

“Innovation is the only way to succeed in these businesses. You can’t stand still.”

**STEVE JOBS** 1955-2011  
visionary | innovator | entrepreneur



MIA INTERNATIONAL ACCOUNTANTS CONFERENCE  
(Formerly known as National Accountants Conference—NAC)

OFFICIATED BY:  
Y.A.B. Dato’ Sri Mohd. Najib Bin Tun Haji Abdul Razak  
Honourable Prime Minister of Malaysia (invited)

**INNOVATIVE  
SOCIETY:  
SUSTAINING  
BUSINESS  
SUCCESS**

**What does it mean to innovate?**

**How does it affect the way you think about products, technologies, processes, customers and business models?**

**Why is innovation important for sustaining long term business success?**

**Discover the reasons and more at the MIA Conference 2012—the Conference for Accountants and Business Leaders!**

**CONFERENCE DATE**

27 & 28 November 2012

**CONFERENCE VENUE**

Kuala Lumpur Convention Centre  
Kuala Lumpur, Malaysia

**CONFERENCE WEBSITE**

<http://miaconference.mia.org.my>



Scan code for details



PRESENTED BY



MALAYSIAN INSTITUTE  
OF ACCOUNTANTS  
ACCOUNTANTS: MANAGERS OF VALUE

SUPPORTED BY



OFFICIAL PUBLICATION



**EARLY BIRD SAVINGS  
RM200 off**



**“Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth.”**

PETER F. DRUCKER

**We live in a time when the speed of innovation has increased exponentially and the technological landscape is changing rapidly. Businesses that do not innovate will ultimately disappear, more so if the innovation does not encompass the essence of sustainability in the interest of society and environment.**

**When product lifecycle is getting shorter and shorter, sustaining long term business success has become the biggest challenge to today’s corporate organisations. Indeed, the quest for sustaining business success in the current innovative global society has forced organisations to change the way they think about products, technologies, processes, customers and business models.**

## WHO SHOULD ATTEND

- » Accountants in Business
- » Accountants in Public Practice
- » Accountants in Public Sector
- » Accounting Educators
- » Management and Finance Professionals
- » Business Leaders
- » Government and Regulatory Officers

## KEY TAKEAWAYS

- » Understand how your organisation can cope with the evolving and innovating business and regulatory landscapes.
- » Gain insights on how high quality audit reporting can enhance your stakeholders’ confidence.
- » Learn how to develop your organisation’s creativity and innovativeness toward business success.
- » Address the latest pressing issues on business, accounting and the finance profession.
- » Meet the most influential minds in business, finance, legal and regulatory.
- » Professional networking and trade opportunities.

## ABOUT MIA CONFERENCE 2012

Since 1985, the Malaysian Institute of Accountants (MIA) has been organising the National Accountants Conference (NAC), the Institute’s flagship event. After successfully hosting the 18th World Congress of Accountants in 2010, MIA replaced the NAC with the MIA International Accountants Conference (MIA Conference), an annual conference with an international flavour, in 2011.

## ABOUT THE ORGANISER MALAYSIAN INSTITUTE OF ACCOUNTANTS (MIA)

MIA is a statutory body incorporated pursuant to the Accountants Act 1967 and has been entrusted with the task of promoting and regulating the accountancy profession in Malaysia. To date, over 28,000 professional accountants are registered with MIA.

In the international and regional arena, MIA plays a significant role in developing and advancing the global accounting profession through its involvement in organisations such as the International Federation of Accountants (IFAC) and the ASEAN Federation of Accountants (AFA).



