

# Corporate Debt Relief and Capital Raising for Finance & Business Leaders

Funding business growth and generating returns in trying times with  
tactical investing strategies in the current volatile markets

Prince Hotel & Residence,  
Kuala Lumpur

29th & 30th July 2009

**“Net - the biggest word in the language  
of business”**

Herbert Casson

The first step is; knowing where you stand financially before setting any financial goals. Addressing issues in achieving corporate debt relief in the current credit landscape and discussing buying opportunities as well as debating key issues in high yield debt trading, distressed and M&A investing for your company

  
marcusevans

## Your distinguished Chairperson:

**Eugen Angster** Chairman

**Corporate Restructuring Association, Germany (BRSI)**

*Mr Angster was the President and Chairman of the Board of Deutsche Telekom AG in Japan / Asia Pacific and also the Founder of Germen Center of Economics in Shanghai as Managing Director*

## Attend this informative event and gain practical insights into:

- **Determining** the right mix of debt and equity for your company with the current market scenario
- **Structuring** a comprehensive liquidity solution to augment liquidity
- **Lessening** the cost of hedging on currency risk to make profit stand in an unsteady capital market
- **Channeling** risk and reward in optimising cash flow management and the use of capital
- **Enhancing** strategies in corporate social responsibility and corporate governance to strengthen stakeholders confidence and maximise usage of key assets
- **Anticipating** market changes to protect financial and organisational benefits
- **Financing** business growth in your current operations with Mergers & Acquisitions (M&A) strategies
- **Comprehensive** discussion to recognise the right finance structures in identifying the scope of services needed
- **Discussing** the key opportunities and challenges in distressed, high-yield and merger arbitrage

### \*Early Bird & Group Discounts

Ask about our savings

## Benefit from the practical experience, case studies and expert presentations from these leading organisations:

**Mohammed Siddiqui** Chief Financial Officer, Head of Group Treasury & Planning  
**Tamer Group, Saudi Arabia**

**Paul Puspanathan** CFO  
**GE Engine Services (Aviation) Malaysia**

**Low Teng Lum** Executive Director  
**Guinness Anchor Berhad, Malaysia**

**Dr Rajeev Jain** Group Financial Advisor  
**Sultangroup, Dubai**

**Lim Lai Seng** CFO  
**Tradewinds Corporation (M) Berhad, Malaysia**

**Paul Yeong Chee Fong** Former CFO  
**Malaysia Pacific Corporation Berhad**

*Mr Yeong was a Director of 8 Companies within the Berjaya Group including a public listed company on the Toronto Stock Exchange and also as Group General Manager, Corporate Finance and Planning with Eden Enterprises (M) Berhad*

**Kenny Ong** Vice President of Strategy & Development  
**CNI Holdings, Malaysia**

**Gavin Faull** President  
**Swiss-Belhotel International, Hong Kong**

*Gavin is also the Managing Director of Faull Bros (Holdings) Limited and Gama Associates Limited in New Zealand*

**Kern Lim Vice** President of Finance  
**The Venetian Macao-Resort-Hotel, Las Vegas Sands Group, Macau**

**Hon. Leong Sze Hian** Representative  
**Inter-American Economic Council**

*He is also the President of Society of Financial Services Professionals, Singapore, past Honorary Consul of Jamaica and is the UNESCO leadership Chair Council and founding Advisor to the Financial Planning Association of Indonesia. He has authored 3 books and has been quoted over 700 times in the media over the past 7 years*

**Muhammad Ibrahim** CEO  
**Federation of Public Listed Companies**  
*Chairman of Precept Construction and Nettleton Tribe & Chew, Malaysia*

**Dr Ir. Bastary Pandji Indra** Director of Public Private Partnerships Development  
**National Development Planning Agency (BAPPENAS), Indonesia**

**Jalalullail Othman** Partner

**Shook Lin & Bok**

*Member of a banking and finance sub committee of the Bank Negara Malaysia (Malaysian Central Bank)*

**Robert Feinschreiber** COO

**TransferPricingConsortium.com, United States of America**

*Former Federal Tax Audit of Chrysler Corporation and currently the Director of Taxation and Financial Analysis of National Association for Manufacturers, Consultant of United Nations and Professor in the of Department of Economics - Russian Economics Institute*

