



AFIS25

3rd ASEAN FINANCE INNOVATION SUMMIT 2025

BOLD BREAKTHROUGHS IGNITING CHANGE. RESHAPING THE FINANCIAL ECOSYSTEMS FOR MODERNISE LANDSCAPES

ALOFT KUALA LUMPUR SENTRAL



500+
Delegates



35+
Speakers



7+
Discussion



30+
Exhibitors



Jean-Paul Binot
Managing Director,
Group Global Business
Services Hub
BoardRoom Group



Youjin Lee
Cluster CFO
Schneider Electric
Singapore



Dipesh Patel
Regional CFO, APAC
Intertek

EVENT INTRODUCTION

Finance is at the forefront of business transformation, evolving into a dynamic, strategic force that shapes the future of organizations. No longer confined to managing numbers, today's finance leaders are tasked with driving innovation, implementing cutting-edge technologies, and steering their companies through increasingly complex landscapes. As the demands of the modern financial environment grow, so too does the need for CFOs and finance professionals to lead with agility, foresight, and resilience.

The emergence of AI, blockchain, hyper-automation, and decentralized finance (DeFi) is revolutionizing the finance function, turning it into a catalyst for growth, efficiency, and competitive advantage. Now, more than ever, finance must bridge the gap between operations and strategy—leveraging data analytics, automation, and digital currencies to unlock value, streamline processes, and empower organizations to thrive in a rapidly evolving marketplace.

This year's summit will go beyond discussing theoretical possibilities; it will offer real-world solutions and practical steps that senior finance executives can adopt to drive operational efficiency, enhance customer engagement, and sustain long-term growth. Attendees will gain unparalleled insights into the latest AI-driven innovations, the impact of digital currencies, and the emerging role of finance in shaping business strategy for a greener, more sustainable future.

AFIS 2025 is more than just a conference—it is a launchpad for transformation, providing the tools and knowledge finance leaders need to unlock the true potential of the finance function, transform operational capabilities, and thrive in the new financial reality. Join us to engage with top-tier experts, immerse yourself in forward-thinking discussions, and become part of the finance revolution that will define the next decade.

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KEY HIGHLIGHT

1 CFO LEADING THE DAWN OF DIGITAL FINANCE TRANSFORMATION

- AI and Hyper-Automation: AI and RPA streamline operations, improve decision-making, and boost financial efficiency.
- Blockchain and Digital Assets: Blockchain enhances transparency and security, unlocking new opportunities in digital finance.
- Decentralized Finance (DeFi): DeFi disrupts traditional models, offering decentralized alternatives for lending and investing.

2 FINANCE FUTURE-PROOF OPERATIONS WITH DATA-DRIVEN DECISIONS

- The New Role of CFOs: CFOs are now key drivers of digital transformation, innovation, and business strategy.
- Scenario Planning for Resilience: Scenario planning equips organizations to navigate uncertainty and maintain financial stability.
- Leadership in Hybrid Work: Strategies for leading productive, collaborative finance teams in hybrid work settings

3 SUSTAINABLE FINANCE TRENDS IN 2025: THE RISING IMPORTANCE OF ENVIRONMENT, SOCIAL & GOVERNANCE TRANSFORMATION IN DIGITAL WORLD

- Green Bonds and Climate Finance: Green bonds drive sustainability and align financial growth with environmental goals.
- ESG and Compliance: ESG frameworks ensure regulatory compliance while promoting sustainable business practices.
- Climate Risk in Finance: Integrating climate risk into financial strategies ensures resilience and aligns with sustainability trends.

4 TRANSFORMING OPERATING MODELS TO EMPOWER THE STRATEGIC FINANCE LEADERS

- Building Integrated Financial Ecosystems: Explore how superapps provide a unified journey for customers, streamlining access to diverse financial services.
- Unlocking Growth through Embedded Finance: Discover the scalability of embedded finance within superapps to drive business growth.
- CFO Insights on Cost Control: Understand how CFOs align cost control with strategic vision, using data analytics for effective management while fostering collaboration across teams.

