



# Trust & Integrity Conference 2018

## Accountability, Integrity and Trust —the Way Forward for the Profession

7 February 2018 (Wednesday), Connexion Conference & Event Centre  
@Nexus, Bangsar South, Kuala Lumpur

**Solid governance and unimpeachable integrity are vital to achieving improved financial management, transparency, accountability and top performance in both the business and public sectors, and these will eventually lead to more robust integrity, confidence and trust in Malaysian business, society and capital markets.**

**Join us in exploring some of the leading ideas in the trust and integrity space today—ranging from measuring trustworthiness in organisations, to developing credible trustworthy leaders, to leveraging blockchain as a proxy for trust, and to better reporting for transparency and integrity.**



### OBJECTIVES

- Gain an understanding of the accounting practices that can promote an organisation's integrity
- Measure and elevate the trust level in organisations
- Explore the skills necessary to create ethical and trustworthy leadership
- Discover the impact of blockchain technology to improve the efficiency and integrity of financial records
- Get insights on communicating transparently with stakeholders to engender trust

### WHO SHOULD ATTEND

- CEOs
- CFOs
- Company Directors
- Accountants
- Auditors
- General Managers and Advisors
- Government Officers

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## CONFERENCE OUTLINE

- 8.00am **REGISTRATION & WELCOME REFRESHMENTS**
- 9.00am **WELCOME ADDRESS**  
MIA President
- 9.15am **Session 1. Stronger Governance for Integrity and Trust in Organisations**  
Strong governance is crucial to building trust and integrity in all sectors of the global economy. It is the foundation for recovery, growth, and stability, and is essential to the global fight against fraud and corruption. This session highlights the importance of governance in building trust and reputations, and provides guidance on how organisations can institute best governance practices.
- MODERATOR**  
**Dr Mark Lovatt** | Chief Executive Officer, Trident Integrity Solutions
- PANELLISTS**  
**Rashidah Hussien** | Director, Integrity Division, Inland Revenue Board of Malaysia  
**Eulis Rachmatiah Iskandar** | Head of Ethics, Celcom Axiata Berhad
- 10.30am **NETWORKING REFRESHMENTS**
- 11.00am **Session 2. The Future of Trust and Integrity**  
IFAC has identified corruption as a scourge that must be tackled by the accounting profession globally. Today, corruption remains pervasive in both the public and private sectors in emerging and developed markets, and must be combatted in order to reinforce trust and confidence in the profession, the broader business community and our nation's capital markets. This presentation covers how accountants can advocate for trust and integrity while addressing the root causes of corruption to promote sustained growth, restore organisational credibility and build stability to safeguard the profession and build the nation.
- SPEAKER**  
**Datuk Johan Idris** | Managing Partner, KPMG Malaysia
- 11.45am **Session 3. Trust in Business: Measuring and Managing Trust Levels to Create a Sustainable Business**  
Can the level of 'trust' a company has with its stakeholders be measured, in order to be managed? This session discusses a possible framework for looking at trust levels in an objective and quantitative manner. We also discuss why it matters to measure trust levels in the first place; how various organisations are measuring and managing their trust levels as part of their strategic agenda; and how putting trust front and centre is a critical part of building a sustainable business. This session helps organisations understand how to restore and maintain trust especially in an environment where internal employees have been neglected. Discover how your organisation can nurture your internal employees to embed a culture of trust, elevate trust levels and boost sustainable performance.
- MODERATOR**  
**Stephanie Caunter** | Executive Director Marketing & Communications, PwC Malaysia
- PANELLIST**  
**Dato' Ja'afar Mahad** | Chief Integrity Officer, Petroleum Nasional Berhad (PETRONAS)  
**Dr. Elsa Bawani K Satkunasingam** | Deputy General Manager, Corporate Secretariat, Perbadanan Insurans Deposit Malaysia  
**Aida Lim Abdullah** | Managing Director & Founder, Corporate Streets Sdn Bhd
- 12.45pm **LUNCH**
- 1.45pm **Session 4. Integrity: A Core Leadership Value**  
As financial professionals working in business, we agree to abide by the highest standards of ethics, integrity, and trust. Having integrity means you are a trustworthy, reliable, and credible leader. Leaders at all levels must uphold ethical practices to do their jobs the right way or else they face high penalties and damage to their reputation. This panel session examines how leaders can go back to basics to embed best practices of integrity to safeguard their organisational reputation.
- MODERATOR**  
**Hazimi Kassim** | President, The Institute of Internal Auditors Malaysia (IIA)
- PANELLIST**  
**Ahmad Razif Mohd Sidek** | Chief Executive Officer, Enforcement Agency Integrity Commission  
**Alan Hamzah Sendut** | Independent Non-Executive Director, Hong Leong Islamic Bank Berhad  
**Tan Sri Hasmah Abdullah** | Independent Non-Executive Director, UMW Holdings Berhad
- 2.45pm **Session 5. Earning Trust Through Communication**  
High-quality information underpinned by integrity creates the trust that is required for the effective and efficient functioning of markets and economic development. Using the framework for reporting with integrity, this session explores how organisations can develop better annual reports to provide stakeholders with adequate non-financial information for making their investment decisions, and to reinforce public trust and confidence.
- SPEAKER**  
**Uantchern Loh** | Chief Executive Officer, Black Sun Pte Ltd., Singapore
- 3.30pm **Session 6. Building Trust with Blockchain**  
The Blockchain as a source of trust can be extremely helpful in today's accounting processes and structure. Enabling complete, conclusive verification without a trusted party's intervention, it can be gradually integrated with typical accounting and auditing procedures: starting from securing the integrity of records all the way to enabling completely traceable audit trails. This panel session discusses the potential uses for blockchain approach to verify the integrity of records, and its potential impact on Malaysian accounting and auditing.
- PANELLISTS**  
**Abdul Fattah** | Chairman, National Standards Committee on Blockchain and Distributed Ledger Technologies, Department of Standards Malaysia  
**Rene F Bernard** | CEO & Founder, LuxTag Sdn Bhd  
**Philipp Kristian Diekhöner** | Author, The Trust Economy
- 4.45pm **REFRESHMENTS & END OF CONFERENCE**

