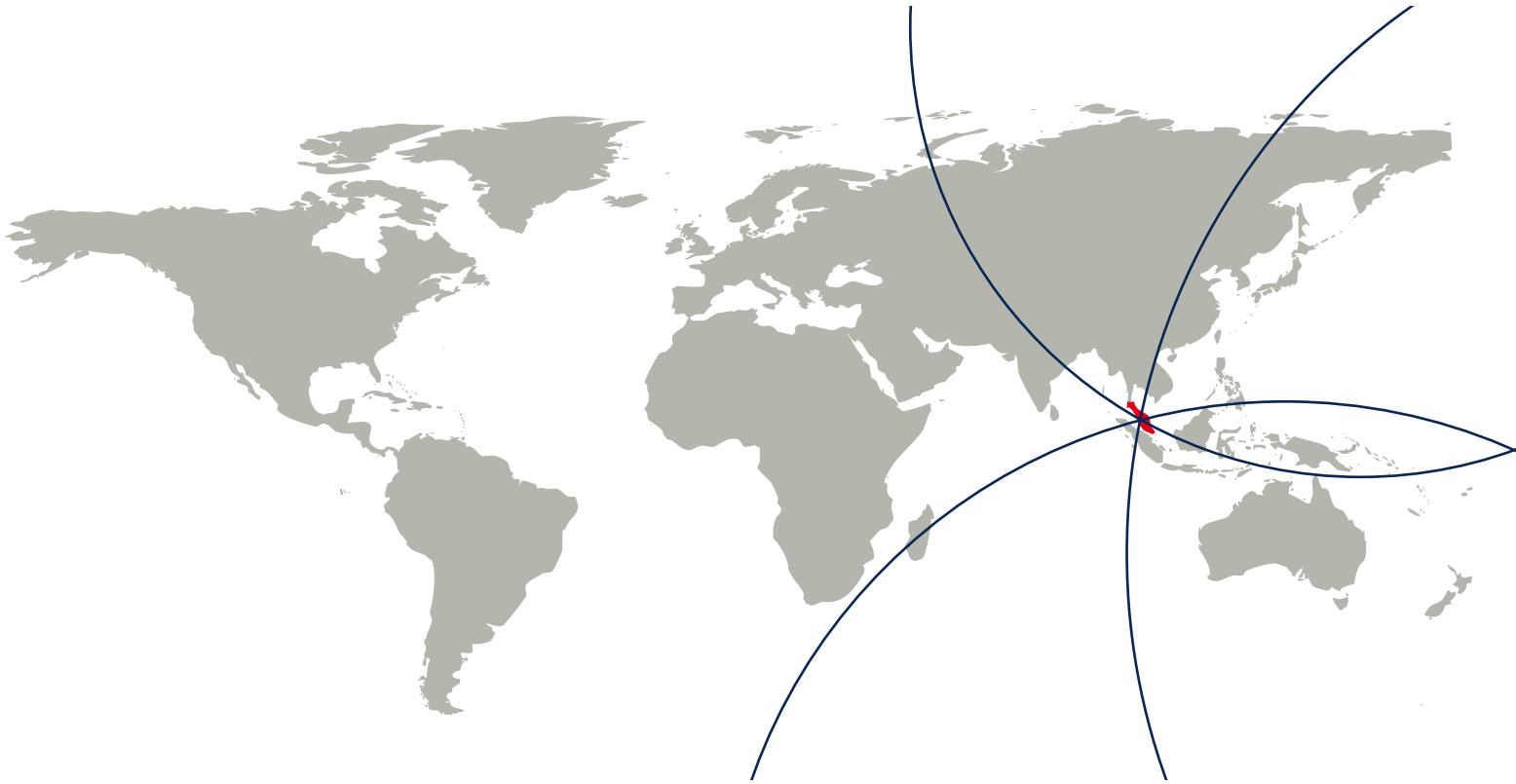


**Register
Now!**

The **WORLD** is **MEETING** in **KUALA LUMPUR**



6,000 delegates 123 countries
4 days 1 city

accountants: sustaining value creation

8 – 11 November 2010

Kuala Lumpur Convention Centre, Malaysia

Supported by



KEMENTERIAN KEWANGAN MALAYSIA



Gold Sponsors



Chartered Institute of
Management Accountants

WCOA 2010 Organising Committee
Malaysian Institute of Accountants
Dewan Akauntan
2, Jalan Tun Sambanthan 3, Brickfields
50470 Kuala Lumpur, Malaysia

Telephone No.
+603 2274 5055

Facsimile No.
+603 2273 4319

Email
info_wcoa@mia.org.my

Register Now at www.wcoa2010kualalumpur.com

WCOA 2010

The countdown has begun to the 18th World Congress of Accountants 2010 which will take place in Kuala Lumpur, Malaysia from 8 to 11 November. This promises to be the largest gathering of professional accountants and business professionals in the world as they meet in Kuala Lumpur to share ideas and knowledge and to network.