5 BUILDING FUTURE-READY FINANCE TEAMS

- Leading Hybrid Teams: Explore strategies to enhance productivity, collaboration, and engagement in a hybrid work environment.
- Preparing Teams for the Future: Understand how to reskill and upskill employees to meet evolving digital and business demands.
- Using Technology to Drive Collaboration: Discover tools and approaches to streamline communication and alignment for distributed teams.

6 CRUNCH TIME FOR FINANCE LEADERS: ADAPTING TO EXPANDING ROLES IN A CHANGING LANDSCAPE

- Balancing Profit and Ethics: Examine how to integrate ESG initiatives into financial strategies to ensure sustainable growth.
- Redefining CFO Leadership: Gain insights into expanding the CFO role to include innovation, culture, and strategic influence.
- Navigating Digital Disruption: Identify key strategies to address challenges from automation, regulatory shifts, and evolving stakeholder expectations.

JUGGLING PRIORITIES TO BUILD RESILIENCE: PROVEN STRATEGIES TO DETECT CYBER THREATS AND PREVENT FRAUD

- Securing Financial Systems: Explore methods to combat cyber threats and payments fraud with tailored prevention strategies.
- Innovating Payment Solutions: Understand how open banking and fintech collaborations are shaping the future of secure and efficient payments.
- Strengthening Organizational Resilience: Discover leadership approaches to build adaptable, integrity-focused teams prepared for disruption.

ATTENDEES PROFILE

- 1 CHIEF FINANCIAL OFFICERS
- 2 FINANCE DIRECTORS & VICE PRESIDENTS
- 3 HEADS OF DIGITAL TRANSFORMATION
- 4 CHIEF INFORMATION OFFICERS
- 5 CHIEF TECHNOLOGY OFFICERS
- 6 VPs & DIRECTORS OF RISK MANAGEMENT
- 7 HEADS OF COMPLIANCE & REGULATORY AFFAIRS
- 8 TREASURY & CASH MANAGEMENT LEADERS
- 9 SUSTAINABILITY & ESG OFFICERS
- 10 FINTECH INNOVATORS & STARTUP FOUNDERS
- 11 INVESTMENT MANAGERS & ANALYSTS
- 12 REGULATORY & COMPLIANCE EXPERTS
- 13 DIRECTORS OF BUSINESS STRATEGY
- 14 DIGITAL TRANSFORMATION LEADS
- 15 CYBERSECURITY EXPERTS
- 16 AUTOMATION AND AI SPECIALISTS
- 17 INNOVATION & TECHNOLOGY PROVIDERS
- 18 HEADS OF LEGAL & AUDIT
- 19 CORPORATE TREASURERS
- 20 PUBLIC SECTOR FINANCE PROFESSIONALS

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 ISS Global Forwarding



Dipesh Patel
 Regional CFO, APAC
 Intertek



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 Head of Finance, VP
 Finance Accounting &
 Procurement
 Shearwater CPO
 (2024 Asia's Controller of the Year)



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 Regional Director Sales
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 Cluster CFO
 Schneider Electric
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Mike San Diego
 Senior Vice President /
 CFO
 EON Group



Kunwar Aditya Saxena
 Chief Financial Officer
 CIMET



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 Senior Financial Services
 Consultant
 EY Singapore



Ralph Stein
 Consultant
 Chartered Accountants
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Dennis Chia
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Danny Han Seng Foong
 VP & Head of Asia Strategy
 Telenor Group



Amrit Sherestha
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 Haad Thip Public
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 Vice President and Senior
 Customer Finance
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 Hitachi Energy



Abe Karar
 Founder / CEO
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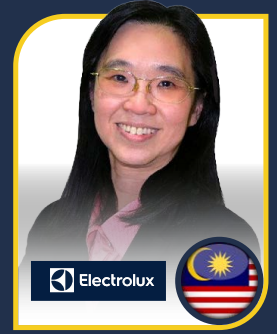
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Rafidah Jumal
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Albert Ateng
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 Technology
 Lemonilo



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 Chief Financial Officer
 MatchMove



Burin Adulwattana
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 & Chief Economist
 Kasikorn Research Center
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8:00 AM – 9:00 AM
9:00 AM – 9:15 AM

REGISTRATION AND WELCOME COFFEE
OPENING REMARKS BY CHAIRPERSON

THEME 1: CFO LEADING THE DAWN OF DIGITAL FINANCE TRANSFORMATION

9:15 AM – 9:45 AM

SPEAKING SLOT: UNLOCKING THE POWER OF AI AND HYPER-AUTOMATION FOR UNMATCHED FINANCIAL EFFICIENCY

Discover how AI and robotic process automation (RPA) are revolutionizing financial operations, reducing manual errors, enhancing decision-making, and driving next-level efficiency in finance.

