



The Prime Minister Datuk Seri Najib (centre) is flanked by (from left) Er, Rosli, Foo, Mohd Salleh, Abdul Rahim, Lee and Iszudin.

## WARM WELCOME FROM MALAYSIA'S PRIME MINISTER

Malaysia looks forward to welcome all speakers and delegates to the World Congress of Accountants (WCOA) 2010. This was the message relayed by the Prime Minister of Malaysia, Datuk Seri Najib Tun Razak, when the delegation from the Malaysian Institute of Accountants (MIA) paid him a courtesy visit recently at his office in Putrajaya, Malaysia's administrative capital.

The Prime Minister commended the International Federation of Accountants and MIA for organising the World Congress in Kuala Lumpur.

Led by the MIA President, Abdul Rahim Abdul Hamid, the visit was accompanied by the institute's Vice President Christina Constance Foo and Chief Executive Officer Rosli Abdullah as well as the WCOA 2010 Organising Committee Chairman Dr YC Lee and Manager Iszudin Mohd Amin.

Also present were the Accountant General Dato' Mohd Salleh Mahmud and Er Beng Kiong from the same office.

“ With the theme, Accountants: Sustaining Value Creation, I believe that the WCOA 2010 will provide a comprehensive and engaging platform for discourse on sustainability. Such discourse is vital to propagate a world society that understands issues being faced to ensure continuity. I trust that you will be able to take home with you valuable insight gained from the World Congress ”

Prime Minister of Malaysia,  
Datuk Seri Najib Tun Razak

This was the MIA's first visit since the Prime Minister took office and the Prime Minister was apprised of the World Congress as well as briefed on some of the proactive steps and measures initiated by the institute in its efforts to stay abreast with national and international developments affecting the accountancy profession.

The MIA President also took the opportunity to give the Prime Minister an insight on the institute's functions and the steps being taken to ensure that the accountancy profession in Malaysia remains relevant in the current business climate. This was one of the key factors behind the MIA's bid to host the WCOA 2010.

The Prime Minister has been invited to deliver the keynote address and officiate the opening of the WCOA 2010 on 8 November. He also recorded a video message to personally welcome participants to Malaysia besides urging them to take the opportunity to discover Malaysia's natural treasure troves and experience the rich cultural diversity during their stay.

The Prime Minister also thanked the gold sponsors – ACCA, CIMA and CPA Australia – for their support of the World Congress, and wished the MIA a successful World Congress.

### ABOUT THE WORLD CONGRESS OF ACCOUNTANTS

The WCOA is held under the auspices of the International Federation of Accountants (IFAC). Since its inception in 1904, the World Congress has been held every five years since 1977 and every four years since 2002. It is the foremost international event for the accountancy profession. This is a highly respected and well-attended global forum attracting influential communities to share and debate important issues affecting the accountancy profession now and into the future.

### 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.

## Technical Programme: Sustainability challenges for accountants

Sustainability appears to be the new mantra in many of the company boardroom agendas. This growing interest in sustainable development has led to the serious questions being raised about the role of accountants and how they can value add to the triple bottom line of the economic, social and environmental aspect of a company's performance.

According to the International Federation of Accountants (IFAC) in the Regulation of the Accountancy Profession report published in December 2007, "the sustainability of the accountancy profession depends upon the quality of the services provided by its members and on the profession's capacity to respond effectively and efficiently to the demands of the economy and society".

Since then, the accountancy profession has experienced many significant challenges. Under the current volatile global economic conditions, public confidence in professional accountants and auditors and their services takes on greater meaning.

Granted that accountants play a major role in the global financial system and world economy, it becomes all the more imperative that they maintain high ethical conduct as they apply their professional knowledge and experience to assist their clients and employer organisations to achieve their business.

Find out more about "Accounting for Sustainability: The Connected Reporting Framework" at the WCOA 2010 plenary session. More details on the other plenary and concurrent sessions are shown in the two tables below.

