



World Congress
of Accountants 2010

www.wcoa2010kualalumpur.com

ORGANISERS:



accountants:
sustaining value
creation



Be a part of WCOA 2010—the world's largest gathering of accountants.

The World Congress of Accountants (WCOA) is a highly respected and well attended global forum, and attending WCOA 2010 means among others:

- 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 one of the most beautiful nations in the world, Malaysia—home to the world's tallest twin towers, and the melting pot of Asia, a nation rich in cultural heritage where people of different faiths, beliefs and cultures live in harmony.

The 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, 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.

This 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.

IFAC is comprised of approximately 160 members and associates in about 120 countries and jurisdictions, representing more than 2.5 million accountants in public practice, education, government service, industry and commerce.

Through its independent standard-setting boards, IFAC sets international ethics, auditing and assurance, education, and public sector accounting standards. It also issues guidance to encourage high quality performance by professional accountants in business.

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 25,000 members and is also a member body of regional and international professional bodies which play significant roles in the development and advancement of accounting profession globally.



The host country, Malaysia

WCOA 2010 would be hosted by Kuala Lumpur, the capital of Malaysia.

Malaysia is a beautiful nation blessed with breath-taking natural wonders, a fascinating diversity of cultures, and a warm and friendly people.

Malaysia is a land of contrasts, from towering skyscrapers that look down upon wooden houses on stilts to five-star hotels sitting metres away from ancient reefs; from the tallest peak in South East Asia, to some of the world's oldest tropical rainforests and top dive sites in the world; and theme parks from ground level to the highlands. Malaysia truly has it all!

Come explore ancient tropical rainforests at our national parks. Scale the heights of Mount Kinabalu, South East Asia's tallest peak. Dive the Celebes and South China Seas and swim in an aquatic wonderland.

For ardent golfers, tee-off by the sea, in the mountains, amidst ancient rainforests or on sun-drenched islands, all complemented by top-notch facilities and amenities.

Then join us in one of our favourite pastimes—shopping! Top designer brands in luxury boutiques at an affordable price; hunt for antiques in historic Melaka and Penang, both UNESCO Heritage Sites; or bargain your way to great buys at numerous local flea or handicraft markets. There's something for everyone and every budget.

No trip to Malaysia is complete without savouring our mouth-watering local delights, a unique gastronomic experience created from a melting pot of different cultures. From five-star hotels to road side stalls and food bazaars, there's plenty of variety to choose from—spicy Malay cuisine, exotic tastes of North and South India, an endless variety of Chinese, including Nyonya and Portuguese. Your only problem will be finding time to savour them all!

WCOA 2010 would be held at the Kuala Lumpur Convention Centre. The conference venue is the nation's most technologically-advanced, purpose-built facility for conventions, trade shows, exhibitions and entertainment events.

It has hosted numerous prestigious international events, including meetings by heads of state that required strict security.



The 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

The World Congress

The World Congress of Accountants (WCOA) is held under the auspices of the International Federation of Accountants (IFAC).

Since its inception in 1904, the 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.

Fast facts on WCOA 2010

Congress Date and Venue:	8–11 November 2010 Kuala Lumpur Convention Centre Kuala Lumpur, Malaysia
Theme:	Accountants: Sustaining Value Creation
Key Congress Programme:	4 Plenary Sessions, 5 Concurrent Sessions (comprising 7 workshops each)
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 are among key topics which will be explored and deliberated on.
Registration Fees/Person:	Delegates: USD 1,000 Accompanying Persons: USD 500

WCOA 2010
registration of interest

name :

designation :

organisation :

address :

tel :

fax :

e-mail :

Please register my interest
to participate in WCOA
2010 as
(please tick):

Sponsor

Exhibitor

Delegate

Please return this completed slip to us by fax or post to:

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ORGANISERS:



**International Federation
of Accountants**



**MALAYSIAN INSTITUTE
OF ACCOUNTANTS**

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