- *Scaling Automation: Explore how hyper-automation enhances operational agility and redirects resources towards strategic growth.*
- *Data-Driven Decision-Making: Learn how AI delivers real-time insights to shape more informed financial strategies.*
- *Strengthening Operational Resilience: Discover how AI enhances responsiveness and resilience in dynamic market conditions*

SPEAKER: Youjin Lee, Cluster CFO, **Schneider Electric Singapore**

9:45 AM – 10:30 PM

PANEL SYMPOSIUM: THE CFO AS A CATALYST FOR DIGITAL TRANSFORMATION

CFOs are no longer just financial gatekeepers—they are the architects of digital transformation, strategically driving innovation and future-proofing their organizations. This session will reveal how today's CFOs are harnessing technology, fostering cross-functional collaboration, and leading their organizations through a financial revolution.

- *Redefining Leadership: Beyond the Numbers: Discover how CFOs are stepping into transformative leadership roles, breaking down silos, and becoming the critical link between digital strategy and business growth.*
- *Mastering the Digital Shift: Explore how CFOs are spearheading complex digital transformations, aligning financial strategies with emerging technologies, and guiding organizations through disruptive change with precision.*
- *Balancing Innovation with Financial Discipline: Learn how CFOs are evolving to integrate forward-thinking innovation with robust financial stewardship, driving sustainable growth while navigating the complexities of digital finance.*

MODERATOR:

Abe Karar, Founder / CEO, **ALCHEMY DS, Canada**

PANELLISTS:

- **Mike San Diego**, Senior VP | Chief Finance Officer, **EON Group**
- **Dipesh Patel**, Regional CFO, APAC, **Intertek**
- **Zulaifah Ghani**, Ex Regional CFO, **ISS Global Forwarding**
- **Kunwar Aditya Saxena**, Chief Financial Officer, **CIMET**

10:30 AM – 11:00 AM

DIAMOND SPONSOR SLOT

11:00 AM – 11:30 AM

SPEAKING SLOT: UNLEASHING BLOCKCHAIN, DIGITAL ASSETS, AND DEFI – REVOLUTIONIZING FINANCE FOR THE FUTURE

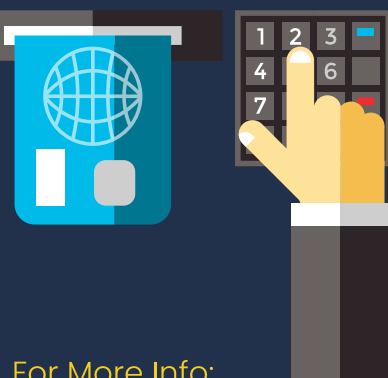
Discover how blockchain and decentralized finance (DeFi) are driving new standards for transparency, security, and efficiency in finance.

- *Empowering Trust through Blockchain: Learn how blockchain guarantees secure and transparent financial operations.*
- *DeFi: Revolutionizing Financial Access: Understand how DeFi is creating new models for borrowing, lending, and investment without traditional intermediaries.*
- *Unlocking Value through Tokenization: Explore how asset tokenization is reshaping liquidity and transforming investment opportunities.*

SPEAKER:

11:30 AM – 11:45 AM

COFFEE BREAK – NETWORKING OPPORTUNITY



THEME 2: FINANCE FUTURE-PROOF OPERATIONS WITH DATA-DRIVEN DECISIONS

11:45 AM – 12:30 PM

PANEL SYMPOSIUM: USING OUR DATA ACCESS EFFECTIVELY TO ENGAGE WITH OTHER DEPARTMENTS AND MOVING TOWARDS BIGGER PICTURE WORK

What could you do if just 10% of your entire day's work could be automated? You could dedicate that time to research; to training and developing the skills of your team, or even develop a new business case over a few months. Now what if 50% of your entire day's work is automated? Would your entire value to the business change? Leaders in the finance space need to be prepared for the drastic time-saving opportunities that are now available, and a serious discussion about what leaders do with this free time needs to be prioritised. By automating the majority of the finance process, leaders will incrementally find themselves involved with higher-value work and becoming higher value members of the organisation.