### WCOA 2010 PLENARY SESSIONS PROGRAMME

|             |               |   |
|-------------|---------------|---|
| 9 November  | 09.00 - 10.30 | Plenary 1: Accountants: Sustaining Value Creation                           |
| 10 November | 09.00 - 10.30 | Plenary 2: Islamic Finance  |
| 11 November | 09.00 - 10.30 | Plenary 3: Accounting for Sustainability: The Connected Reporting Framework |
| 11 November | 11.00 - 12.30 | Plenary 4: Creating the Accountants' Future (Interview session)             |

### WCOA 2010 CONCURRENT SESSIONS PROGRAMME

| Track | 9 November<br>11.00 – 12.30<br>Concurrent 1  | 9 November<br>14.00 – 15.30<br>Concurrent 2                         | 9 November<br>16.00 – 17.30<br>Concurrent 3               | 10 November<br>11.00 – 12.30<br>Concurrent 4        | 10 November<br>14.00 – 15.30<br>Concurrent 5   |
|-------|--|---|---|---|--|
| 1     | International Financial Reporting Standard (IFRS) for Small and Medium Enterprises (SMEs)        | SME Financing   | Practical Support for Small and Medium Practices (SMPs)   | Alternative Assurance for SMEs                      | Role of SMP in Providing Business Support Services/SMP as a Trusted Business Advisor |
| 2     | International Federation of Accountants (IFAC) Initiatives for the Development of the Profession | International Auditing and Assurance Standards Board (IAASB) Update | Issues in Public Sector Financial Reporting               | The Framework for International Education Standards | International Ethics Standards Board Accountants (IESBA) Update                      |
| 3     | Human Governance: A Paradigm Shift in Governing Corporations                                     | Enterprise Governance "The Balance Sheet"                           | Risk Management and Internal Control                      | Islamic Finance 1                                   | A Globally Integrated Enterprise - Business Without Borders                          |
| 4     | Convergence: The Regulators' Perspective   | The Experience of Oversight Boards                                  | The Essence of Audit Quality                              | IFAC Compliance Programme                           | Function of National Standard Setters in an International Environment                |
| 5     | IFRS: 2010-2015  | Corporate Reporting to Business Reporting – The Way Forward         | The Behavioral Aspects of Good Business Reporting         | Valuation Specialist in Corporate Reporting         | Islamic Finance 2  |
| 6     | Strengthening the Accounting Profession in Emerging Economies                                    | Anti Corruption and Money Laundering                                | eXtensible Business Reporting Language (XBRL) – An Update | Corporate Responsibility                            | To be advised  |
| 7     | Accounting Technicians – Roles and Responsibilities  | Shaping the Next Generations of Accountants                         | Climate Change Reporting                                  | Forensic Accounting for Digital Environment         | Accounting Education Research: An Update   |

# 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.

GOLD SPONSORS



## Registration Fees:

| Delegates                                  | Developed Countries (USD)* | Developing Countries (USD)* |
|--|----------------------------|-----------------------------|
| Early Bird<br>(17 Nov 2009 – 30 June 2010) | 900                        | 800                         |
| Normal<br>(1 July – 7 Nov 2010)            | 1,000                      | 900                         |
| On Site<br>(8 – 11 Nov 2010)               | 1,200                      | 1,000                       |

