole business process
- Creating the consistency of credit package elements in all lines of business
- Case study

Qingtong Zhou, VP & CFO, Lenovo**0445 Selecting the most suitable internal control model to safeguard the financial process security**

- Setting up the goal of risk control
- Distinguishing the key control point to ensure the system operate correctly
- Evaluating the different model of internal control for enterprise to enhance the capability of risks control
- Integrating the control process by standard system to improve the financial risk management

Feng Gu, Finance Director & Capital Operation Executive Director, SAIC**0530 Remarks from the chair and the end of day one**

Day Two 24th, March, 2009

- 0830 Registration**
- 0850 Opening remarks from the chair**
- 0900 Benchmarking the cost-effective risk management to maximize company value**
- Balancing the conflict between the profit the boards of directors requested and the cost risk managers mentioned
 - Pointing out the role of ERM in value creation for the boards of directors to emphasize the importance of risk management
 - Measuring and managing risks at the enterprise strategic investment level
 - Selecting economic capital as the tool to measure risk management performance
- 0945 Integrating operational risk management into ERM to safeguard business continuity**
- Aligning the ERM framework with the whole operation process
 - Utilizing a risk-based approach to identify critical functions of the business, analyze exposures and their impact on the organization
 - Establishing the operational risk management framework to reduce the organization's exposure to loss resulting from both internal financial processes and external events
- Petter Kapstad, Chief Risk Officer, StatoilHydro**
- 1030 Refreshment and networking break**
- 1100 What responsibilities should the corporate general counsel take in the ERM?**
- Considering the issues as the view of CEO to enable the legal risk management to be one of the most important elements of the enterprise strategy
 - Regarding the legal risk control as the key role in ERM to prevent the corporate legal disputes
 - Identifying and managing the legal risk from the whole business process
 - Preventing and dealing with the contract risk to ensure the safe enterprise operation
- 1145 Integrating corporate governance into ERM framework**
- Manage multiple regulatory requirements through the uniform enterprise governance platform to reduce operational cost
 - Enforcing the best practice structure with continuous application monitoring to keep compliance and prevent brand
 - Identifying, measuring, and responding to risk via the standard process to transform all the uncertainty into opportunity
- 1230 Luncheon**
- 0200 Integrating the various finance information for business to accelerate the process of financial risk assessment and reporting**
- According to the research, companies, which integrate finance data, are able to enhance the risk control up to 1.4 times, and would have double efficiency while dealing with the significant issues and emergencies.
- Apperceiving business performance promptly and grasping strategy direction accurately by the uniform finance data
 - Establishing a transparent and sharing system of financial process
 - Integrating a large number of dispersive financial data and various accounting system by taking advantage of leading technology such as IFO(Integrated Finance Organization)
 - Providing a unified platform to standardize business data
 - Case study
- Edgar Zhi, VP & CFO, RBS China**
- 0245 Establishing reliable IT structure to ensure the safe operation**
- In this session, we will talk about the importance of the IT structure which could ensure the safe operation of financial system. And also we will share the advanced solutions and technologies which can help enterprise keep smooth operation out of risks.
- Overview of the various potential risks while the operation relies on IT system
 - Infecting various operational negative influences once IT systems broken
 - Forming the safeguard for system by means of solutions
- 0330 Refreshment and networking break**
- 0400 Disaster recovery: Making financial crises turn to be opportunities**
- The nature of risk management is not to avoid the risks totally, but how to minimize the loss. In this session, we will discuss how to deal with the situation that risks come true and turn to be the crisis terminally? How to make crises turn to be opportunities even to create profit for enterprise?
- Improving emergency crisis capability to respond for the risk in the first time and control the loss
 - Re-building credit after the crisis to retrieve the trust from Investors
 - Grasping the suitable investment strategy to ensure the achievements of both the short-term & long-term finance's goal
- Investment Director, China Unicom**
- 0445 Panel Discussion**
- Optimizing the financial risk management through the cross-function cooperation**
- Financial Storming put the ERM to the top of cops, CFOs are expected to take more responsibility for risk management. Besides CFOs, all of the C-Level persons and even every employee are expected to be one of the key roles to manage the risks. How to improve the efficiency of cross-function risk management through collaboration? How to maintain the stable financial process?
- Building partnership between different functions to improve the quality of financial information, raise operation efficiency and alleviate risk
 - Providing CFOs a breadth and depth view of legal influence in financial process
 - Breaking the rule that CFOs' report and decision is the only reliance: CROs could cooperate with CFOs effectively to assess and avoid risk
- 0530 Remarks from the chair and close of the conference**