

Driving Business Performance

Compliance and value generation through IT

Wednesday 2 December 2009

Presentations, Networking & Hot Supper: 18:15-22:00

Swissôtel Metropole, Geneva

This event qualifies for 1.5 hours of Continued Professional Development

Speaker: Barry Franck, Director
ERP Assurance, PWC Geneva

Subject: Governance & Compliance in
Industry using Technology

It is hard work preparing for an audit, complying with SOX and internal controls, preventing information and data leakage or fraud and corruption, meeting IFRS requirements, adhering to tax laws... Requirements and laws are increasing and becoming more complex. Companies need to be on top of regulations and market expectations to know and comply with all rules. Non-compliance is very expensive. With adequate measures embedded in day-to-day processes and then monitored, you mitigate such issues. Barry will give examples of cases that went wrong in industry, showing how adherence becomes more effective and efficient by smart use of technology and data management practices.

Barry has more than 14 years' experience of working with large ERP systems in Industry. He leads PwC's System & Process Assurance practice in the Swiss Romande. Barry holds an MBA degree, is a UK Chartered Accountant, a US Certified Public Accountant and Certified Information Systems Auditor. He is currently the ERP Assurance Leader for Switzerland and serves on the PwC Central Cluster and Global ERP Leadership teams. He has served as a PwC Global Subject Matter Expert on ERP controls and has developed several PwC tools and practice aids.

Speaker: Andreas Toggwyler, Partner
Advisory, KPMG Geneva

Subject: Optimising IT spend in
Financial Services

Financial institutions and other companies have reduced their IT spend in reaction to the market crisis, but very few have done this in a manner that prepares them for the upturn. There are many ways to reduce IT spend, some of which impact on a business' capability to respond rapidly to changed market needs. Understanding the various strategic options a company has when optimizing IT spend, and anticipating the longer term impact of these choices, is the subject explored in this session.

Andreas has over 14 years' experience of IT consulting and auditing, and his focus is on IT strategy, IS governance and IT risk management in the Financial Services industry. Andreas has recently returned from two years in New York, where he advised international banks on IT issues relating to the financial crisis. His financial sector experience includes private banking, investment banking and asset management and dealing with trading compliance, outsourcing and data archiving issues. He specialises in business process reviews, continuous improvement programmes in IS governance and the design of efficient controls to mitigate inherent operational and financial risk. Andreas has a Masters in Business Administration and Information Technology for the University of Zurich and is a Certified Information Systems Auditor.

Registrations required by Tuesday 10 November 2009

Email to signup@ifma-net.ch or call 079-261-6534

Public price: CHF 105

IFMA Membership Price: CHF 90

[IFMA membership for 2009/10 is now open – request details at signup@ifma-net.ch]

There will be opportunities to discuss the presentations with the speakers and to network with a variety of accounting, financial and business management professionals.

Please feel free to pass this invitation to potentially interested parties.

Spaces are limited and are on a 'first come, first served' basis.

Cancellation policy: Cancellations after 10 November 2009 will be billed, unless a replacement is sent.