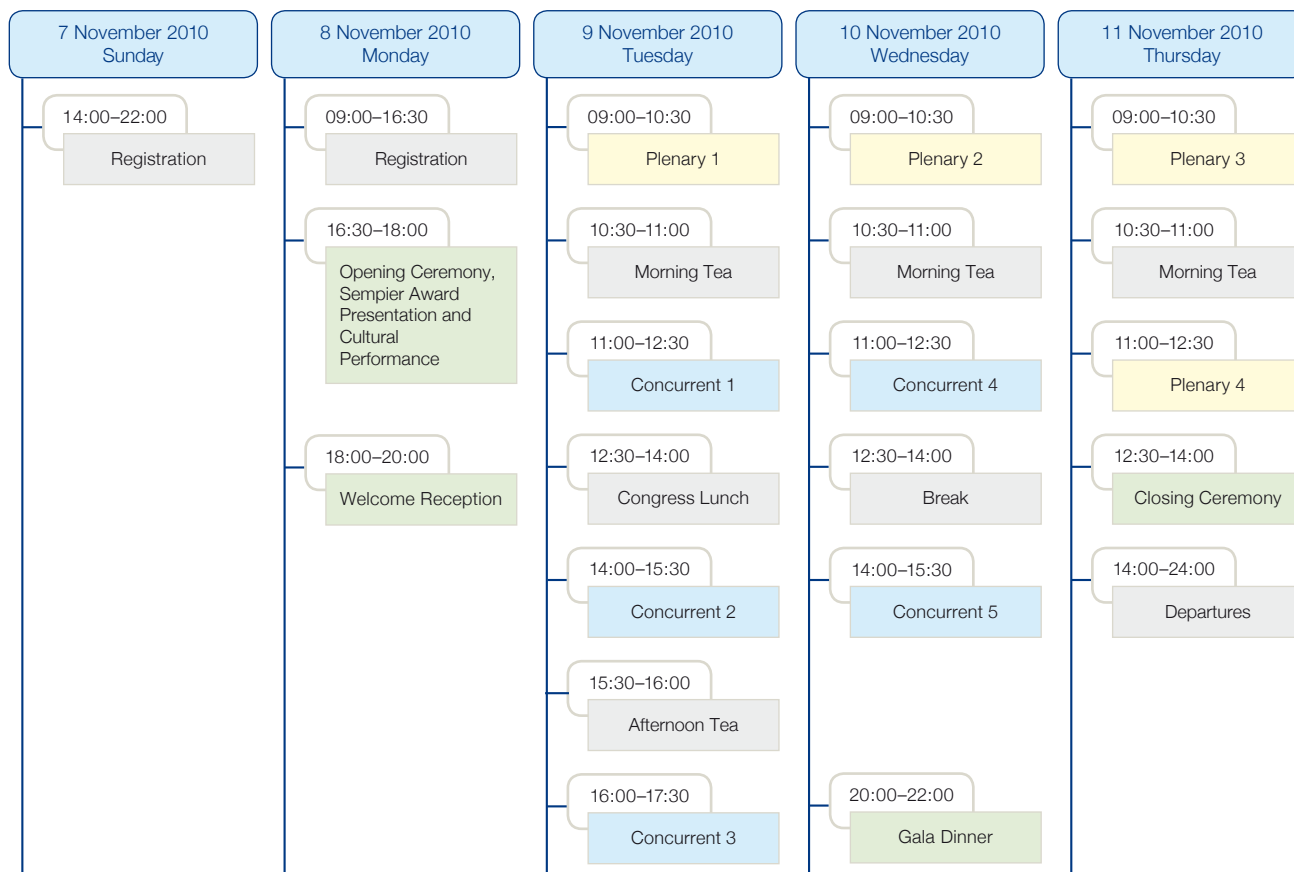
| Accompanying Persons | Developed Countries (USD)* | Developing Countries (USD)* |
|----------------------|----------------------------|-----------------------------|
|                      | 500                        | 500                         |

\* As defined by the United Nations

## Registration Fees include:

| Delegates  | Accompanying Persons   |
|--|--|
| <ul style="list-style-type: none"> <li>Attendance to all sessions</li> <li>World Congress Credentials</li> <li>Opening Ceremony</li> <li>Cultural Performance &amp; Welcome Reception</li> <li>1 Lunch and 4 Coffee Breaks</li> <li>Closing Ceremony</li> <li>Gala Dinner</li> </ul> | <ul style="list-style-type: none"> <li>Opening Ceremony</li> <li>Cultural Performance &amp; Welcome Reception</li> <li>City Tour</li> <li>Closing Ceremony</li> <li>Gala Dinner</li> </ul> |

## PROGRAMME AT A GLANCE



Correct at the time of printing

## Global Reach

### WCOA 2010 team pitches for greater commitment from globalaccounting fraternity

They made a strong pitch for greater commitment and participation from the global accounting fraternity for the WCOA 2010 which will take place in Kuala Lumpur from 8-11 November.

