

To infinity and beyond... The CFO Challenge

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Business is no longer what it used to be. Particularly in the Finance Department of organisations. The past few years have seen unprecedented change in the top levels of management within companies. Expectations are higher. And the rules of engagement have changed.



In

Clem Sunter

In addition to protecting and developing revenue streams, the CEO, the board and the shareholders increasingly expect Financial Managers and CFO's to evolve the business in line with current trends. It has become evident that the CFO's role within the organisation is more complex than is currently understood.

Top Companies Publishing and Events is exploring this international evolution at The CFO Challenge Conference: From Financial Gatekeeper to Strategic Leader.

This event is hosted in alliance with the South African Institute of Chartered Accountants - Strategic Alliance Partner to The CFO Challenge.

Montecasino, Jo'burg

24 & 25 August 2005

La Vendome Hotel

Cape Town

19th & 20th October 2005

Over 16 prominent industry leaders will share their story of how they made the transition, including

- Michael Coulson (Master of Ceremonies)
- Clem Sunter
- Riaz Hassim, Senior Executive: Member Services, SAICA
- Tryphosa Ramano, Chief Financial Officer, SAA
- Prof. Jean Miller, ex-Lecturer, University of Kwazulu Natal
- Michael Lalor, Business Director Strategy & Innovation, Ernst & Young
- Derrick Planting, Managing Director, UKUSA
- Maphum Nxumalo, Business Development Director, SAP Africa
- Advocate Steven Powell, Director of SHG Forensics, SHG
- Sandile Zungu, Chairman, African Vanguard Services
- Kevin Utian, Managing Director, Nandos
- Robert Maybery, CEO, The Leadership Laboratory
- Prof Dawie Roodt, Chief Economist, The Efficient Group

These industry captains will be addressing topics such as:

- *How to consolidate your role as chief performance office*
- *Ethical strategic financial management*
- *Building a culture of value creation (adding the human factor)*
- *Building a talent platform and executive placements*
- *How to merge finance with IT Strategy*
- *Fraud prevention: How to protect your company's assets*
- *How to strengthen your company's assets through Mergers and Acquisitions*
- *Moving forward in tough times*
- *The CEO/CFO Partnership: How to communicate more effectively with the Board*
- *Learn International best practice in corporate governance*
- *In boom times prepare for busts: Current and future trends in the SA economy*
- *The games foxes play*

Delegates at the two-day conference will learn how to take on a leadership role within an organisation as well as the transformation of finance into the strategic driver of an organisation. Where else will you hear hands-on case studies from top South African organisations such as SAA, Sonnenberg Hoffman Galombik, Ernst & Young, SAICA, Nandos, and SAP Africa, among others?

"A unique opportunity to position yourself at the forefront of business today."

This is the only forum to provide you with the leadership strategies for management optimisation, maximising your deliverance as the chief performance officer.

For further information or bookings contact Claudia Grobler on 021 441 2500 or email

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