**Margaret Kent** CFO

**TransferPricingConsortium.com, United States of America**

# Wednesday 29th July 2009

## 0830 Registration and morning coffee

### 0845 Introduction and opening address from the Chair

**Eugen Angster** Chairman

**Corporate Restructuring Association, Germany (BRSI)**

*Mr Angster was the President and Chairman of the Board of Deutsche Telekom AG in Japan / Asia Pacific and also the Founder of German Center of Economics in Shanghai as Managing Director*

## Funding growth through debt and investments

### 0900 Session One – Case study

#### Capitalising on the global economic outlook: Implications for corporate debt and financing

- Measuring the cause of the crisis and gauging the impact of credit crisis in the market on leveraged loans and high yield
- Raising debt and financing for corporate growth and spotting the best investment opportunities
- Identifying issues and strategies going forward in the current volatile market environment
- Applying debt market structures to upcoming restructuring deals and opportunities
- Analysing the changing market trends and likely scenarios for distressed market and opportunities

**Hon. Leong Sze Hian** Representative  
**Inter-American Economic Council**

### 0945 Session Two – Case Study

#### Prospect for syndicated lending in Asia: A borrower's perspective

- Contrasting and comparing debt versus equity for borrowers based on ownership, control and financial implications
- Addressing borrower's view on pricing and loan covenants and re-negotiating restrictive covenants (one way party bound by agreement)
- Defining performance management indicators and tools for efficient measurement of the product provided by financial institutions
- Analysing the criteria required prior to choosing lenders: Terms and conditions for different agenda in the short and long term
- Establishing relationship banking for corporate borrowers to achieve mutual benefits

**Kern Lim Vice** President of Finance

**The Venetian Macao-Resort-Hotel, Las Vegas Sands Group**

## 1030 Morning refreshments and networking break

### 1100 Session Three – Case Study

#### Gauging the need for expertise and branding to underwrite bankers and investors confidence

- Embracing the case study of an international market in the hotel management industry and how the strategies applies
- Pinpointing the importance of soft capital such as systems, policies, procedures and branding
- Defining the contrast of soft capital to hard capital of shareholders investment and bankers support
- Selecting the ideal timing for your chosen strategy or using time to select your strategy based on costs, market situations and competitor activities

**Gavin Faull** President

**Swiss-Belhotel International, Hong Kong**

*Gavin is also the Managing Director of Faull Bros (Holdings) Limited and Gama Associates Limited in New Zealand*

### 1145 Session Four – Case Study

#### Building company competitiveness: Investing in the current economy landscape and using the best strategies to stay ahead of competition

- Understanding who should be responsible and accountable for the risk: Board of Directors, CFOs and CEOs
- Rebuilding investor confidence in your organisation by diversifying the risks to lessen the burden of shareholders to protect company's interest
- Selling shares: To minimise losses to creditors, shareholders and other stakeholders through coordinated workouts
- Recognising how corporate governance is more than an issue of compliance and the importance of stakeholders involvement in implementation and development
- Focusing on socially responsible investing to maximise values and confidence of stakeholders

**Paul Puspanathan** CFO

**GE Engine Services (Aviation) Malaysia**

## 1230 Networking luncheon

### 1400 Session Five – Panel Discussion

#### Examining the corporate financing landscape and funding strategies in ensuring profitable capital and guaranteeing future investments – Investor perspectives

- Recognising the right finance landscape for measuring funds for future requirements
- Understanding requirements and demands of investors in allocating funds and capital
- Streamlining the characteristics of what investors look for in a range of corporations, and necessities to make future allocations
- Discovering investor concerns in leverage, structures and LBO risks
- Employing strategic capital allocation to ensure competitive differentiations and sustainable shareholder value
- Funding and fund allocation strategies in budgeting, cash flows and profitability

**Low Teng Lum** Executive Director

**Guinness Anchor Berhad**

### 1445 Session Six – Case Study

#### Discussing the availability of financing for companies and appraising the role of government in corporate rescue and economic stimulus

- Highlighting a predictive view of the economic benefit and the advantages in structuring company's objectives
- Justifying the portfolio and sector analysis of the corporate position to avoid placing viable companies into liquidation or receivership, thereby preserving jobs and productive capacity
- Re-defining the recent backdrop to refinancing and the advantages of stimulus plans
- Economic outlook and future regulations on government funding: What's in there for the corporate sector?