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## SPEAKERS' PROFILE



### DR MARK LOVATT

Dr Mark Lovatt is the CEO of Trident Integrity Solutions, a leading-edge consultancy firm expert at implementing ISO 37001:2016 for anti-bribery management systems and other integrity infrastructure, primarily in the Asia-Pacific region. He is an internationally recognised expert in private sector corruption, speaking at conferences across the region.

Prior to leading Trident Integrity, Dr Lovatt was Business Integrity Programme Manager at Transparency International Malaysia, and concurrently, the Managing Director of TI Malaysia's consultancy arm, TI BIP Malaysia Sdn Bhd. During his time with TI he was recognised by the movement as one of the global leaders in the area of business integrity. He holds a BA (Hons) in Philosophy & Theology, and a PhD in Philosophical Theology from Nottingham University UK.



### RASHIDAH HUSEN

Rashidah is Director of Integrity Division, Integrity and Risk Management Department of the Inland Revenue Board of Malaysia, and had previously served as Director at the Research and Development Department, and the Corporate Planning Division of Corporate Services Department. She joined IRBM in 1982 as Tax Assessment Officer, then as Floor Manager and Unit Head. Her work experience encompasses various taxation functions such as salary tax, partnership, sole-proprietor and companies tax. She has extensive experience in training having served as a training officer at the Malaysian Tax Academy. Rashidah holds a Bachelor of Science (Hons.) in Housing, Building and Planning from University Science Malaysia, a Master of Art in Economics from Western Michigan University, Kalamazoo, Michigan, USA, and is a Certified Integrity Officer (CeIO).



### EULIS RACHMATIAH ISKANDAR

Eulis is Head of Ethics at Celcom Axiata Berhad. She has 24 years experience as an in-house Legal Counsel and Company Secretary for multinational and public listed companies, with emphasis on Ethics, Anti-Bribery and Corruption Laws, Human Rights, Data Protection and Privacy Laws, Company and Securities Industry Law, Mergers and Acquisition and Construction. Her experience includes ensuring compliance with critical laws and developing an ethics compliance framework, structure, strategy and policies for CELCOM and PETRONAS Group, advising the Board and Management on compliance with Anti-Bribery Laws, Human Rights Best Practices, Privacy Laws, Companies' Act compliance, Bursa Malaysia Listing Requirements, Corporate Governance issues and other legal and secretarial matters. She also chaired the Annual Corporate Governance Conference organised by the Malaysian Institute of Corporate Governance for 2 years in a row. Eulis holds an LLB (Hons.) in Business Law from London Metropolitan University, United Kingdom.



### DATUK JOHAN IDRIS

Datuk Johan is the Managing Partner of KPMG Malaysia, as well as a member of KPMG APAC Board and a Council member of KPMG International. He is the past President of the Malaysian Institute of Accountants and is presently Chairman of the MIA Integrated Reporting Steering Committee. His working experience, other than Malaysia, covers USA and Indonesia where he spent two over years assisting his major clients. Datuk Johan is a panel member of INCEIF and executive member of Financial Stability Executive Committee, Bank Negara Malaysia. He is also a project leader of an accounting standard of the Malaysian Accounting Standards Board and is presently Board member of Malaysian Professional Accountancy Centre (MyPAC), a non-profit organisation that promotes the Professional Accountancy Centre of Excellence.



