



ATTA Annual Conference 2017

Big Turnarounds and Intelligent Transformations

Agenda

Start	Topic	Speaker
08:30	Registration	
09:00	Opening Speech	Steve Hardacre, Critical Game Consulting, ATTA Co-Chair
09:05	Change for the Money PE-backed turnaround	Panel discussion with Dwight Nordstrom, T.T. Chen and Warren Beese. Moderator: Olivier Cotard
10:10	Joined-up doing Blockchain in business	Gavin Wyborn, GCP Asia
10:30	Networking break	
11:00	Cryptic treasury Bitcoin, Compliance and Forensics	Panel discussion with Aurelien Menant, Ben Wootliff and Brian Elders. Moderator: Gavin Wyborn
11:45	The Agile CFO Bootstrapping control in a crisis	Jay Boyle and Matt Winter, ECFO
12:30	Lunch and networking break	
13:45	The Role of Interim Managers The Role of NEDs	Fireside chat with Celine Laffin, Brian Elders and Guy Facey. Moderators: Olivier Cotard and Damian Babis
14:15	Innovation, transformation, organization & culture	Open panel moderated by Steve Hardacre
15:00	Networking break	
15:30	What to do with the old firm? RegTech and Legal Technology	Panel discussion with Brian Elders and Fabrice Fischer. Moderator: Guy Facey
16:15	How AI revolutionizes financial services	Fabrice Fischer
17:00	Sharing takeaways and plans for the future	Members' discussion
17:30	Goodbye one-legged Chairs 2018 Outlook	James Greener, ATTA Chair, Steve Hardacre, ATTA Co-Chair
17:45	Close	
18:45	Awards Dinner @ Club Lusitano (details below)	

Our speakers and panelists

Damian Babis **Founder, Capital People**

Damian Babis, Founder of Capital People, with over 20 years' experience in business and human resources consulting, servicing a client base across the Asia region. His previous experience centered around Corporate Recovery and Asset improvement projects in Australia and UK.

He is a Graduate of the Australian Institute of Company Directors and a member of the Hong Kong Institute of Company Directors. He graduated with Bachelor Degree in Business (Accounting) from Curtin University and is a qualified Chartered Accountant.



Stephen Barnes **Co-Founder, Hong Kong Visa Centre**

Stephen and his partner established the Hong Kong Visa Centre in 1993 to take advantage of technology opportunities then reshaping the immigration advisory services landscape: even then most visa applicants corresponded with consultants via the internet and telephone: 90% never even meet their advisors face to face. Their flagship product is the Hong Kong Visa Handbook, a free service of our Firm, and the culmination of more than 30 years' experience of Hong Kong immigration matters. This 'intellectual glue', a definitive industry-standard knowledge resource, is key to visa case success.

25 years later, a case management system allows applicants to take control of their own cases online. Stephen's team then stand ready to support, for very reasonable service fees, with intellectual and professional case input based on years of visa and immigration expertise. Clients stand to save more than 80% in professional service fees thanks to lean administration.

In 2013 Stephen cofounded Video Cha Cha to offer high quality video production at SME prices.

Stephen holds LL.B from London School of Economics and Political Science and qualified as a solicitor, England and Wales.



Warren Beese **Global Turnaround Executive**

A mechanical and production engineer by background, becoming an M.D. at the age of 32, Warren has spent most of his working life in operations, running P and L's of between \$50 to \$100 million revenue in the US, Europe and Asia Pacific.

In more recent times, his work has been in turnarounds owned predominantly by private equity (current project is KKR backed) and has an in-depth understanding of what makes this breed tick.



Jay Boyle

Founder and Managing Partner, ECFO Service Ltd

Jay Boyle is the founder and managing partner of ECFO Service Ltd and founder and managing director of a software startup Decision Modeling Systems Ltd.

Jay's experiences in Asia over the past 20 years span start-ups, turnaround and pre and post transaction work in manufacturing, sourcing, service, food and beverage industries. He specializes in providing a cross functional approach to financial, accounting, strategic and operational support to companies building businesses in Asia. Jay implements controls, diligence, ERP, product costing programs, develops strategic Initiatives, and designs expansion plans and advises on merges acquisitions and divestitures.

Jay holds a Masters of Business Administration from The Thunderbird School of Global Management of Arizona State University, a Bachelor of Science from State University University of New York at Fort Schuyler and a US Merchant Mariner's Third Mate's Unlimited Oceans Tonnage License



T.T. Chen

Operating Partner & Executive Coach, Taplow Group China

T. T. works with private equity firms and western firms on helping their businesses in China/Asia in roles such as interim GM/CEO, executive coach, board member or problem solver. He has completed 9 interim GM/CEO roles in the past 11 years including 2 extended rebuilding assignments as Global CEO at PSM International. Many recent interim assignments are related to restructuring and/or transformation.

