



Financial Services Interest Group (FSIG) Lunch Seminar

The CFO's Ultimate Challenge: Smart financial management and risk mitigation in today's global credit crunch environment



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| Speaker | Mr. Ralph Lai Managing Director, Greater China Trade Finance, GE Commercial Finance |
| Chairman | Mr. Mark Ho Convenor of FSIG Organising Committee |
| Date | 5 November 2008, Wednesday, 1:00 p.m. – 2:00 p.m. (Sandwiches and beverages will be served at 12:45 p.m.) |
| Venue | Auditorium, Hong Kong Institute of Certified Public Accountants, 27th Floor, Wu Chung House, 213 Queen's Road East, Wan Chai. |
| Admission Fee | HKD100 per person |
| HKICPA CPD Credit Hour | 1 hour |
| Application Deadline | 3 November 2008 |

ABOUT THE SPEAKER

Mr. Ralph Lai heads up GE Commercial Finance's trade finance business in the Greater China region and leads Commercial Finance sales activities in South China. He is based in Hong Kong.

Ralph was previously Deputy Regional Managing Director of Coface Greater China, managing the insurer's credit insurance commercial activities and setting up their new factoring business in the region. Prior to this, Ralph headed up GE's another business GE Capital Commercial Services in Hong Kong, and held senior sales & marketing positions in the region in The CIT Group, Rabobank Nederland and Pacific Asset Funding of Newport Beach, California.

Ralph graduated from the Chinese University of Hong Kong and obtained his MBA at Bath University UK.

REGISTRATION

To register:

- Online registration (for HKICPA members only): [Click here](#) or visit www.hkicpa.org.hk
- By post or by fax: Complete the attached reply slip and return it to the Institute on or before **3 November 2008**, together with full payment. Cheque should be made payable to "Hong Kong Institute of Certified Public Accountants".
- Fax registration will only be accepted if payment is made by any Visa/Master credit card. Acceptance is on a first-come-first-served basis. Confirmation of registration will be sent by email. If you have not received confirmation by 4 November 2008, please contact May Hung at 2287 7009 / Canace Leung at 2287 7089 or email: mcs.msce@hkicpa.org.hk.

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The CFO's Ultimate Challenge: Smart financial management and risk mitigation in today's global credit crunch environment



ABOUT THE SEMINAR

In view of the global market situations, how can CFOs who manage companies based in Hong Kong and China with a high proportion of business overseas mitigate and reduce risk using different types of financial tools given today's global credit crunch

Topics to discuss:

- ★ Overview of the fast-evolving and challenging global situations that manufacturers, exporters, traders and sellers nowadays face, particularly for companies doing business with the US in view of the credit crunch.
- ★ For overseas buyers and business partners, a decrease in consumer confidence and purchasing power, coupled with a surge in operating costs due to inflations, have hurt their businesses. Therefore, for CFOs and business owners here in the Greater China region doing business with overseas buyers, there is a heightened increase in risk. Not only risk has increased, we are actually seeing more failures in the buyers market overseas – especially in the US.
- ★ In addition, given the problems as faced by many banks and financial institutions, lending is becoming more difficult - whether you are buyers or sellers.
- ★ Global loan issuance in H1 2008 (which includes syndicated, commercial and industrial loans) was recorded at US\$1,206.41 billion, a significant drop of 43% as compared to the amount of issuance in same period H1 2007 (US\$2,105.38 billion), thereby illustrating the difficulty in borrowing money from a global trade perspective. In addition, the cost of borrowing has increased.
- ★ Therefore, for companies in the Greater China region doing business with overseas clients and business partners, how can you defend and protect your business - particularly from a financing perspective?
- ★ In this respect, how can CFOs and business owners use innovative financing tools to help protect the business from a more risky environment given the global economic slowdown, and also to help advance the market position.
 - ✓ Discuss the various innovative financing tools as available
 - ✓ Analyze which types of financing tools are most appropriate to which types of companies
 - ✓ Explore the flexibility and effectiveness of these financing tools – on a company's cash flow and accounts receivables management
 - ✓ Provide an overview of the latest situations in the US and Europe, and how companies in Hong Kong and China should respond to the more challenging business environment overseas
 - ✓ Talk about how smart financial tools can in fact be an effective business strategy to help you win more business, enhance profit and reduce risk exposure – when nowadays it's rather difficult to be assured that your overseas and local business partners, clients and suppliers will not go down ...



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Operation & Finance Department,
Hong Kong Institute of CPAs
 37th Floor, Wu Chung House,
 213 Queen's Road East, Hong Kong.
Fax no: 2893 9853

Enrolment Form

Online enrolment (for HKICPA members only)

5 November 2008

(Please reply on or before **3 November 2008**)

FOR OFFICE USE

Seq. no.: _____

Handled by: _____

Please allow 4 days to process your application. In order not to delay the process, please do NOT make any unnecessary enquiries. You can check your enrolment status at "My CPA" at <http://www.hkicpa.org.hk>. Unsuccessful enrolment will be notified 2 days before the event with full refund.

Please type or print: -

Name: (*Mr. / Mrs. / Ms.) _____ Institute Membership No.: _____

Company name: _____

Position held: _____

Telephone No.: _____ Fax No.: _____

E-mail: _____

Please "✓" as appropriate

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|--|---------------------------------|------------|------|
| Admission Fee: <input type="checkbox"/> HKD100 per person | | | |
| Payment by: <input type="checkbox"/> Cheque no.: _____ (Bank: _____) | | | |
| <input type="checkbox"/> Visa / Master credit card | | | |
| <i>*Cheque should be made payable to "Hong Kong Institute of Certified Public Accountants"</i> | | | |
| For payment by credit card, please fill in the following: | Card no.: | | |
| Cardholder's Name : (Please print) | Card Expiry Date (month/year) : | | |
| Date : | Cardholder's Signature : | | |
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| | | | |

Notes:

- Enrolments are accepted on a first-come-first-served basis. No telephone reservation will be accepted.
- Full payment must be made before application will be processed.
- The closing date for enrolment is **3 November 2008**.
- Confirmation will be sent by e-mail unless your application for registration is unsuccessful. If you have not received confirmation by 4 November 2008, please contact May Hung at 2287 7009 / Canace Leung at 2287 7089.
- Unless the seminar is cancelled due to unforeseen circumstances, no refund will be given after your registration has been processed.
- Bad weather arrangement: the seminar will be cancelled if typhoon signal no. 8 or above/ Black rainstorm Warning is hoisted as announced by the Hong Kong Observatory at or after 6:30 a.m. on the date of seminar. In the event of bad weather, admission fee will be refunded.

Payment & Enrolment Status Enquiry: 2287 7381
 e-mail: finance@hkicpa.org.hk

Event Information Enquiry: 2287 7009 / 2287 7089
 e-mail: mcs.msce@hkicpa.org.hk