In Lee's presentation on the progress of the WCOA 2010 to the large gathering of key leaders from the IFAC member bodies, associates and affiliates, he highlighted some of the key developments undertaken in Kuala Lumpur to woo more participation from the global accounting fraternity.

Lee also officially announced the launch of the WCOA 2010 online registration system, which was done six weeks ahead of schedule.



### Raise your company profile via the WCOA 2010's sponsorship and exhibition activities

Interested to raise your international business profile before and during the WCOA 2010? Act fast then to secure the sponsorship and exhibition packages that best suits your objectives. There are only few premium categories left!

To view the sponsorship and exhibition opportunities available, visit the sponsorship and exhibition section in our World Congress website, [www.wcoa2010kualalumpur.com](http://www.wcoa2010kualalumpur.com).

If your sponsorship and exhibition propositions are not in our list, please contact us at +603 2274 5055 or email [info\\_wcoa@mia.org.my](mailto:info_wcoa@mia.org.my). We are always open to new ideas and aspire to create the best possible sponsorship and exhibition packages for you to reach your goals.

We look forward to welcoming you as our partner at the WCOA 2010.

### Courtesy call to Malaysian Ambassador to the US

MIA Vice President Christina Constance Foo presented a souvenir to His Excellency Dato' Sri Jamaludin Jarjis, Malaysian Ambassador to the United States of America (USA) during a courtesy call in Washington DC.



Joining her is MIA CEO Rosli Abdullah. Together with the WCOA team, they enlightened the ambassador about Malaysia's preparation for the World Congress. They also identified several initiatives that can be explored and supported by the Malaysian mission in Washington DC to further enhance the promotion and awareness campaign of the WCOA 2010 in the US.



## Register Now !

The online registration system, which can be accessed through [www.wcoa2010kualalumpur.com](http://www.wcoa2010kualalumpur.com), offers delegates the latest information on the World Congress.

They include details on hotel accommodation, airport transfers and pre-and post-World Congress tours. Delegates who register online can enjoy the early bird fee of US\$800 (for developing countries) and US\$900 (for developed countries) until 30 June.

The World Congress offers an ideal platform and opportunity to network with business professionals and thought leaders worldwide. More than 120 speakers will be discussing and debating on a wide range of topics such as Accounting for Sustainability, Small and Medium Enterprise Financing, The Executive Compensation and Forensic Accounting in the Digital Environment.

## WCOA 2010 to address challenges in the coming decades

THE 18th World Congress of Accountants (WCOA), scheduled for November, will present professionals in the accounting industry with the perfect forum to address global issues and formulate a workable plan of action to meet the challenges in the coming decades.

Some 6,000 participants, comprising professionals from the accounting, financial, business and government sectors, are expected to attend the World Congress, which is jointly organised by the International Federation of Accountants (IFAC) and the Malaysian Institute of Accountants (MIA).

The timing could not have been more appropriate coming in the heels of a global economic meltdown.

Themed "Accountants: Sustaining Value Creation", the forum will be held at the Kuala Lumpur Convention Centre. The choice of Malaysia as the host for WCOA 2010 by the IFAC is indicative of the trust and confidence of the global financial and business community in the high professional standing of the Malaysian accountancy profession.



## Global Reach

WCOA 2010 presented to ASEAN's 10 national associations of accounting professionals.

Malaysian Institute of Accountants (MIA) President Abdul Rahim Hamid took the opportunity to promote the World Congress of Accountants (WCOA) 2010, which Malaysia will be hosting in November 2010, at the recent 16th ASEAN Federation of Accountants (AFA) Conference 2009 in Bandar Seri Begawan, Brunei.