T. T. has over 30 years of operations and technical experience in multinational companies, including 12 years as GM for starting up, building and turning around industrial and consumer businesses for Avery Dennison in China and Asia.

T. T. is the co-chair of Manufacturers' Business Council under AmCham Shanghai since 2009.



Olivier Cotard

Managing Director, 3C Ventures Ltd

Olivier Cotard is the founder and Managing Director of 3C Ventures Ltd., a strategy and operations consulting firm based in Hong Kong. For the past 25 years, he has managed companies, projects and factories in Asia, Europe and the United States.

His experience ranges from start-up businesses to multinational corporations in a broad range of industries, including high-tech, internet, renewable energy, automotive, aerospace, consumer goods, finance and services.

Olivier Cotard graduated from Ecole Centrale de Lille (B.Sc., M.Sc., Mechanical & Electrical Engineering) and Harvard Business School (MBA). He has also studied at the Technische Universität München and the Beijing International Studies University.



Brian Elders

Head of Sales North Asia, Amicorp

Brian is an FCCA and AMCT, he is also Quant Finance Certified. He has a long track record in international financial services based in Ireland, Poland, Hungary, Singapore and Hong Kong. His experience includes leadership of complex teams and businesses servicing global clients with needs in - international tax & accounting, treasury, risk management, private equity, hedge funds, family offices, corporate governance (independent director), and applied financial engineering.

Brian is Head of Sales North Asia at Amicorp, an independent global service provider of a broad range of assurance, administrative, legal, corporate secretarial and support services. He is also an independent director in Asia for Lululemon, and a board member and evangelist for KYC-Chain / SelfKey.



Guy Facey

Guy Facey & Associates

English and Hong Kong qualified lawyer with over 30 years' experience in corporate M&A, capital markets and investment deals.

Guy has led many restructuring and change management initiatives, has worked in industry in aerospace and automotive groups and has worked with luxury brands.

Guy has been based in Asia twice since the 1980s and has worked with China for over 10 years. Guy speaks fluent French and Italian and good Mandarin Chinese.



Fabrice Fisher

Chief Executive Officer - Blu Ltd

Fabrice is founder of Blu Ltd, an advisory to kick-start fast growth in established companies and start-ups in artificial intelligence, finance, technology and services industries.

Fabrice read electrical engineering at Université de Montréal and holds an MBA from INSEAD. He has worked in Asia, mainly Hong Kong, for 20 years. During nearly six years as CFO of Sentient Technologies, the world's most successful artificial intelligence company, he raised equity of over USD 130m.



James Greener

ATTA Chair

James focuses on integration and transformation of industrial and automotive enterprises. From 1999 to 2003 he worked on fifteen restructuring, integration and transformation projects in China with PwC ranging from industrial state enterprises to a private equity backed IT systems integrator.

He then ran BMW Supplier Development in Greater China for five years and from 2010 to 2012 Daimler Van Interior at Fujian Benz. He has led over 50 automotive supplier development programs and is a certified VDA 6.3 Process Auditor. He also delivers industrial transformation projects in other industries, recent examples being pumps, chemicals and refrigerators.

James speaks Mandarin and German, holds an MBA degree focused on Chinese state-owned enterprise restructuring, chairs the Asia Transformation and Turnaround Association, teaches leadership of organisational transformation for a North American university in Chinese and writes on the birth of the Industrial Revolution.



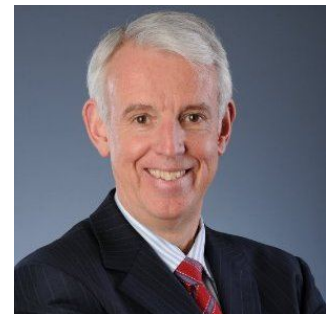
Steve Hardacre

ATTA Co-Chair

Steve works with global pharmaceutical, medical device and healthcare distribution companies to transform their operations and leadership capabilities. His company, Game Changing Healthcare has as its mission to help restore the reputation of healthcare companies to one of respect and admiration.

Prior to this, Steve had a long career with Merck culminating as Managing Director of China Regional Operations. He also served as president of HKAPI, the Pharmaceutical Association of Hong Kong.

Steve speaks Japanese and lives between Hakone and Hong Kong. He joined the ATTA board in 2014 and acts as its vice-chairman.