### STEPHANIE CAUNTER

Stephanie is Executive Director of Marketing Communications at PwC Malaysia. She leads the PwC Malaysia and Vietnam Marketing & Communications team, a small but ambitious group who are always looking to take things to the next level. They have won several awards for their efforts. She developed PwC Malaysia's Building Trust Awards, and the broader programme on building trust to get Malaysian business to take the lead in rebuilding trust. These days, her focus is on figuring out the best way to move her team even further into the digital age, capitalising on new technologies but maintaining their penchant for great content and attention to the finer details. Stephanie used to write a monthly column called 'Changing Hats' in The Edge Malaysia's Edgy pullout, on life as a career woman and working mum.



### AHMAD RAZIF MOHD SIDEK

Ahmad Razif is Commission Secretary/Chief Executive Officer at Enforcement Agency Integrity Commission (EAIC), having joined the Commission in 2013 as Director of Operations (Complaints & Investigation). He joined the Malaysian Judicial & Legal Service in 1993, and has served as Federal Counsel, Civil Division AGC, Kuala Lumpur; Attorney General's Chambers Malaysia, Sarawak; Assistant Director, Legal Aid Bureau, Sarawak; Deputy Public Prosecutor, Prosecution Division; and Senior Federal Counsel, Advisory & International Division at AGC Putrajaya. He was also a legal advisor for Ministry of Women, Family and Community Development, and headed the Human Rights & International Organisation Unit, International Advisory Division at AGC Putrajaya. Ahmad Razif holds an LLB (Hons) and LLM (Intellectual Property Laws) from UiTM, and was called to the Malaysian Bar in 1993.



### ALAN HAMZAH SENDUT

Alan is an independent non-executive director at Hong Leong Islamic Bank Bhd (HLISB) and at Hengyuan Refining Company Bhd (HRC). He is Chairman of HLISB's Audit and Risk Committee, Nomination and Remuneration Committee, and Chairman of HRC's Audit Committee and a member of its Remuneration Committee. He has over 32 years experience, of which 19 were in senior positions within the Sime Darby Group of Companies. In 2010 he was appointed Executive Vice President for Group Strategy and Business Development. His last role with the Sime Darby group was Managing Director, Energy and Utilities (Non China) Division. Alan has previously sat on the Boards of 2 other listed companies and on numerous joint venture boards in various business sectors of the Sime Darby group. Alan graduated with a degree in Accountancy and Computer Science, University of Wales. He is a Chartered Accountant (ICAEW) by profession and a member of MIA.



### Tan Sri Hasmah Abdullah

Tan Sri Hasmah is a Commission Member with the Securities Commission Malaysia. She was formerly the Director General and Chief Executive Officer of the Inland Revenue Board (IRB) and had served the agency for almost 38 years. She had a distinguished career at IRB, and was responsible for the vast improvements and policy changes to its service delivery system, in particular refunds, which were faster with the use of electronic filing. She was also a tax advisor to PricewaterhouseCoopers Taxation Services Sdn Bhd. Tan Sri Hasmah is an independent non-executive Director of UMW Holdings Bhd and Panasonic Manufacturing Malaysia Bhd. She is also on the Board of Trustees of the Malaysian Tax Research Foundation and Dana Amal Jariah, and on the Executive Council of the Association of the Mentally Handicapped for Wilayah Persekutuan and Selangor. Tan Sri Hasmah holds a bachelor's degree in Arts (Hons) from University Malaysia.



### DATO' HJ. JAAFAR MAHAD

Dato' Jaafar was appointed Chief Integrity Officer of PETRONAS with effect from 16 January 2017. Prior to this he was the Chief Integrity Officer at the Ministry of Finance since July 2014. He had served the Malaysian Anti-Corruption Commission (MACC) since 1984, and held various positions in MACC including Deputy Director in Investigation Department (Private Sector), Penang MACC Director in 2005 and Selangor MACC Director in 2009. He was a Board Member of Penang Regional Development Authority (PERDA). Dato' Jaafar holds a Bachelor of Science in Physics and Master in Business Administration from UKM, and had attended the Senior Leadership Programme at the University of Cambridge, UK. He is also a Certified Integrity Officer (CeIO) and a Certified Risk Analyst.