- *Setting the plan for future 'free' time by prioritising analytical and strategic skills*
- *Discovering what is possible when it comes to 'autonomous' finance functions and debating if it is even possible*
- *Creating time-use-cases – learning what will become the next big time-sink for the finance leader*

MODERATOR:

PANELLISTS:

- **Jogendra Singh**, President & Group CFO, **Hero Enterprise**
- **Jennifer Wong**, Chief Financial Officer, **Maxis**
- **Rafidah Jumal**, VP FO Controller, **Shell Business Service Centre**
- **Dato' Nabilah Abdul Mubin**, Vice President & Director - Finance, **ExxonMobil Exploration & Production Malaysia Inc**

12:30 PM – 13:00 PM

PLATINUM SPONSOR SLOT: SUPERAPPS AND REGTECH: TRANSFORMING FINANCIAL SERVICES THROUGH SEAMLESS COMPLIANCE AND CUSTOMER EXPERIENCE

SPEAKER:

13:00 PM – 13:30 PM

SPEAKING SLOT: STRATEGIC LEADERSHIP IN HYBRID WORK ENVIRONMENTS – NAVIGATING THE NEW NORMAL

As hybrid work becomes the new standard, finance leaders must adapt to ensure teams remain productive, collaborative, and engaged. This session delves into actionable strategies for leading hybrid teams to success.

- *Maximizing Productivity: Explore effective strategies to maintain high performance in both remote and in-office settings.*
- *Building a Collaborative Culture: Learn how to foster a seamless collaboration between distributed teams, ensuring alignment and engagement.*
- *Empowering Leadership: Discover how to nurture and equip leaders to successfully manage and inspire hybrid workforces.*

SPEAKER: Giselle A. Geronimo, Head of Finance, Vice President Finance Accounting & Procurement, **Shearwater CPO**

13:30 PM – 14:50 PM

LUNCH BREAK

14:50 PM – 15:20 PM

DIAMOND SPONSOR SLOT

THEME 3: SUSTAINABLE FINANCE TRENDS IN 2025: THE RISING IMPORTANCE OF ENVIRONMENT, SOCIAL & GOVERNANCE TRANSFORMATION IN DIGITAL WORLD

15:20 PM – 15:50 PM

SPEAKING SLOT: SERVING THE UNDERSERVED, SUPPORTING MSMEs FOR DYNAMIC BUSINESS GROWTH

- *Role of financial institutions in creating products that meet the MSME needs*
- *What role does the government play in enhancing the social standing of MSME*
- *Is financial literacy important in an environment where a majority of MSME are already familiar with e-payments?*

SPEAKER: Fozia Amanulla, Chief Executive Officer, **Boost Bank**



15:50 PM – 16:30 PM

FIRESIDE CHAT: TURNING ESG COMPLIANCE INTO A COMPETITIVE EDGE

Finance leaders are transforming ESG compliance from a regulatory obligation into a powerful strategic advantage. This discussion unveils how aligning ESG practices with business goals can drive market differentiation, enhance transparency, and build a foundation for long-term growth.

- *Building Competitive ESG Strategies: Leverage ESG initiatives to stand out in a crowded, sustainability-driven marketplace.*
- *Creating Impactful ESG Reporting: Craft transparent, compliant ESG reports that strengthen trust and credibility with investors and stakeholders.*
- *Embedding ESG into Core Strategy: Integrate ESG principles into your business strategy to fuel sustainable success and long-term resilience.*

MODERATOR: **Jogendra Singh**, President & Group CFO, **Hero Enterprise**

PANELLISTS:

- **Amrit Shrestha**, Chief Financial Officer, **Haad Thip Public Company Limited**
- **Faisal Malik**, Managing Partner, **FMC Group**
- **Ralph Stein**, Consultant, **Chartered Accountants Australia and New Zealand**

16:30 PM – 16:45 PM

EVENING COFFEE BREAK – NETWORKING OPPORTUNITY

16:45 PM – 17:15 PM

SPEAKING SLOT: THE EVOLUTION OF FINANCE: DRIVING TRANSFORMATION TO BECOME A TRUSTED BUSINESS ADVISOR

The role of finance has evolved from operational reporting to strategic advisory, driven by technological advancements, sustainability imperatives, and changing business models. To thrive in this new era, finance teams must embrace digital transformation, process automation, and green finance initiatives, ensuring they remain trusted business partners across the organization.