# CONFERENCE PROGRAMME

## 26 NOVEMBER 2012 MONDAY

2.00 pm	PRE-CONFERENCE REGISTRATION
7.00 pm	END OF PRE-CONFERENCE REGISTRATION

## 27 NOVEMBER 2012 TUESDAY

7.00 am	REGISTRATION												
9.00 am	PLENARY 1 <b>Evolving the Innovative Landscape for Corporate Malaysia</b>												
10.15 am	MORNING TEA & NETWORKING												
11.00 am	PLENARY 2 <b>Transitioning from Cash to Accrual Accounting – Can IPSAS (International Public Sector Accounting Standards) Prevent Sovereign Debt Crisis?</b>												
12.00 noon	<b>Welcome Address</b> By the President of Malaysian Institute of Accountants / Conference Chairman Y.Bhg. Datuk Mohd Nasir Ahmad												
12.10 pm	<b>Keynote Address and Opening Ceremony</b> Officiated by the Honourable Prime Minister of Malaysia Y.A.B. Dato' Sri Mohd. Najib Bin Tun Haji Abdul Razak <i>(invited)</i>												
1.00 pm	LUNCH												
	<table border="1"> <thead> <tr> <th></th> <th>Track A</th> <th>Track B</th> <th>Track C</th> </tr> </thead> <tbody> <tr> <td>2.30 pm</td> <td> <b>CONCURRENT SESSION 1</b>  <b>Part 1: Fostering Creativity and Innovation at Your Workplace</b>  <i>(internal to/within the organisation)</i>   <b>Part 2: Creating Value with Business Model Innovation</b>  <i>(external to the organisation)</i> </td> <td> <b>Capitalising Resources: Building and Managing Your Board</b> </td> <td> <b>Malaysian Tax Regime – The Way Forward</b> </td> </tr> <tr> <td>3.45 pm</td> <td> <b>CONCURRENT SESSION 2</b>  <b>Barefoot Leadership – The Art and Heart of Going that Extra Mile</b> </td> <td> <b>Marketing and Branding for Accountants</b> </td> <td> <b>Managing Difficult People</b> </td> </tr> </tbody> </table>		Track A	Track B	Track C	2.30 pm	<b>CONCURRENT SESSION 1</b> <b>Part 1: Fostering Creativity and Innovation at Your Workplace</b> <i>(internal to/within the organisation)</i>  <b>Part 2: Creating Value with Business Model Innovation</b> <i>(external to the organisation)</i>	<b>Capitalising Resources: Building and Managing Your Board</b>	<b>Malaysian Tax Regime – The Way Forward</b>	3.45 pm	<b>CONCURRENT SESSION 2</b> <b>Barefoot Leadership – The Art and Heart of Going that Extra Mile</b>	<b>Marketing and Branding for Accountants</b>	<b>Managing Difficult People</b>
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5.00 pm	AFTERNOON TEA & NETWORKING												
6.00 pm	END OF DAY 1												

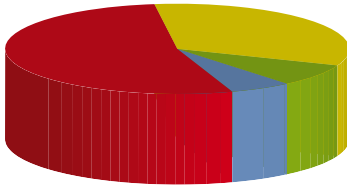
## 28 NOVEMBER 2012 WEDNESDAY

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12.30 pm	LUNCH & ENTERTAINMENT								
2.30 pm	PLENARY 3 <b>Enhancing the Value of Audit Reporting: Boosting the Confidence in Capital Market</b>								
3.45 pm	PLENARY 4 <b>Are Malaysians Ready for Free Trade Agreement (FTA)?</b>								
5.00 pm	AFTERNOON TEA & NETWORKING								
6.00 pm	END OF DAY 2								



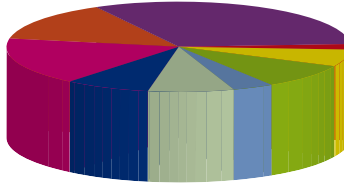
## OUR DELEGATES IN 2011

### BY CLASSIFICATIONS



- Academicians—6%
- Public Practitioners—8%
- Public Sector—33%
- Public Accountants in Business (PAIB)—53%

### BY INDUSTRIES



- Construction/Property—4%
- Financial Service Institutions—9%
- Manufacturing—6%
- Oil & Gas—2%
- Government—32%
- Services—17%
- Public Practice—8%
- Higher Learning Institutions—8%
- Others—14%

### SPECIAL CONFERENCE RATE

As part of MIA's CSR initiative, a reduced fee of RM900 per participant is offered to:

- » Students pursuing Doctorate (Ph.D.) programme in accountancy or related fields;
- » Silver Generation, delegates aged 60 and above;
- » Physically challenged individuals.