**Muhammad Ibrahim** CEO

**Federation of Public Listed Companies**

## 1530 Afternoon refreshments and networking break

### 1600 Session Seven – Case Study

#### Conserving cash due to declining business prospect and dependence on business in countries experiencing recession

- Acknowledging market demands for lower prices at extended free credit terms: Should we be conserving cash?
- Outsourcing on cash management and transaction banking
- Modeling corporate cash flows and financial ratio
- Bringing significant benefits throughout the process to ensure protection of key assets and raise capitals
- Getting more returns from your cash with the uses of debt and repayment sources: Alternatives for completion of cash

**Lim Lai Seng** CFO

**Tradewinds Corporation (M) Berhad, Malaysia**

### 1645 Session Eight – Case Study

#### Seeking M&A options and how it will optimise business growth: Buying or selling business opportunities available

- Evaluating cross-border acquisitions and analysing the pros and cons
- Measuring the choice of M&A, joint venture or green field investment
- Evaluating M&A principles and analysis in the context of current market dynamics to support effective performance assessments and valuations for distressed business
- Adopting best strategies and root cause for improving current operations to maximise gain
- Identifying the methods of structuring a business for effective acquisition and determining the success of a likelihood turnaround

**Kenny Ong** Vice President of Strategy & Development

**CNI Holdings**

## 1730 Closing remarks from Chair and end of day one

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

**0830 Registration and morning coffee****0845 Introduction and opening address from the Chair****0900 Session One – Keynote presentation****Reviewing developments in corporate credit and debt realities: Gauging the impact of credit crisis**

- Exploring the recent market developments and focusing on strategies that bring minimal risk and maximise reward : Knowing which debt capital market to choose
- Tackling the strategies for raising capital and evaluation of new ventures that need resource requirements and are inherently risky
- Risks, timing, execution and market risk
- Discussing the distressed sectors and anticipating the increase in the number for corporate restructuring
- Valuing implications of inward flow of private equity investments into distressed companies

**Eugen Angster** Chairman

**Corporate Restructuring Association, Germany (BRSI)**

*Mr Angster was the President and Chairman of the Board of Deutsche Telekom AG in Japan / Asia Pacific and also the Founder of German Center of Economics in Shanghai as Managing Director*

**0945 Session Two – Case Study****Managing balance sheet liquidity and long term funding**

- Analysing the financial ratio of a company's cash flow status for corporate investments and future funding plans
- Looking at your balance sheet frequently: Does the company has sufficient funding sources?
- Using the right balance of credit and non-credit service utilisation for funding process
- Learning about rebuilding the balance sheet and turning their problem into growth
- Establishing how long term stability and security of our funding in turn helps protect our liquidity position in the crisis

**Mohammed Siddiqui** Chief Financial Officer, Head of Group Treasury & Planning  
**Tamer Group, Saudi Arabia**

**1030 Morning refreshments and networking break****1100 Session Three – Case Study****Accessing legal issues and pitfalls in corporate debt and restructuring**

- Knowing the structure and benchmarking on the policies and procedures in place to successfully manage the workouts and restructuring process
- Justifying how still is a standstill and looking at options available for turning around
- Identifying majority decisions: How much of a majority and conflicts in your company
- Monitoring events of default: How much of a default and the key elements of information controls

**Jalalullail Othman** Partner

**Shook Lin & Bok**

*Member of a banking and finance sub committee of the Bank Negara Malaysia (Malaysian Central Bank)*

**1145 Session Four – Case Study****Aligning debt capacity and matching debt to business needs**

- Evaluating private and government debt securities
- Managing debt in the economic cycle and linking it to your business cycle - Headroom, seasonality, 'in case of need'
- Recognising flexible debt and equity structures - Fixed, float or hedge, 'committed' versus 'on demand' - The implications
- Differentiating rights and liabilities of debtors vs. bondholders