Celine Laffin

General manager, Lincoln Transition Executive Asia

Celine is General Manager at Lincoln Transition Executive Asia, based in Hong Kong. She has an extensive experience recruiting transition managers in Asia, helping organizations facing urgent situations – operational recovery plans and restructuring, critical transition management – or complex challenges – change management, international development (JV, mergers, acquisitions and integrations).



Aurelien Menant
Founder and CEO, Gatecoin

Aurélien is Founder and CEO of Gatecoin, a regulated bitcoin and ethereum token exchange based in Hong Kong founded in 2013. He is a guest-lecturer on blockchain and cryptocurrency at universities and provides regular commentary to financial media. He is a founding member of the Bitcoin Association of Hong Kong, which works to raise awareness of blockchain applications among the local community.

He started his career as an investment banker, first in Paris and London, working on M&A and LBO deals, then in Hong Kong, working on cross-border acquisition financing and capital structure advisory deals for a major global CIB.

Aurélien received a BSc in engineering from Université Pierre et Marie Curie, Paris VI and a MSc in Management from EM Lyon Business School.



Dwight Nordstrom
Chairman, Pacific Resources International

Dwight Nordstrom has over 30 years of experience in doing business in China. Since 1990, he has been the Chairman (initially President) of PRI, a USA manufacturing-holding company with 25+ equity investments in China. PRI also has a consulting division (Beijing & Shanghai primarily locations) with support functions for start-up and/or expansion of manufacturing and application engineering in China

Mr. Nordstrom is in his 14th year now as Chairman of the Manufacturing & Sourcing Forum for the American Chamber of Commerce (China). He has served on 10+ board of directors as well as been executive "coach" for many China Country Managers.



Ben Wootliff
Partner, Control Risk

Ben Wootliff is head of Control Risks Cyber Security practice in Asia. In addition to managing cyber security projects for clients, and developing methodologies and product offerings, Ben leads the cyber security strategy for Control Risks in Asia.

Before joining Control Risks he was a journalist specializing in business and finance. He has worked for numerous publications including Bloomberg News, Institutional Investor, Financial News, the Daily Telegraph and the Sunday Business. He graduated from the University of Birmingham with a bachelor's degree in modern history and political science.



Matthew Winter

Partner, ECFO Services Ltd. Product Manager, Decision Critical

Originally from Silver Spring, Maryland, Matt has been based predominantly in Eurasia since 2000 and currently resides in Bangkok, Thailand. Matt began his career in public policy advisory in Central Asia, transitioning to local economic policy and ultimately to corporate financial consulting in 2009. At ECFO, Matt has led over thirty projects in China, including financial modeling, due diligence and interim CFO services.

In addition to activities as Partner of ECFO, Matt is co-founder and Product Manager for Decision Critical, a new cloud-based modeling tool which uses theory of constraints and scenario analysis to help decision makers build out and evaluate core assumptions about their business.



Gavin Wyborn

Partner, GCP Asia

Gavin consults, coaches, and project manages in a wide range of industries, including finance, technology, healthcare, commodities, shipping, apparel, and advertising. Gavin's strength lies in his ability to bring clarity and simplicity to complex structures and organizations.

The majority of Gavin's career has been in finance and technology including assignments at JP Morgan, Jardine Fleming, Chase Manhattan, Standard Chartered, Mizuho, the Bank of East Asia, the Noble Group. He is conversant with everything from business intelligence, data warehousing, project management offices, network design, systems design, business process reengineering, and programming, all the way through to technical analysis and service oriented architecture design and management.

Gavin is passionate about making organizations work. Gavin has lived in Hong Kong since 1990. After many years as a member of ATTA, Gavin joined the board in 2016.



[**Register here**](#)

Event details

Date: Friday, 10 November 2017
Time: 09:00 AM to 05:00 PM, followed by the ATTA Awards Dinner (see details below)
Location: Cliftons, 5/F, Hutchison House, 10 Harcourt Rd Central, Hong Kong
Price: ATTA Corporate Members: Free of charge
ATTA Members: 200USD
Non-Members: 250USD
Payment can be made online by credit card via PayPal or against invoice by bank transfer or Hong Kong cheque.

ATTA Awards Dinner

Date: Friday, 10 November 2017
Time: from 06:30 PM
Location: [Club Lusitano](#), 27/F, 16 Ice House Street
Price: ATTA All members: 125USD
Non-Members: 180USD

[Register](#) to the Annual Conference & Awards Dinner at discounted price below:

ATTA Members: 310USD
Non-Members: 400USD

[Register here](#)