\* Eligibility must be supported by official documents.



## SPONSORSHIP OPPORTUNITIES

The MIA Conference 2012 is expecting to host 2,200 delegates from Malaysia, ASEAN and the Asia Pacific region. The Conference will enable your organisation to reach the region's most influential thought leaders and opinion formers in accounting, finance and business leadership. The Conference is the industry's premier event and the perfect platform to stand head and shoulders above your competition by showcasing your organisation's profile, publicising new products or services and generating important sales leads.

The MIA Conference 2012 Sponsorship Programme has been devised to ensure that all sponsors will be able to derive maximum exposure for their investment. The exhibition is located in a pillar-less room on level three of the convention centre, adjacent to the technical session rooms thus ensuring an uninterrupted delegate traffic flow throughout the day. Coffee breaks will be strategically located within the exhibition hall, allowing for informal and casual networking with senior industry executives.

For more information on sponsorship and exhibition opportunities, please contact: Gregg Parker at [gregg@mia.org.my](mailto:gregg@mia.org.my) or via mobile on +6017 683 5468.



## LUNCHEON ENTERTAINMENT—DAY 2

Taking the local music scene by storm in the early '90s, Ziana captivated fans with her signature single, *Madah Berhelah*. Her talent was established internationally when she was crowned the Voice of Asia in 1995.

Since then, there was no turning back for Ziana, who mesmerised the music scene with hits like *Anggapanmu*, *Puncak Kasih*, *Aku Cintakan Mu* and the Platinum album *Setia Ku Di Sini*.

Ziana is also involved in acting, both on the silver screen and on stage. This include musical productions *Antara* and *Teater Muzikal Gamat 2*.



THE LEGENDARY  
*Ziana Zain*



# MIA CONFERENCE MASTERCLASS

Thursday, 29 November 2012, 9.00am – 5.00pm | The Royale Chulan Hotel, Kuala Lumpur



## MASTERCLASS 1 INFLUENCE & IMAGINATION – A POWERFUL COMBINATION



One day that will equip you with two of the most powerful skills in today's world. Those with the power to influence and tap into the imagination have an unfair advantage in every arena.

### THE POWER OF INFLUENCE

Influence is more important than ever before. Those who can develop the skills of influencing others will be those who thrive in a fast-changing world. In this fast-moving session, you will learn about:

- How influencers connect at a different level to others
- Why influence is more important than information
- How influence gives you power beyond your position
- How to put yourself in a position of influence faster than your competition
- 18 powerful influencing tools

### THE POWER OF IMAGINATION

Over sixty years ago, Einstein said "Imagination is more important than knowledge." This has never been more true than now. The magic of the mind isn't that you can see what is... it's that you can see what isn't. In a world with a fast-moving environment, your ability to imagine the opportunities in new environments will determine whether you thrive or suffer in times of change.

Packed into this afternoon session are the two ways you can use the power of imagination:

1. How to expand your imagination and the imaginations of your team members
2. How to tap into others' imaginations to inspire them with your ideal future

You will learn about:

- The two different types of imagination—and how you can apply them
- How to put images in their minds that will last 8 times longer than any words
- How imagination is a powerful change-management tool

You'll leave this day believing that the future isn't a place that we're going to go; it's a place that you get to create. First by imagining it, then by influencing other's imaginations.