Abdul Rahim, who assumes the AFA Presidency for 2010-2011 from January, invited the delegates from ASEAN's 10 national associations of accounting professionals to attend the WCOA 2010.

Here, they can expect to learn from some of the most prominent speakers in the financial and accounting arena, which include standard setters, chief executive officers, chief financial officers and global thought leaders.

Abdul Rahim also welcomed companies who are keen to be part of the WCOA 2010 by participating as exhibitors or sponsors.



It is also a testament to the country's ability to effectively stage an international accountancy event of this scale and breadth. From 1977 to 2006, only seven countries had been given the honour to host the WCOA.

Central to the WCOA 2010's theme is the realisation that as value creation becomes vital to the business agenda, more and more accountants are taking on strategic and leadership roles and are increasingly being held accountable for business performance.

The forum will also explore other pressing issues such as the need to create policy recommendations to governments, business leaders and decision makers that could be put into positive action at a moment's notice.

The World Congress is acknowledged as a hotbed for lively discussions through its numerous plenary sessions and workshops, which are attended by some of the most influential and innovative minds in business, finance, and government from all over the globe.

The WCOA also places high priority on the sharing of a wide range of advanced topics and issues swirling about in today's business landscape.

■ Discover Malaysia



• Melawati Fort



• Melawati Hill



• Sg. Tua Waterfall



• Batu Caves

Natural charms of Selangor

Malaysia's most prosperous and industrialised state, Selangor, lies not too far from the capital city of Kuala Lumpur. Like the rest of the country, the state, with its newly launched Selangor Shines campaign for 2010, is blessed with many natural attractions as well.

One of its most well known natural wonders is the fireflies that glow in the mangrove swamps and remind you of lighted Christmas trees. The best viewing time for the fireflies is in the evening at Kampung Kuantan.

It is no wonder that some people claim that the name of Selangor comes from the Malay word, "selanga", which means a large fly and draws its reference to the abundance of the flies that live in the marshes along the Selangor River in the northwest of the state.

Others say its name is derived from the term, "selang ur", which means land of the straits since "ur" in Tamil means "land" while "selang" in Malay means "straits".

The Melawati Hill in Kuala Selangor offers not just a panoramic view of Selangor's coastline but also used to provide a vantage point to monitor ships in the Straits of Malacca. Remains of the Melawati Fort, which was built to protect the state from intruders, include cannons and its original foundation stones.

The fortress was renamed Fortress Alstingburg after its governor general Alting when it was captured by the Dutch. The Chinese nicknamed it "Ma Lau San", which means monkey hill as the place is swarmed by silver leaf monkeys and long-tailed macaques.

A lighthouse, several old colonial houses built during the British era, a poisoned well and the Royal Mausoleum are some of other tourist attractions found here. Sited at its foothill is the Kuala Selangor Nature Park, a great bird watching site.

The coastal town of Kuala Selangor used to be the state's royal capital before it was moved to Klang, Kuala Lumpur and later to Shah Alam, which is renowned for its Blue Mosque. As one of Southeast Asia's largest mosques that can hold 24,000 worshippers, the Blue Mosque, with its four minarets with a height of 142.3 m, is also one of the world's tallest mosques.

Another must visit sight in Selangor is the limestone hill of Batu Caves with its sacred cave temples. Taking its name from Sungai Batu or Batu River that flows by, this popular Hindu shrine is dedicated to Lord Murugan. You need to climb 272 steps in order to reach it. This attraction is also the focal point of the Thaipusam festival in Malaysia, which attracts over 1.5 million pilgrims yearly.

For more details, check out the WCOA 2010's pre-and post-tours. It also offers optional half day tours such as the Kuala Lumpur countryside and Batu Caves Tour.



• Fireflies at Kampung Kuantan



• Kuala Selangor Village



• Melawati Hill



• Grilled Fish Pantai Remis



• Batu Cave



• Silver-leafed Monkeys



• Blue Mosque