

## CFO Rising: Finance Strategy Leadership

*The country's leading financier's event; CFOs and heads of finance discuss the role of senior finance executives in India as business strategists and leaders.*

New Delhi, Delhi, IND, 2008-04-23 12:19:38 (IndiaPRwire.com) **CFO Asia** (a unit of **The Economist Group**) will showcase the best financial management practices driving Indian business today, through their second edition of **CFO Rising India Conference on 30th April 2008 at The Imperial, New Delhi**. The first CFO Asia conference in India held in Mumbai last year unveiled the CFO India magazine - a quarterly journal written specifically for the new breed of finance chiefs in India. CFO India magazine has extended the brand of successful, award-winning titles - CFO (US), CFO Asia, CFO China, CFO Europe, cfoasia.com and cfochina.net, all owned by CFO Publishing, an Economist Group business based in London with over 160 years of history.

The **CFO Rising India Delhi** Conference will deliver insights into global best practices in finance and organizational management, exploring these techniques in the context of the heady brew of opportunity and risk confronting Indian CFOs.

CFO Asia magazine argues that the torchbearers of the transition from working miracles to sustaining business excellence will be the finance professionals who guide their companies from within. Finance chiefs in India in many cases; have introduced systems of internal corporate governance into their finance departments, and even into their company's operating businesses. Some have gone beyond the usual finance department remit to advise their CEOs as their companies seek global markets. They have guided acquisitions, restructured in anticipation of an IPO, adapted business systems to a global network, and presented a clear financial picture to global investors. India's CFOs have done this amid an environment of political uncertainty, rising costs for skilled workers, and increasingly clever global competitors.

Still, the difficult task of turning flashes of brilliance into company common practice now falls to them. In April 2008, CFO Asia magazine will present a high-level forum for networking, learning, and debate dedicated to furthering the mission and enormous potential of India's CFOs.

The distinguished panel will feature eminent speakers such as Giri Giridhar, CFO, Aditya Birla Retail, K Sridharan, CFO, Ashok Leyland Ltd., Rajani Kesari, VP & CFO, Dr. Reddy's Europe, K. Rajagopal, CFO, ABB India, SV Narasimhan, Director, Finance, Indian Oil, S. Ramakrishnan, CFO, Tata Power, Christoph Theisinger, Director, SAP Asia and Verdun Edgton, VP and Corporate Governance Office for Bank of New York Mellon, among many others.

Says **Tom Leander** Editor-in-chief **CFO Asia, CFO India & CFO China**, 'It is our pleasure to host the CFO conference in India for the second year. India has been the home of some of the world's most innovative CFOs. Traditionally, the financial chiefs in India have taken a leadership role, applying their organizational fundamental to encourage and carry out innovation despite a sometimes hostile political and economic environment. This conference is our attempt to provide a platform for knowledge exchange among this important constituency.'

Topics for debate and discussion at the conference would include: *A Place of Prominence: India's Economic Goals in the Global Economy* *The CFO's Path to Leadership* *Acquiring the Indian Way: Lessons Learned from Global M&A* *Decision Time for Performance Management* *Raising Capital*

*Overseas: Risk and Opportunity in Global Funding*  
*The Bridge Between Finance and Strategy*  
*Building a Worldwide Enterprise: A CFO's Casebook*

Sponsors for the conference include SAP, The Bank of New York, Mellon and Qatar Airways.

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### **About CFO Asia and CFO conferences**

CFO Asia, one of the CFO family of magazines, a part of London-based The Economist Group, is the award-winning monthly magazine for Asia's chief financial officers and senior finance executives. CFO Asia writes cutting-edge features on topics such as corporate finance, IT, risk management, insurance, financial services as well as management, taxation and regulatory issues.

Together, *CFO Asia*, *CFO*, *CFO Europe*, and *CFO China* reach nearly 570,000 leading corporate financial executives worldwide

CFO Asia and CFO China Conferences host a range of events which offer cutting-edge advice and opinion on finance best practice from the region's leading financial decision-makers. Each event is designed to provide the practical information one needs to run one's business more effectively and add value to one's organization.

Some of the past events in Asia Pacific and China include: &bull;1st CFO Asia Conference, Mumbai, September 2007 &bull;CFO Leadership Forum, Beijing, May 2007; &bull;14th Asia-Pacific CFO Roundtable, Shanghai, March 2007; &bull;Second Japan CFO Roundtable, January 2007; &bull;CFO Rising Southeast Asia Conference, Singapore, November 2006; &bull;Fifth Annual CFO Rising Beijing Conference, November 2006; &bull;Third CFO IT Forum, Beijing, May 2006; &bull;13th Asia Pacific CFO Roundtable, Shanghai, March 2006; &bull;Japan CFO Roundtable, November 2005; &bull;CFO China's Fourth Annual CFO Rising Conference, Beijing, November 2005; &bull;12th Asia Pacific CFO Roundtable, Singapore, September 2005; &bull;11th Asia Pacific CFO Roundtable, Shanghai, March 2005; &bull;CFO Breakfast Seminar, Governance, Performance and the Visionary CFO, Hong Kong, March 2005; &bull;Third Annual CFO Rising Conference, Beijing, December 2004; &bull;The Second Annual CFO IT Forum, Shanghai, October 2004; &bull;The eCFO Technology Forum, Shanghai, October 2003; &bull;Doing Business in China, Hong Kong, January 2002

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