

CHALLENGE  
FOR CHANGE

# Message

Naeem Akhtar Sheikh FCA  
Chairman Conference Committee



It is my immense pleasure to extend a warm invitation to you all to participate in the CFO CONFERENCE 2010 planned to be held on 3rd of June at the magnificent Serena Hotel, Islamabad.

We are passing through some extraordinary times in our nation's history. The global recession, and the energy crisis clubbed together with national security situation is affecting our fragile economy and posing a unique challenge to our businesses. The CFO being a key player in any business setup will have to play a very critical role to ensure smooth sailing of their businesses in these troubled times. Hence the theme of CFO Conference "Challenge For Change" could not be more appropriate in these trying times.

We have an exciting programme lined up for you and you will get to hear from prominent keynote speakers opening our plenary session. As you can see from the list of speakers we have an outstanding array of CEOs and CFOs who have agreed to share their views and experiences with you in building successful business operations in the rapidly growing and diverse business environment. With their input on their conference topics, you will be able to take home an updated roadmap of your own to further develop future business strategies that are uniquely targeted to your own organizations.

I would also take this opportunity to thank Mr. Abdul Rahim Suriya, President ICAP, for his inspiring guidance, Mr. Yacoob Suttar, Chairman Professional Accountants in Business Committee, for his ideas and support, Mr. Muhammad Abdullah Yusuf, Vice President North, for his untiring efforts and all my colleagues in the organizing committee, ICAP staff at Islamabad and all our sponsors for making this Conference a success.

On behalf of the organizing committee, I would like to welcome you all to the Conference.