- *Digital Transformation with AI & RPA – Creating Strategic Value:*
- *Change Management & Education – The Foundation of Transformation:*
- *ESG Integration – A New Dimension of Financial Reporting:*
- *Future-Ready Finance Teams – Driving Innovation and Collaboration:*

SPEAKER: **Ralph Stein**, Consultant, **Chartered Accountants Australia and New Zealand**

17:15 PM

END OF DAY 1



8:00 AM – 9:00 AM
9:00 AM – 9:15 AM

REGISTRATION AND WELCOME COFFEE
OPENING REMARKS BY CHAIRPERSON

THEME 4: TRANSFORMING OPERATING MODELS TO EMPOWER THE STRATEGIC FINANCE LEADERS

9:15 AM – 9:45 AM

SPEAKING SLOT: TRANSFORMATIONAL EXCELLENCE THROUGH OPERATING MODEL DESIGN

- A holistic transformation through operating model design
- Why transforming through an operating model change does not have to be a clandestine operation
- How to prepare and transition your organisation's mindset for an operating model change
- Can there be unintended consequences, what history tells us and has the prognosis changed over time?

SPEAKER:

9:45 AM – 10:30 AM

PANEL SYMPOSIUM: CFO'S INSIGHTS: STRATEGIC COST CONTROL THAT FUELS GROWTH & INNOVATION

- Integrating Cost Control with Strategic Vision: Aligning financial strategies with overall business objectives.
- Data-Driven Cost Management: Using analytics to identify areas for cost reduction without compromising quality.
- Balancing Short-Term Savings with Long-Term Investments: Strategies for sustainable financial health.
- Fostering a Culture of Collaboration: Engaging teams across the organization to support cost initiatives without hindering innovation.

MODERATOR:

PANELLISTS:

- **Devang Merchant**, Global Controller & Regional Sales Director (Industrial) SEA, **PETRONAS Lubricants International**
- **Amrit Shrestha**, Chief Financial Officer, **Haad Thip Public Company Limited**
- **Danny Han Seng Foong**, VP & Head of Asia Strategy, **Telenor Group**
- **Albert Ateng**, VP, Finance & Technology, **Lemonilo**

10:30 AM – 11:00 AM

PLATINUM SPONSOR SLOT:

11:00 AM – 11:15 AM

COFFEE BREAK – NETWORKING OPPORTUNITY

THEME 5: BUILDING FUTURE-READY FINANCE TEAMS

11:15 AM – 11:45 AM

SPEAKING SLOT: UNVEILING THE LIMITATIONS: HOW FLAWED FUNDAMENTALS PROCESS IMPEDE CFO'S AMBITIONS

- **DATA INCIDENTS:** Finance expand a large amount of effort correcting reporting, limiting time to focus on predictively forecasting new opportunities or proactively preventing risks.
- **CULTURE OF FINANCE:** Finance teams have become deeply entrenched in the cyclical nature of reporting, leaving little appetite for strategic reflection on their processes
- **FRAGMENTED FINANCE:** Centralised finance functions have created inefficient siloed processes with no ownership, complex spans of control, and low staff morale
- **SKILLS SHORTAGE:** Finance teams lack diverse skills to effectively resolve data incidents, construct data models, or communicate effectively with the business

SPEAKER:



11:45 AM – 12:30 PM

PANEL SYMPOSIUM: THE FUTURE OF WORK: REDEFINING ROLES IN A DIGITAL AND HYBRID WORLD

As the workplace evolves with digital transformation, automation, and changing workforce expectations, organizations need to redefine roles, upskill teams, and embrace new working models. This panel will explore the strategies companies can use to stay competitive and attract top talent in a dynamic and tech-driven environment.