## MASTERCLASS 2 SHAPING AN INNOVATIVE CULTURE – 10 WAYS TO BOOST CREATIVITY & LEAD INNOVATION IN YOUR ORGANISATION



There is a gap between the value your organisation places on creativity and innovation in the workplace and the ability to tap into the creative talent of your people. Whilst business leaders today emphatically understand the need to innovate and to create sustaining value—most also recognise they have not taken potential advantage of their creative people's abilities, skills, knowledge and wisdom to achieve innovation.

This workshop seeks NOT to help you identify creative people and teach them how to be more creative. Instead this workshop challenges leaders and managers to:-

- KNOW HOW to lead innovative thinkers and creative people
- ACQUIRE SKILLS covering areas of innovation competencies to lead and groom the creative others
- EQUIP managers with acumen to tap into the talent of creative others
- LEARN to harness their creativity and direct them systematically to achieve business value

This workshop is for leaders and managers who understand the crucial need to develop leadership and management skills for building the right environment and culture for creative talent to thrive.

A blend of innovative instruments will be used during the workshop to create an interactive, high impact learning in a fun filled, thought provoking and challenging manner.

## REGISTRATION FORM

FEE: MIA Conference 2012 Delegate RM450 | MIA Member RM650 | Non-MIA Member RM850

**ENQUIRIES AND REGISTRATION:** Please contact Ms Nadiah at tel: 603-2279 9352 OR email: nadiah@mia.org.my

MASTERCLASS (please select one only):  MASTERCLASS 1  MASTERCLASS 2

### PARTICIPANT'S DETAILS

Full Name as per I/C or Passport. Please indicate title: Tan Sri/Dato'/Datin/Dr/Mr/Mrs/Ms

NAME: \_\_\_\_\_ MIA MEMBERSHIP NO.: \_\_\_\_\_

DESIGNATION: \_\_\_\_\_ PROFESSIONAL BODIES: \_\_\_\_\_

H/P: \_\_\_\_\_ EMAIL: \_\_\_\_\_  VEGETARIAN

### ORGANISATION'S DETAILS & APPROVAL

ORGANISATION: \_\_\_\_\_

INDUSTRY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POSTCODE: \_\_\_\_\_ STATE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ H/P: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

### PAYMENT BY CHEQUE

BANK: \_\_\_\_\_ CHEQUE NO.: \_\_\_\_\_

Make cheque payable to "MIA-MPDC".  
Please write "MIA Conference 2012–Masterclass", your name and tel no. at the back of the cheque.

### PAYMENT BY CREDIT CARD

CARD ISSUER:  VISA  MASTER CVC:    EXPIRY DATE:   /

CARD NO.:     -     -     -

I hereby authorise MIA to debit my credit card for the total amount of RM \_\_\_\_\_

SIGNATURE (as per card's signature) \_\_\_\_\_

NAME OF CARDHOLDER: \_\_\_\_\_

COMPANY STAMP & SIGNATURE \_\_\_\_\_ DATE: \_\_\_\_\_



# MIA CONFERENCE 2012

27 & 28 November 2012, Tuesday & Wednesday | Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

## REGISTRATION FORM

### PARTICIPANTS' DETAILS

**Participant 1** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):

Membership No.:

Designation: Professional Body:

Mobile: Email:

\* Participant's Classification:  MIA Member  Non-member  International Delegate |  Vegetarian Meal

**Participant 2** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):

Membership No.:

Designation: Professional Body:

Mobile: Email:

\* Participant's Classification:  MIA Member  Non-member  International Delegate |  Vegetarian Meal

**Participant 3** Full name as per I/C (Dato' / Datin / Dr / Mr / Mrs / Ms):

Membership No.:

Designation: Professional Body:

Mobile: Email:

\* Participant's Classification:  MIA Member  Non-member  International Delegate |  Vegetarian Meal

### ORGANISATION'S DETAILS

Organisation:

Industry: Contact Person:

Address:

City: Postcode: Country:

Phone: Fax:

Signature & Company Stamp:

