



## **CIMA Shenzhen Upcoming Events – September**

### **CIMA Student Workshop – New Student Orientation/CIMA 新学生须知交流会 Saturday 5 September 2009 | 2.00–4.00pm | Shenzhen | English/Chinese**

Welcome to join the CIMA family and become our students! CIMA Shenzhen Office will do our best to help you throughout and after the years of your CIMA study. If you are not yet CIMA students, you are also very much welcomed to join the Workshop to know us better prior to your decision making. And you will have opportunity to communicate with other CIMA students.

欢迎您注册成为 CIMA 学生，成为 CIMA 大家庭中的一员。在您今后的学习过程中，CIMA 代表处将努力为您提供完善的服务和个性化咨询，帮助您尽快完成 CIMA 考试、成为 CIMA 会员，为您快速发展事业提供坚实的基础。如果您暂时还未注册成为学员，也非常欢迎您莅临参与，除了可以进一步了解 CIMA，您还有机会与其他 CIMA 学员交流。

There may be some things that are not clear to you and we'd like to go through them with you during our orientation. They include:

活动中您可以了解到以下一些信息：

- first things after registration/注册后的首先要做的事情
- introduction to MyCIMA, CIMA online services/怎样使用 CIMA 全球在线服务中心
- services from CIMA UK and China offices/英国总部和中国代表处能为您提供提供的服务
- membership application/会员申请
- New Syllabus/新大纲
- other important information and frequent asked questions/其他常见问题

#### **Speaker profile**

Mr Eric Pan, Regional Head, South China  
潘鉴标 CIMA 华南区主管

#### **Target audience**

Newly registered CIMA students/Any interested parties  
CIMA 新注册学员及任何有兴趣参与人士

#### **Agenda**

14:00 Registration/签到  
14:30-15:30 Workshop/新学员须知说明  
15:30-16:00 Q&A /问答  
16:00 End/活动结束

Cost: Free/免费

Venue: Room Zenith, Business Centre, 2/F, Shangri-la Hotel Shenzhen, 1002 Jianshe Road, Luohu District, Shenzhen/深圳市建设路 1002 号深圳罗湖香格里拉大酒店 2 楼商务中心

Registration: [Shenzhen@cimaglobal.com](mailto:Shenzhen@cimaglobal.com)

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## **CIMA Business Talk–Thoughts on Managing Change | 管理变革的思路**

**Tuesday 15 September 2009 | Shenzhen | 7.00 – 9.15pm | English with Consecutive Translation**

**2009 年 9 月 15 日 星期二 | 深圳 | 7.00 – 9.15pm | 英语（配中文翻译）**

Change is natural and good. Nothing has greater potential to cause failures, loss of production, or falling quality as change. Yet nothing is as important to the survival of your organization as change. History is full of examples of organizations that failed to change and that are now extinct. CIMA invites Mr. Eddie Chan, Finance Director of



CNOOC & Shell Petrochemicals Company Limited, to give us a talk about his very own thoughts and experiences on managing change on 15, Sep, 2009.

急剧变化的年代，变是唯一不变的真理。改变可能令到企业蒙受损失、声誉受损甚至破产。但与此同时，变革却是企业赖以生存的根本。历史上多少优秀的公司因未能适时改变而如今不复存在。在现今动荡的金融环境下，求变可能是企业生存的唯一出路。CIMA 特邀请中海壳牌石油化工有限公司财务部总经理曾贤河先生为您讲解变革管理的思路。

From the Talk, you will be able to understand:

- change and transformation are essential for survival in today's world;
- the key steps in leading change and making it happen;
- the pitfalls to avoid and lessons learnt;

通过本次主题演讲，您将可以了解到：

- 变革是当今世界的生存之道；
- 引领变革的关键步骤以及实施方法；
- 变革管理中需要规避的陷阱和重要的经验教训。

### Target Audience

CFO, CEO, Finance Director, Change Managers, HR professionals, entrepreneurs and finance professionals.

### Outline

- **Change - The Only Constant** / 变革是一种常态
- **Forces of Change - Internal & External Forces of Change** / 变革的推动力-内部及外部
- **Making Change Happen - Some Key Steps & Pitfalls to Avoid** / 实现变革——一些关键步骤及应避免的错误
  - **create a sense of urgency and the need for change** 建立变革急需性及紧迫性
  - **create a support group to mobilise the change** 组建变革动员小组
  - **develop a clear vision and the way forward** 制定明确的目标和实施方案
  - **communicate, communicate, communicate** 不断沟通
  - **remove obstacles and barriers to change** 消除变革的障碍和壁垒
  - **generate early wins and harvest 'low hanging fruits'** 制定阶段性“容易实现的目标”
- **Anchoring and Achieving Continuous Change - Change Agents and a Change Culture** / 巩固和实现不断变革-培养变革促进者和变革文化

### Speaker profile

Eddie Chan, Finance Director of CNOOC and Shell Petrochemicals Company Limited. Prior to his secondment to CNOOC and Shell, he has worked as CFO of Shell's Commercial Business in Asia and the Pacific. Eddie has a rich experience in managing change. Between 1999 and 2000, he undertook a significant restructuring of Shell's Finance



activities. Between 1996 and 1999, he was at Royal Dutch Shell with the transformation Team to drive changes across the Group.

### Agenda

- 7:00 – 7:30pm Registration / Finger food | 签到
- 7:30 – 7:40pm CIMA Updates / Mr Eric Pan, Regional Head - South China, CIMA Shenzhen | CIMA 最新资讯 / 潘鉴标先生, CIMA 华南区区域主管
- 7:40 – 9:05pm Business talk - Thoughts on Managing Change / Mr Eddie Chan, Director - Finance Department, CNOOC and Shell Petrochemicals Company Ltd. 管理变革的思路, 曾贤河先生, 中海壳牌石油化工有限公司财务部总经理
- 9:05 – 9:15pm Q & A | 问答
- 9:15pm Event ends | 结束

Price: CIMA: RMB150 | Non-CIMA: RMB200

Venue: Luohu Shangri-La Hotel, Room Shenzhen | 罗湖香格里拉酒店, 深圳厅

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