

Win-Win at WCOA 2010

MALAYSIAN ACCOUNTANTS WHO SIGN UP BEFORE 30 JUNE FOR THE WCOA 2010 WILL BE ABLE TO ATTEND A FOUR-DAY WORLD-CLASS EVENT FOR LESS THAN A THOUSAND RINGGIT. IT IS HOPED THAT MALAYSIAN ACCOUNTANTS WILL TAKE ADVANTAGE OF THIS LOW FEE TO TURN OUT IN FULL SUPPORT OF MALAYSIA AS IT SEEKS TO PULL OFF A GLOBAL ACCOUNTANCY EVENT OF IMMENSE SCALE AND BREADTH.

www.wcoa2010kualalumpur.com

Malaysian accountants are urged to act fast in order to seize the early bird offer for WCOA 2010 registration before the 30 June deadline.

● DOLLARS AND SENSE

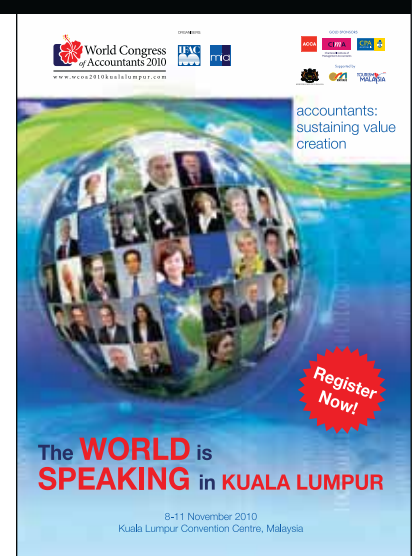
Although the Congress early bird registration fee is RM2,800, sizeable reimbursements from the Pembangunan Sumber Manusia Berhad (PMSB) mean that delegates will actually pay less than RM1,000 per person to attend a four-day world-class event which will be jam-packed with content by inspiring international speakers.

This works out to less than RM250.00 per day, inclusive of fabulous food and numerous opportunities to strengthen your business network to seize new business potentials. That's less than the price of a gourmet dinner, less than the price of a pair of shoes, less than the fee for a 2-hour spa session, and definitely much less than the cost of one night's stay at a five-star luxury hotel!

How has MIA managed to deliver the 18th WCOA at a wallet-friendly price to cost-conscious companies and delegates? It's simple. The 18th WCOA 2010 is a HRDF-claimable event and has

been approved as a training programme under the SBL scheme. Therefore, under the present recognition scheme by PSMB, eligible Malaysian companies which contribute to the HRDF Fund may claim up to RM1,875 for every employee that they register for WCOA 2010. Although this is a global event, Malaysian delegates will actually spend less to attend the same event organised elsewhere. This will result in substantial savings for companies keen to invest in world-class training for their employees. Companies should also take note that since the 18th WCOA will take place locally in Kuala Lumpur, there will be no need to fork out for costly incidentals such as outbound air tickets and hotel rooms.

According to the PMSB scheme, employers seeking financial assistance for fees and daily allowances from the HRDF are required to submit their applications under the SBL scheme prior to the commencement of the programme using form PSMB/PGL/1/09. Daily allowances for food, accommodation, internal transportation and local airfares (if applicable) for the duration of the conference will be reimbursed by HRDF according to the existing guidelines (for more details, check out www.hrdnet.com.my).



World Congress of Accountants 2010
www.wcoa2010kualalumpur.com

accountants: sustaining value creation

Register Now!

The **WORLD** is **SPEAKING** in **KUALA LUMPUR**

8-11 November 2010
Kuala Lumpur Convention Centre, Malaysia

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HRDF-claimable

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● BE A PART OF HISTORY

The 18th WCOA is also an opportunity of a lifetime for Malaysian accountants who want to be a part of history.

Seventeen WCOAs have been organised from 1904 to 2006, most of which have taken place in developed Western capitals. Since 1904, only two ASIAN capitals have been entrusted to organise this Congress. Tokyo hosted the 13th WCOA in 1987 and Hong Kong played host to the 16th WCOA in 2002. Malaysia will go down in history as the first ASEAN country and second developing nation to host the World Congress of Accountants, and MIA and its partners are working diligently to pull off a successful WCOA.

Where MIA is concerned, the WCOA 2010 is also a chance to brand Malaysia positively and put Malaysia on the map as an exceptional location for world-class accountancy events. Recently, we have earned negative press for being trapped in the middle-income zone, and for being unable to discard the low-cost manufacturing model to move up the economic value-added chain. Services will be a key engine of the New Economic Model, and this will be a chance for Malaysia to display its prowess in the services sector – particularly the lucrative market for global conferences - to movers and shakers in the financial and accounting profession. If we can pull off the WCOA 2010 with flying colours, it will be a testament to the country's ability to effectively stage an international accounting event of this scale and breadth.

People i.e. delegates are a key measure of an outstanding WCOA. A successful WCOA cannot be achieved without the collective backing of the Malaysian accountancy profession. Therefore, we strongly urge that Malaysian accountants step forward to support the WCOA 2010 by signing up and participating. The 16th WCOA in Hong Kong, China was a sterling success because Chinese accountants turned out in full patriotic spirit, resulting in a total audience of four thousand delegates. Let's show them that Malaysia can do better and help us achieve the target of six thousand delegates. ■



● MAGNIFICENT MEETING OF MINDS

Apart from benefiting from early bird offers, members of the Malaysian Institute of Accountants will be able to earn 20 MIA CPE Credit Hours by attending the WCOA 2010.

These 20 CPE credit hours will be earned in a truly interesting fashion because the WCOA 2010 has lined up a stellar gathering of the most influential and innovative minds in business, finance and policy, as well as standard-setters and decision-makers from all

over the globe. You will be able to gain insights and first-hand information from renowned business leaders while networking and socialising within a deluxe conference environment. You'll be able to exchange ideas on the latest business trends and global economic developments whilst updating your knowledge of issues and standards. Best of all, you will be able to develop and identify exciting business and investment opportunities, which will translate into a profitable return on your investment in the WCOA 2010.