### DR. ELSA BAWANI K SATKUNASINGAM

Dr Elsa is the Deputy General Manager, Corporate Secretariat at Perbadanan Insurans Deposit Malaysia (PIDM), and specialises in the area of corporate governance. Her role requires her to research best practices in corporate governance in the private and public sector to be implemented in PIDM. She was formerly the Head of Corporate Governance at Bursa Malaysia and was involved in implementing strategies to improve corporate governance practices and disclosures in listed companies. Dr Elsa obtained her PhD from Monash University.



### AIDA LIM ABDULLAH

Aida Lim is Managing Director & Founder of Corporate Streets Sdn Bhd, Director & CEO of Asia Info Management Sdn Bhd and Trainer, Corporate Advisor & Ex Regulator. She has over 25 years' experience with audit firms, financial institutions, GLCs and regulators such as Bursa Malaysia Bhd and Securities Commission Malaysia. Her in-depth financial and capital market experience include audit, banking, treasury, corporate finance, M&A, corporate reporting and investment analysis. At Bursa, her key functions included regulating conduct of public listed companies, promoting corporate governance, drafting of policies, listing requirement and capital market guidelines. Aida holds a BA (Hons) Accounting & Finance (major in Law) London, CFP (US), CSI (Singapore), Diploma In Psychology and Learning Challenges (UK), Diploma In Language Development (UK).



### HAZIMI KASSIM

Hazimi Kassim is President of The Institute of Internal Auditors Malaysia (IIA). He has vast experience in External and Internal Auditing, financial and management accounting, corporate finance and strategic planning, business development and investor relations. He started his career with Arthur Andersen in 1986. Thereafter he served as Assistant Financial Controller at Citibank NA, General Manager at Halim Securities Bhd, Chief Internal Auditor at Hong Leong Bank Bhd, then returned to Arthur Andersen as Director in-charge of IT Risk Management Practice. He later served as IT Programme Manager at Bank Muamalat (M) Bhd, Chief Internal Auditor at Celcom (M) Bhd, Chief Audit Executive at Malayan Banking Bhd and later Head of Corporate & Strategic Planning and Investors Relations of the bank, before joining Telekom Malaysia Bhd in 2011 as Group Chief Internal Auditor. Hazimi is a Fellow of Certified Practising Accountant (FCPA) of the Australian CPA, a Chartered Member of MIA, and Professional Member of IIA. He holds a BA in Accounting from the University of Canberra, Australia; attended the Advanced Management Programme at Wharton Business School, University of Pennsylvania, USA; and Executive Development Programme on Executing Strategy for Results at London Business School.



### UANTCHERN LOH

Uantchern is the CEO, Asia Pacific for Black Sun, an international market leader in stakeholder communications. Through inspiring communications that reach, engage and influence stakeholders, Black Sun helps to create more valued businesses. Uantchern was previously the founding Chief Executive of the Singapore Accountancy Commission, a statutory body under the Ministry of Finance tasked to develop and lead initiatives in transforming Singapore into the leading global accountancy hub.



### ABDUL FATTAH YATIM

Abdul Fattah is Chairman, National Standards Committee on Blockchain and Distributed Ledger Technologies at the Department of Standards Malaysia, working closely at the ISO level with over 30 countries to develop standards on Blockchain. He represents the Institution of Engineers Malaysia at the Malaysian National Committee on ICT Standards, where he is also the Deputy Chairman. The committee oversees the development and adoption of standards related to ICT in Malaysia. Since 2003 he has been an independent consultant to both the public and private sectors covering the areas of Project Management, ICT Strategic Plans, Business Process Reengineering, ICT Security, Change Management, Business Continuity Management and the preparation and evaluation of ICT tenders. He is an Independent Non-Executive Director of a PLC, was a Council Member of the Institution of Engineers, Malaysia, and a Professional Member of the OIC-CERT (Organisation of the Islamic Cooperation, Computer Emergency Response Team).



### RENE BERNARD

Rene is CEO & Founder of "LuxTag Powered by NEM" and President of the Access Blockchain Association (Malaysia). An international technopreneur since 2002 with experience in e-commerce and cybersecurity, his focus today is on Blockchain technology, its adoption and integration. He regularly shares his insight and views on Blockchain Technology at global events, and educates both students and lecturers in Malaysia as part of Access Blockchain Association's agenda. He is also active in the education and non-profit sector in Malaysia. LuxTag, set up with two other co-founders, is a promising and valued startup business in Malaysia, leveraging on Blockchain technology with consists of a holistic system in order to enhance customer engagement for brands & manufacturers. Its solution tackles counterfeit and theft while creating big-data insights for the brands.