### PAYMENT DETAILS

#### Payment by Cheque

Bank & Cheque No.: Amount RM:

#### Payment by L/O (for Civil Servants and Employees of Malaysia Government Agencies only)

No. Pesanan Kerajaan (L/O): Amount RM:

#### Payment by Credit Card

Card Type:  Visa  Master

Cardholder's Name:

Bank Card Name: Expiry Date:

Credit Card No.: Security Code (last 3 digits at the reverse of the credit card):

I hereby authorise MIA to debit my credit card for the total amount of RM:

Cardholder's Signature:

Date:

### TERMS & CONDITIONS

#### CONFERENCE FEE

Fee is payable to "MIA-MPDC". Please state your name, phone number and "MIA Conference 2012" at the back of cheque; and send to MIA. Admittance will only be permitted upon receipt of full payment.

#### CANCELLATION / TRANSFER

Upon registering, participant(s) are considered successfully enrolled in the event. Should participant(s) decide to cancel/transfer their enrolment; a cancellation/transfer fee will be levied. Written cancellations/transfer notice received:

- On or before 1 November 2012, a refund (less administrative charge of 20%) will be made.
- For no-show on the day of the event, no refund will be entertained.

You can substitute an alternate participant(s) if you wish to avoid cancellation/transfer charges. Any difference in fees will be charged accordingly. Cancelled/transferred unpaid registrations will also be liable for full payment of the registration fee.

#### PARTICIPANT'S CLASSIFICATION\*

All participants will be presented with a Certificate of Attendance upon full attendance and personal completion of the programme. For MIA members, the 18 CPE hours will be credited into the Membership System within 2 weeks of the programme.

#### CERTIFICATE OF ATTENDANCE AND CPE HOURS

All participants will be presented with a Certificate of Attendance upon full attendance and personal completion of the programme. For MIA members, the 18 CPE hours will be credited into the Membership System within 2 weeks of the programme.

### CONFERENCE FEE (RM per person)

Fee	MIA Member	
	Early Bird 1 July - 31 August	Normal from 1 September on
RM1,400	RM1,600	
No. of Person		
Sub-Total	RM	RM
Fee	Non-Member and International Delegate	
	RM1,600	RM1,800
No. of Person		
Sub-Total	RM	RM
Fee	Special Rate (for selected groups)	
	RM900	
No. of Person		
Sub-Total	RM	
<b>Total</b>	<b>RM</b>	

#### Early Bird Registration:

If payment is received after the promotion date, the Conference fee will be revised to the latest registration fee which is applicable for that period.

#### Group Registration (for 10 pax and above):

- One (1) complimentary seat for every 10 paying delegates.

#### Special Rate Groups:

Special rate applicable to:

- Students pursuing Doctorate (Ph.D.) programme in accountancy or related fields;
- Silver Generation, delegates aged 60 and above;
- Physically challenged individuals.

\* Eligibility must be supported by official documents.

#### HRDF Claims:

Claimable under the SBL Scheme.

Registration fees include:

- Attendance to all sessions
- MIA Conference Credentials
- Opening Ceremony
- 2 Lunches & 4 Coffee Breaks
- Entertainment (during Day 2 lunch)
- 18 CPE Credit Hours (for MIA members)

### ENQUIRY & REGISTRATION

Contact : Meera / Vera / Hanis / Hidayah  
Tel : +603 2279 9200  
Fax : +603 2273 5167  
Email : mpdc@mia.org.my  
Address : Malaysian Institute of Accountants  
Dewan Akauntan  
No. 2, Jalan Tun Sambanthan 3  
Brickfields, 50470 Kuala Lumpur  
Website : http://miaconference.mia.org.my

#### DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon signing the registration form, you are deemed to have read and accepted the terms and conditions.

#### DATA PROTECTION

Personal data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709). Your details may be passed to other companies who wish to communicate with you and offer services/products related to your business activities. If you do not wish to receive this, please tick the box