- *Adapting to Hybrid Work Models: Understanding how to balance remote, hybrid, and in-office work to enhance productivity and work-life balance.*
- *Reskilling and Upskilling: Identifying critical skills for the future workforce and implementing ongoing learning programs.*
- *AI and Automation in the Workplace: Examining how AI, automation, and other technologies are transforming job roles and productivity.*
- *Cultural Transformation: Building an organizational culture that supports innovation, flexibility, and adaptability in a digital world.*
- *Employee Well-being and Mental Health: Addressing the impact of digital and remote work on employee well-being and finding effective support strategies.*

MODERATOR:

PANELLISTS:

- **Melisa Hendrawati**, CFO / Finance Director, **Superbank**
- **Joanne Tsung**, Director Finance Controlling APAC MEA and Director GSSC KL, **Electrolux**
- **Dennis Chia**, Chief Financial Officer, **StarHub**

12:30 PM – 13:00 PM

GOLD SPONSOR SLOT

13:00 PM – 14:20 PM

LUNCH BREAK

THEME 6: CRUNCH TIME FOR FINANCE LEADERS: ADAPTING TO EXPANDING ROLES IN A CHANGING LANDSCAPE

14:20 PM – 15:05 PM

PANEL SYMPOSIUM: PROFIT AT WHAT COST? THE ETHICAL DILEMMAS FACING MODERN FINANCE LEADERS

Are we sacrificing long-term sustainability for short-term gains? How do we reconcile profitability with ethical business practices? In a world where profitability is often the primary measure of success, finance leaders face increasing scrutiny over how they operate and make decisions. Failure to focus on these questions and ethical lapses can lead to significant financial risks, including fines, legal actions, and reputational damage. Whether these new ethical dilemmas are warranted or not, trends show that they are here to stay, and so the question becomes how we as leaders deal with them in the best possible way. We have a chance to lead by example and create a corporate culture that not only tackles these new challenges head-on but makes them easier for us as leaders to handle in the future.

- *Setting precedents to drive brand loyalty and sustainable growth at the expense of short-term gain*
- *Creating a culture of transparency in order to mitigate catastrophic PR crises*
- *Owning and developing a comprehensive ESG strategy, demonstrating a new era of value deriving from the CFO*

MODERATOR: Azleen Waris, Group Financial Controller, **EDOTCO Group**

PANELLISTS:

- **Anju De Alwis**, Managing Director, **Ultimate Access Education**
- **Daniel Stuart-Smith**, Chief Financial Officer, **MatchMove**
- **Mohd Khairul Izzad Mohammed Shamsudin**, Chief Financial Officer, **KPJ Healthcare Berhad**
- **Ramanathan Amn Thiagarajan**, Chief Financial Officer, **airasia MOVE**

15:05 PM – 15:35 PM

SPEAKING SLOT: 'OLD FINANCE' VS 'NEW FINANCE': A GENERATIONAL DISCUSSION ON LEADERSHIP IN FINANCE

Finance leaders should be experts in people and communication as much as they are experts in accounting. A major part of understanding people is culture and language, and when we initially think of culture and language we think of regional or national variations. But what about generational? Arguably a greater shifting force for corporate culture has been the induction of younger employees, who bring new social pressures; with novelty becoming authority over the tenure of their careers. The time has come to bring together 4 generations of Finance leaders from Baby Boomers to Generation Z.

- *Defining the generations by exploring the core characteristics and where they differ or overlap.*
- *Understanding our definitions of finance leadership and how our perceptions of what classifies as "good" leadership have changed*
- *Utilising 'New Finance' to bridge the gaps between generational differences to create better leadership overall.*

SPEAKER: Dipesh Patel, Regional CFO, APAC, **Intertek**



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 - The participant(s) has/have no basis to claim that any payment required under this Agreement is at any time improper, disputed or unauthorized in any way;
 - The participant(s) has/have read and understood all the terms and conditions herein instead.
- Governing Laws:** This Agreement shall be governed and construed in accordance with the laws of Malaysia. However, CT Asia is entitled to the exclusive right of submitting to the jurisdiction of the courts in which the participant is domiciled or located.