



## Message from WCOA 2010 Organising Committee

More than 120 speakers will be sharing their views and ideas with the accounting and business community at the 18th World Congress of Accountants which will take place in Kuala Lumpur, Malaysia from 8 - 11 November 2010. This unique opportunity to meet with the top thought leaders in the world will form the largest gathering of professional accountants in the region.

The Technical Committee has put together a programme that is current and relevant in view of the current global economy and offers something for everyone. Some of the areas covered include Islamic Finance, Climate Change Reporting, SME Financing, Forensic Accounting and the Role of SMP as a Trusted Business Advisor.

Although still over a year away, plans are well underway to ensure the success of the WCOA 2010. From hotels to catering requirements, from on-site facilities to transport and logistics, the organising committee is leaving no stone unturned to make certain that the World Congress will be rewarding and memorable for delegates, speakers and exhibitors.

"There has been much interest in the World Congress from countries such as India, Sri Lanka, Japan, Middle East and Russia", says Y C Lee, Chairman of the Organising Committee. "We look forward to welcome everyone to Kuala Lumpur and hope that they will have a great World Congress."

With warmest regards,  
WCOA 2010 Organising Committee

## Technical Programme: Creating the Accountant's Future

Delegates of WCOA 2010 can look forward to a technical programme that promises to stimulate discussions and challenge thought processes. Recent events have highlighted the importance of the role the accountant plays in any organisation and how this role will evolve in the coming months and years.

One of the much-awaited Plenary sessions will discuss "*Creating the Accountant's Future*" from the viewpoints of the main professional bodies.

**ACCA:** The role of leaders of the profession is to consider the different scenarios shaping the business world and how they might impact on the future direction of accountants' skills and contributions to business: how can professional accountants, and their institutes ensure they are fit for the future?

Never before has business been under so much scrutiny. Increased regulation, heightened adversity to risk, acute cost consciousness, changing consumer patterns and the shift of economic power to Asia and other emerging markets are trends which all have an important part to play in any future business context.

**CIMA:** The question is not whether organisations' business units will each have a new-style 'business analyst' as part of their core management teams, but whether that person will be a finance professional or from a different discipline with some financial skills.

This is a challenge not only for finance professionals, but also for the professional bodies responsible for their training. Finance needs to get the basics right if it is to have the credibility necessary to partner with the business for the future and this presents risks and opportunities to which the profession must respond.

Transformation of the finance function has been long promised and it seems to be a journey rather than a stepped change but the evolution is already under way.

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### ABOUT THE WORLD CONGRESS OF ACCOUNTANTS

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.

**CPA Australia:** The global business and economic events that we have recently experienced reinforce just how important it is that accountants take a broad perspective when approaching any business task. Technical skills remain as important as ever, but they must be allied to a real awareness of the wider context in which individual business transactions take place. This involves an awareness of trends and developments in the global economy – a capacity to bring strategic context.

It also demands an awareness of the fact that business transactions carry very real personal consequences; something so vividly displayed around the world as the global financial crisis and subsequent global economic downturn took hold. The profession's historical strengths – rigour, a commitment to ethics and governance must be brought to bear to address these very human demands.

**ICAEW:** Accountants will need to inspire confidence by adapting to an uncertain future of globalisation, complexity and new technology while remaining champions and exemplars of accountability. The profession will need to consider issues of economic, social and environmental sustainability whilst staying committed to ethical behavior, across all cultures and different societies.

The profession continues to advocate openness and inclusiveness, working with other disciplines to find solutions to complex problems. There should be continued diversity with various gifts of intellect, relationship building and implementation.

■ Global Reach

Marketing mission trips pick up momentum

Come 21-23 September, the WCOA 2010 team will be heading for the 20th Eastern, Central and South African Federation of Accountants (ECSAFA) Anniversary Conference in Johannesburg, South Africa as part of its continuous efforts to promote the World Congress event that will be taking place in Malaysia next November.

The event is jointly hosted by the South African Institute of Chartered Accountants and South African Institute of Professional Accountants and will be attended by over 600 delegates from the 14 member bodies.

The WCOA 2010 team was recently in Agra, India for the Diamond Jubilee International Conference, organised by the Institute of Chartered Accountants in India, which took place from 3 to 5 July 2009.

More than 550 delegates paid a visit to the WCOA booth where they were able to find out more about the World Congress and also pick up information about Malaysia.

Three lucky delegates, who had participated in the special draw organised by WCOA 2010, each won a three-day, two-night holiday at the Frangipani Resort in Langkawi, Malaysia.