As the Technical Programme is being finalised and the list of confirmed speakers continues to grow, delegates can already start registering online at www.wcoa2010kualalumpur.com to secure their participation and enjoy the early bird discount that is offered. At the same time, they can book their hotel accommodation online from the wide range of three- to five-star hotels available. The organisers have lined up some interesting pre and post World Congress tours for delegates who may be interested to extend their visit to Malaysia and enjoy the local hospitality a little while longer.

Here is a quick glimpse of some of the sessions that await you at WCOA 2010.

What it means to be part of the world's largest gathering of accountants:

- Meeting the most influential and innovative minds in business, finance, policy, standard setters and decision makers from all over the globe.
- Developing and exerting values to sustain long term growth as well as identifying business and investment opportunities.
- Exchanging ideas on the latest business trends and global economic developments whilst updating knowledge of standards.
- Gaining insights and first hand information from renowned business leaders as well as networking and socialising within a deluxe conference environment.
- Being in Malaysia, home to the world's tallest twin towers and the melting pot of Asia. A country that is rich in cultural heritage where people of different faiths, beliefs and cultures live in harmony.

Accountants: Sustaining Value Creation

In a world demanding short-term solutions, professional accountants are challenged to sustain long term growth. In order to survive, organisations need to adapt their strategy now, embedding environmental, social and economic issues into normal business life before it is too costly or too late. Accountants lead strategic teams, are charged with creating value and safeguarding assets, are an important part of organisational governance, and provide regulators and society with assurance that business has operated to the highest standards.

Islamic Finance

The introduction of Islamic finance into the global financial market has raised issues and provided opportunities which are unable to be addressed by conventional practices. It is vital to identify methods of educating Islamic financing, accounting and auditing professionals in the context of Islamic market. Malaysia, being the Islamic financial hub has taken a progressive role in educating Islamic finance practitioners through the establishment of the International Centre for Education in Islamic Finance by the Central Bank. In addition, the creation of Accounting and Auditing Organisations for Islamic Financial Institution needs to be compared to the functions of International Accounting Standards Board to identify whether there is viability of convergence or hegemony between the two organisations in the Islamic finance industry.

Creating the Accountant's Future

What will the accountants be like in 2020? What will they be doing and what skills and competencies will they need most to be successful? The changes are so great that some even believe the word "accountant" might disappear from job titles perhaps 20 years from now. Some believe the accountants of the future will increasingly be to transform information into knowledge for organisational success. So what are the new opportunities for accountants at least in the next 10 years to come?

Forensic Accounting for Digital Environment

Highly-publicised financial scandals, reported increases in occupational fraud, and concerns over money laundering activities have heightened public expectations and the necessity to further define the auditor's and accountant's responsibility for detecting fraud within the digital environment. Digital investigations and crime regularly cross international and language borders today. Has the accountancy profession been able to address this ever growing challenge?

Enterprise Governance "The Balance Sheet"

Enterprise governance constitutes the entire accountability framework of the organisation. There are two dimensions of enterprise governance – corporate governance focusing on compliance and good practices as opposed to business governance focusing on performance and value creation. Is there a need for corporations to move from parameter-driven, rule-based corporate governance into principle and values-based human governance?





Some of the areas which will be covered in the concurrent sessions include:

1. Correlation between Corporate Responsibility and Financial Performance
2. New Greenhouse Gas Protocol Initiatives
3. Revisiting the International Education Standards
4. Executive Compensation
5. Updates on Accounting Education Research
6. Overcoming the Small Medium Enterprise Finance Gap
7. Fighting Corruption and Money Laundering
8. Convergence: The Regulators' Perspective
9. Tapping on the Experience of Oversight Boards
10. Behavioral Aspects, Critical to Good Business Reporting

Other key areas on business strategies, ethics, governance, accounting standards, trends in management and marketing, information and communication technology as well as trade and regulations issues will also be discussed.

A line-up of prominent speakers from all parts of the world will be participating in the technical programme.

* WCOA 2010 would provide simultaneous translation into various languages.

WCOA will provide opportunities for sponsors and exhibitors to showcase their products and services as well as provide a platform for delegates to network.

For more enquiries, please contact info_wcoa@mia.org.my



Malaysia is a beautiful country, blessed with breathtaking natural wonders, a fascinating diversity of cultures and not forgetting her warm and friendly people.