### PHILIPP KRISTIAN DIEKHÖNER

Philipp is an eminent innovation practitioner, keynote speaker, author and expert on trust as an innovation enabler whose work has appeared across Esquire, Economist Intelligence Unit, Forbes and many others. His book, The Trust Economy, explains how tech companies are winning the innovation game by building trust in new platforms that reshape how we live, work and play. He loves to create beautiful alternatives to the status quo, such as naming and branding Singapore's 4th telco, CirclesLife, or shaping Asian innovation efforts across three Fortune 500s. His eclectic background inspires him to unearth deep human insight and synthesise complex inputs into simple, beautiful propositions. He believes in building the right bridges between corporates, start-ups and customers, and currently focuses on #Fintech and #Insurtech in Asia. Philipp has been called one of Asia's youngest established innovation domain experts and speakers. He was named a KAIROS Society Global Fellow and St. Gallen Symposium Leader of Tomorrow.

**PARTICIPANTS' DETAILS**

**Participant 1** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):  Vegetarian Meal

Membership No.:

Designation: Email:

\* Member \* Non-member \* Sponsored Staff<sup>1</sup>  
 (Sponsoring MIA member's name & membership no.)

**Participant 2** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):  Vegetarian Meal

Membership No.:

Designation: Email:

\* Member \* Non-member \* Sponsored Staff<sup>1</sup>  
 (Sponsoring MIA member's name & membership no.)

**Participant 3** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):  Vegetarian Meal

Membership No.:

Designation: Email:

\* Member \* Non-member \* Sponsored Staff<sup>1</sup>  
 (Sponsoring MIA member's name & membership no.)

**ORGANISATION'S DETAILS**

Organisation:

Industry: Contact Person:

Address:

Email: Tel: Fax:

GSTID No.:

(Applicable for Companies/Individuals registered with the Royal Malaysian Customs Department) Signature & Company Stamp:

**PAYMENT DETAILS**

**Payment by Cheque**

Bank & Cheque No.: Amount RM:

**Payment by Credit Card**

Visa  Master

Cardholder's Name:

Card No.: Expiry Date:

I Authorise Payment of RM:

Cardholder's Signature: Date:

**TERMS & CONDITIONS**

**CONFERENCE FEE**

- Fee is payable to **MALAYSIAN INSTITUTE OF ACCOUNTANTS**
- Fee includes course materials, lunch and 2 tea breaks.
- Full payment of the above amount shall be made within thirty (30) days from the date of the Payment Advice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

**CANCELLATION/TRANSFER**

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment, a cancellation/transfer policy shall be applied as follows.

- Written cancellation/transfer received less than seven (7) days from the date of the event:
  - A refund (less administrative charge of 20%) will be made
  - Unpaid registrations will also be liable for 20% administrative charges
- Written cancellation/no show on the day of the programme:
  - No refund will be entertained
  - Unpaid registrations will also be liable for full payment of the registration fee
  - Partial cancellation is not allowed

You can substitute an alternate participant if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly.

**\*Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed after the registration is accepted. Terms and conditions apply.**

<sup>1</sup>The Sponsoring Staff must report directly to the sponsoring MIA member in his/her firm or company.

**CERTIFICATE OF ATTENDANCE AND CPE HOURS**

- Upon full attendance of the programme, participants will be issued an "E-certificate". Participants will receive an email with a download link and are required to download the e-certificate within 30 days. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.
- Participants will only be entitled to the CPE credit hours upon attending the entire duration of the programme. **CPE credit hours will not be accorded for partial attendance.**

**DATA PROTECTION**

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

**DISCLAIMER**

The Organisers reserve the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arises. The Organisers also reserve the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.

**CONFERENCE FEES**

- Member (MIA/IIAM/ACCA/FPLC/CIMA) | RM 795
- Boardroom Clients/Associates | RM 795
- Member Firm's Staff or Sponsored Staff<sup>1</sup> | RM 901
- Non-member | RM 1,113

The above programme fee is inclusive of 6% GST.

\*For members, please tick where applicable:

Participant			Association
1	2	3	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MIA member
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	IIAM member
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ACCA member
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	FPLC member
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CIMA member
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Boardroom Clients/Associates

**CONFERENCE DETAILS & REGISTRATION**

7 February 2018 (Wednesday),  
 Connexion Conference & Event Centre  
 @Nexus, Bangsar South, Kuala Lumpur

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 Tel : 03 2181 8008 ext 210  
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 Email : haslizan@iiam.com.my  
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 50450 Kuala Lumpur

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off total course fee for 3-5 pax from the same organisation

**Enjoy 15% Discount**

off total course fee for 6 pax and above from the same organisation

**IMPORTANT NOTES:**

Registration is on a first-come-first-served basis.  
 Only fully completed registration form will be processed.