

It's all about ...  
accountants:  
sustaining value  
creation



# World Congress of Accountants 2010

8-11 November 2010  
Kuala Lumpur Convention Centre  
Malaysia

Supported by



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# WCOA 2010

The 18<sup>th</sup> World Congress of Accountants (WCOA) will take place from 8 to 11 November 2010 and the organisers, International Federation of Accountants (IFAC) and Malaysian Institute of Accountants (MIA), look forward to meeting you at this quadrennial event.

Seen as the 'Olympics' of the accountancy profession, MIA undertakes the strategic leadership role in promoting Malaysia's economic growth via its promotional and publicity campaign.

Bringing together global thought leaders, the organisers have mapped out a comprehensive technical programme, comprising four plenary sessions and over 30 concurrent workshops, that will cater to all sectors of the business community.

In view of the current economic climate that is challenging all companies and organisations, large or small, business owners seek answers and solutions to face these trying times. This four-day World Congress will provide you the opportunity to find the solutions you require.

Themed 'Accountants: Sustaining Value Creation', the World Congress will raise thought provoking issues, and encourage lively discussions on the accountant's role in sustainable development. Malaysia, being an international Islamic financial centre, there is no better place or platform to discuss how Islamic finance has emerged as a preferred financial instrument during a crisis.

WCOA 2010 promises to stimulate discussions, spur debates, spark dialogue and whet your appetite for more knowledge.



## Plenary Sessions

1. Accountants: Sustaining Value Creation
2. Islamic Finance versus Conventional Banking
3. Accountant's Role and Sustainable Development: A Global Concern
4. Creating The Accountant's Future

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

1. Correlation between Corporate Responsibility and Financial Performance
2. New GHG Protocol Initiatives
3. Revisiting the International Education Standards
4. Executive Compensation
5. Updates on Accounting Education Research
6. Overcoming the SME 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.

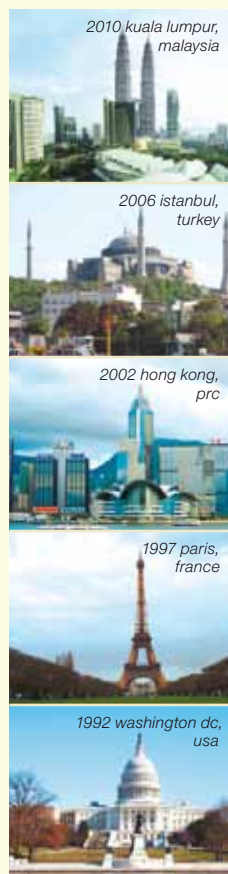
\* WCOA 2010 would provide simultaneous translation into various languages.

**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](mailto:info_wcoa@mia.org.my)

## 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



## 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.

## 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

### The 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.



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.



# 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.

## Registration Fees:

Delegates	Developed Countries (USD)*	Developing Countries (USD)*
Early Bird (1 Jan – 30 June 2010)	900	800
Normal (1 July – 7 Nov 2010)	1,000	900
On Site (8-11 November 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>

## 18<sup>th</sup> WORLD CONGRESS OF ACCOUNTANTS REGISTRATION OF INTEREST

ACCOUNTANTS: SUSTAINING VALUE CREATION  
8 – 11 November 2010 KUALA LUMPUR, MALAYSIA



ORGANISERS:



Mr  Mrs  Ms  Dr

First Name \_\_\_\_\_ Family Name \_\_\_\_\_

Position \_\_\_\_\_ Organisation \_\_\_\_\_

Professional Qualification \_\_\_\_\_ Professional Body \_\_\_\_\_

Passport No. \_\_\_\_\_ Issuing Country \_\_\_\_\_

Nationality \_\_\_\_\_

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Remember to keep a copy of this form for your own records.