The delegates were enthusiastic about attending WCOA and the opportunity to meet their counterparts from all over the world to share their thoughts and views on the global economy and the changing role of the accountant.



Back on home territory, the WCOA 2010 team hosted a lunch for delegates at the CIMA World Conference held at the Kuala Lumpur Convention Centre on 13 and 14 July 2009.

MIA Chief Executive Officer, Tuan Haji Rosli Abdullah gave a short presentation and welcomed conference delegates to the WCOA 2010. CIMA is one of the gold sponsors of WCOA 2010.

Out of the 600-plus delegates attending the conference, 186 registered their interest to attend the WCOA 2010. Mr Cheong Poh Wah was picked as the lucky winner of the Langkawi holiday prize.



## ■ Discover Malaysia



## Historical charms of Melaka

Melaka's alluring attractions are reflected in its ancient buildings, intriguing streets and unique cultural heritage. Take a day tour to visit the many historical landmarks found in Melaka, which joined the UNESCO World Heritage City list on 7 July 2008.

A prominent landmark is Porta De Santiago (A'Famosa). This fortress was built by the Portuguese admiral, Alfonso d'Albuquerque in 1511. It was badly damaged during the Dutch invasion in 1641 but timely intervention by British official Sir Stamford Raffles in 1808 saved what remains of the A'Famosa today.

Located nearby are the ruins of St Paul's Church. Built on a hill in 1521 by a Catholic Portuguese captain, Duarte Coelho, this church offers a commanding view of Malacca.

Then, there is St Peter's Church, Malaysia's oldest Roman Catholic church which was built in 1710 during the Dutch occupation. One of its bells was cast in Goa in 1608.

Another major landmark is the Red Square where previous Dutch administrative buildings like the Stadthuys, which are believed to be the oldest Dutch building in the East (circa 1641 and 1660). Today, they house a museum and government offices and have been given a coat of striking salmon paint to match the red structure, Christ Church Melaka, which was built in 1753 by the Dutch. The British later turned this church into an Anglican church besides adding a weathercock and bell tower on top.

For those with more time to spend in Melaka, a walking heritage tour is recommended. You will also enjoy touring historic Melaka city on a trishaw, especially along Jonker Street, which is also a haven for antique collectors and bargain hunters.

Here, you will pass by an Indian temple, Malay mosque and Chinese temple all located on the same Harmony Street. Built in 1646, the Cheng Hoon Teng Temple is Malaysia's oldest Chinese temple. It is also the only temple where you can find three major doctrines of local Chinese beliefs of Taoism, Buddhism and Confucianism. There is an inscription commemorating the Ming emperor's emissary Admiral Cheng Ho's first visit to Melaka.

Also located nearby is the Hang Jebat's mausoleum. Hang Jebat was one of Melaka's five legendary warriors of He was killed in a duel with his friend Hang Tuah for betraying the ruler, Sultan Mansor Shah, whom they had sworn to serve.

Several new attractions have been added to Melaka city. They include the 110 metres high Menara Taming Sari or revolving tower at Bandar Hilir which offers a 360-degree view of the capital city. Built using Swiss technology at a cost of RM23 million, it has been opened to the public since 7 April 2008.

For another aerial view of this historical city, take a joy ride in Malacca Eye, a 25-metre high ferris wheel which has 16 gondolas that can seat five people each. This attraction is a spectacular sight to behold at night.

The Melaka River Cruise is another interesting tour activity you must not miss as you will get to see the old and new parts of the city, including many bridges and museums like the unique Maritime museum housed in a replica of the Flor de la Mar, a Portuguese vessel that sank off the Malacca coast.

Don't leave Melaka without trying its unique cuisine of the Peranakan or Baba Nyonya (descendants of the Chinese who arrived in Melaka and married locals) and other delectable local dishes such as ikan bakar or grilled fish and asam pedas.



## Be a sponsor of WCOA 2010. Act now!

Join our sponsorship programme and tap into the vast opportunities to:

- Raise your company's profile.
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- Enjoy direct access to key decision makers and over 6,000 potential buyers.

The earlier you secure your place as a sponsor, the more chances you will have for added exposure. Contact us at +603 2274 5055 or email to [info\\_wcoa@mia.org.my](mailto:info_wcoa@mia.org.my).

# 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 \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postcode \_\_\_\_\_ Country \_\_\_\_\_

Phone (+ ) \_\_\_\_\_ Fax (+ ) \_\_\_\_\_

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