**Dr Rajeev Jain** Group Financial Advisor

**Sultangroup, Dubai**

**1230 Networking luncheon****1400 Session Five – Case Study****Achieving greater value for your company: An advantage value added strategy when raising capital and negotiating debt**

- Executing the master mind concept for survival and understating when strengths become weakness and weakness becomes strengths
- Embracing the importance of group structure and corporate governance: CFO versus CEO. Prepare to kick butt.
- Reading between the lines of the cost and benefits of forex hedging: The Warren Buffet Style
- Benefiting from the global market as a new source of investments and where to get free money legally
- Strategies in protecting investments from complete loss and getting the best at a fraction of the cost with appropriate expertise
- What are the assets and resources available now: Turning dust into gold or even diamonds

**Paul Yeong Chee Fong** Former CFO

**Malaysia Pacific Corporation Berhad**

*Mr Yeong was a Director of 8 Companies within the Berjaya Group including a public listed company on the Toronto Stock Exchange and also as Group General Manager, Corporate Finance and Planning with Eden Enterprises (M) Berhad*

**1445 Session Six – Case Study****Determining viable debt and funding instruments for Public Private Partnership infrastructure development in the private sector**

- Formulating the cooperation between government and business entity on provision of infrastructure and financing strategies
- Incorporating financing facility focusing on the recent progress and negotiating key controls to ensure companies can abide to them
- Accelerating Private Sector Participation (PSP) in infrastructure projects for national and decentralised projects to successfully restructure the private sector portfolios
- Valuing the need for proactive public communication and stakeholder consultation for the private sector in acquiring financial assistance

**Dr Ir. Bastary Pandji Indra** Director of Public Private Partnerships  
Development

**National Development Planning Agency (BAPPENAS), Indonesia**

**1530 Afternoon refreshments and networking break****1600 Session Seven – Joint Presentation****Repositioning business developments strategies in transfer pricing to achieve more flexibility when exercising debt relief and capital raising for your company**

- Conducting transfer pricing audits and examining classification of audit issues
- Managing intercompany transactions involving low cost country vs. high cost country export
- Implementing pricing strategies for exported oriented vs. imported oriented companies
- Shifting the profitability of tangible sales among different taxing jurisdictions
- Using an intangible holding company to shift profits to low taxed jurisdictions for restructuring possibilities
- Acknowledging how the sites of intercompany services impacts world-wide profitability and reduce the imminent tax burden on corporate debt

**Robert Feinschreiber** COO

**TransferPricingConsortium.com**

*Former Federal Tax Audit of Chrysler Corporation and currently the Director of Taxation and Financial Analysis of National Association for Manufacturers, Consultant of United Nations and Professor in the of Department of Economics - Russian Economics Institute*

**Margaret Kent** CFO

**TransferPricingConsortium.com**

**1645 Closing remarks from Chair and end of conference****Why you cannot miss this event**

Corporate debt relief and capital raising is one of the key measures to help expedite the recovery of the corporate sector. Knowing how to carry it out based on market-driven principles to ensure that there would be a win-win situation for all the stakeholders is very important. In achieving this initiative, it would save time and money and at the same time maximise value of the companies. It would provide a breathing space for viable corporation facing short-term liquidity problems. In order to play an integral part in influencing shareholders and regulatory bodies FBLs need to achieve a balancing act on innovation and globalisation in bringing the capitalisation of the effects to cost and flexibility to enhance wealth creation.

Corporate debt relief and capital raising is essential in every means of business and economic times; regardless of when it is up or down. FBLs need to be aware of its position in the perspective of changing environments of business process which typically requires an investment, as well as requiring leadership role in capturing the necessary financial information in an efficient and affective manner.

**If you are looking for answers on how to attain and maintain success at all points, this is a conference you can't afford to miss!**

**Who should attend**

- Presidents
- CEOs
- COOs
- Board of Directors
- Finance Directors
- Treasurers
- Vice Presidents
- Company Secretaries
- Business Development and Strategy
- Chairman
- CFOs
- CXOs
- Managing Directors
- Executive Directors
- Board and Committee Members
- Corporate Legal Counsels
- Advisors

From the following sectors:

- Public Listed Companies & Private Companies of all industries
- Government linked companies