Malaysia is a land of contrasts, with towering skyscrapers overlooking *attap* houses, and five-star hotels just metres away from ancient reefs.

She boasts of Mount Kinabalu, the tallest peak in South East Asia, some of the top dives sites and oldest tropical rainforests in the world.

Ardent golfers can tee off by the sea, in the mountains, amid time-honoured rainforests or on sun-drenched islands, all complemented by top notch facilities.

Malaysia is also a shopping paradise for the bargain hunters as well as the brand conscious. International labels can be found in most of the shopping malls,

offering luxury or designer goods at affordable prices. Or you may prefer to wander through the backstreets and alleyways of historic Penang and Melaka, hunting for antiques in these UNESCO World Heritage sites. Or perhaps you would like to find bargains and great buys in the local handicraft or flea markets. There is always something for everyone when it comes to retail therapy.

No trip to Malaysia is complete without savouring the mouthwatering local delights and the opportunity to enjoy a unique gastronomic experience that is unmatched the world over. The melting pot of different cultures has resulted in an infinite variety of cuisine that will tantalise the taste buds and awaken the senses, from spicy Malay fare to the mouthwatering Nyonya dishes, from the curries of India (both North and South) to the endless variety of Chinese cuisine. With all this on offer, the only problem you will have is finding the time to savour them all.



World Congress Theme

Accountants: sustaining value creation

Professional accountants operate in all facets of the global economy creating value and upholding business integrity in both the private and public sectors.

In a world demanding short term solutions, professional accountants are challenged to sustain long term growth.

Accountants lead strategic teams and are charged with creating value and safeguarding assets. They are an important part of organisational governance, and provide regulators and society with assurance that business has operated to the highest standards.

This World Congress will explore issues related to key areas that directly and indirectly affect the continued relevance of the professional accountant in the coming years.

The organisers

A International Federation of Accountants (IFAC) is the global organisation for the accountancy profession dedicated to serving the public interest by strengthening the profession and contributing to the development of strong international economies.

It comprises 157 members and associates in 123 countries and jurisdictions, representing more than 2.5 million accountants in public practice, education, government service, industry and commerce.

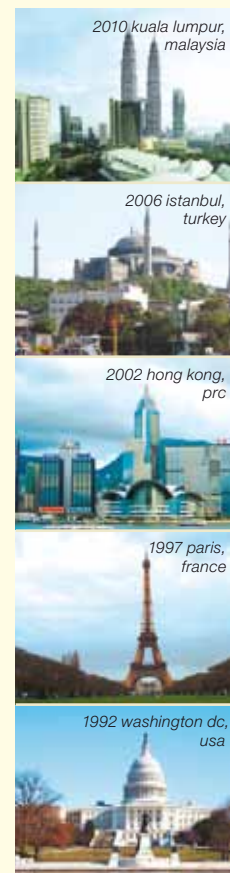
IFAC shares in the development and promotes the adoption and implementation of international standards and develops guidance to foster high-quality practice by professional accountants working in business, public practice, government, and education.

The Malaysian Institute of Accountants (MIA) is a statutory body established to regulate and develop the accountancy profession in Malaysia. MIA currently has close to 26,000 members. It is also a member body of regional and international professional bodies which play significant roles in the development and advancement of the accounting profession globally.

WCOA 2010 SNAPSHOTS

Date:	8 – 11 November 2010
Venue:	Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia
Theme:	Accountants: Sustaining Value Creation
Key Programme:	4 Plenary Sessions 5 Concurrent Sessions (more than 30 workshops)
Sessions and Workshops:	Plenary sessions and workshops will be chaired and delivered by highly experienced professionals and business leaders.
Topics:	Advanced topics and issues affecting today's dynamic business landscape such as the latest in financial-business strategies, present and future trends in management and marketing, information communication technology, trade and regulations issues, Islamic finance, accounting, ethics, governance and standards.
Expected No. of Delegates:	Over 6,000
Invited Participants:	Global finance and business leaders, corporate and financial planners, investors, entrepreneurs, policy and standard setters as well as key government officials.

Past World Congresses



NO.	YEAR	VENUE
1	1904	St Louis, USA
2	1926	Amsterdam, Holland
3	1929	New York, USA
4	1933	London, UK
5	1938	Berlin, Germany
6	1952	London, UK
7	1957	Amsterdam, Holland
8	1962	New York, USA
9	1967	Paris, France
10	1972	Sydney, Australia
11	1977	Munich, Germany
12	1982	Mexico City, Mexico
13	1987	Tokyo, Japan
14	1992	Washington DC, USA
15	1997	Paris, France
16	2002	Hong Kong, PRC
17	2006	Istanbul, Turkey