

12 September 2014

YBhg Datuk Wan Selamah Wan Sulaiman
 Accountant General
 Accountant General's Department of Malaysia
 Ministry of Finance Complex
 No.1, Persiaran Perdana, Precint 2,
 62594 Putrajaya

YBhg Datuk Wan Selamah,

INVITATION TO SUPPORT ACCA MALAYSIA ANNUAL CONFERENCE 2014

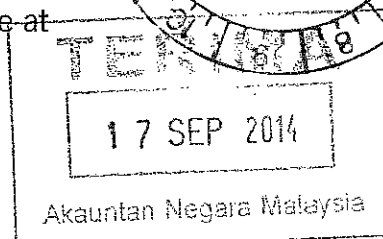
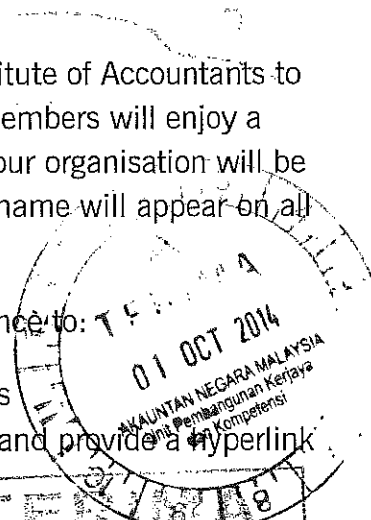
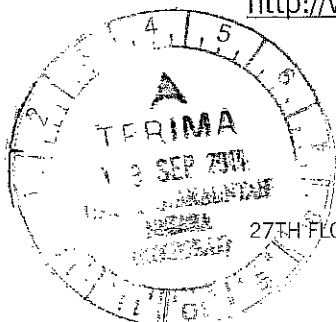
We are pleased to inform that ACCA Malaysia will be hosting its **Annual Conference on 21 October 2014 at One World Hotel, Petaling Jaya**. The Conference with the theme '**Ready, Set, Change**' is expected to attract over 500 delegates consisting of senior finance professionals and will be officiated by the ACCA President.

For this year, we hope to address the issue on transformation challenges that smart finance function faces in today's complex world. We feel this is utmost important as our recent report highlighted that the importance of effective change management continues to be underplayed even though there's on-going pressure on CFOs to drive efficiency and effectiveness of the finance function. Inclusive in the Conference is a Technical Segment to update participants on tax implications from Budget 2015 proposed measures as well as recent tax developments in 2014.

It gives us great pleasure to once again invite the Malaysian Institute of Accountants to be our Supporting Organisation for the Conference where your members will enjoy a preferential registration fee of **RM600** per person. In addition, your organisation will be entitled to two (2) complimentary seats and your organisation's name will appear on all conference promotional materials as a Supporting Organisation.

As a Supporting Organisation, we would request for your assistance to:

- Email blast the details of the Conference to your members
- Post an advertisement of the Conference in your website and provide a hyperlink to ACCA Malaysia Annual Conference 2014 website at <http://www.accaglobal.com/my/annualconference>



ACCA MALAYSIA SDN BHD (473007-P)
 27TH FLOOR SUNWAY TOWER (FORMERLY WISMA DENMARK)
 NO 86 JALAN AMPANG 50450 KUALA LUMPUR

T +60 (3) 2713 5051
 F +60 (3) 2713 5052

info@my.accaglobal.com
 www.malaysia.accaglobal.com

We would be honoured if you are able to accept our invitation. Should you require further information or clarification, please do not hesitate to contact myself at 03 – 2182 3605 or email: vilashini.ganeshpathy@accaglobal.com. We shall be delighted to be of assistance.

Thank you.

Yours sincerely



VILASHINI GANESPATHY

Head – Members and Technical
ACCA Malaysia

I have read the above terms of engagement and hereby confirm my/our acceptance of the terms.
My details are as follows:

Name _____ Designation _____

Organisation _____

Address _____

Tel _____ Fax _____

Signature and Official Stamp:

PROGRAMME

Business Segment

08:00 – 09:00 Registration & Networking

09:00 – 09:05 Welcome Remarks
Jennifer Lopez, Head of ACCA Malaysia

09:05 – 09:30 Keynote Speech
Transformation challenges greater than ever for global finance function

Transformation of the finance function is a key priority for today's finance executives but change is generally not comfortable for a profession that lives by rules. Effective change management capability is an essential ingredient for finance transformation success. Acknowledging that there's no set of regulations for change and mastering what is often considered 'soft stuff' is key. This session will share broadly what senior finance executives from some of the world's leading organisations saw as the 10 key change-management principles for finance leaders seeking to successfully transform their finance organisations.

Anthony Harbinson, President of ACCA

09:30 – 10:00 Refreshments and Business Interaction

10:00 – 11:30 **Forum: Addressing the 'elephant in the room'**

In this session, we'll have a deeper discussion on effective change management capability and how best-in-class finance functions can deliver insights that makes a real difference to corporate performance, whilst continuing to drive effective stewardship and control of the organisation. The panellists will also discuss more on the transformation challenges in finance as mentioned in the keynote address as well as the link between corporate culture, behaviour and organisational performance.

Moderator:
Stephen Shields, Director of Global Employer Relationships, ACCA

11:30 – 12:15 **Presentation: Trust, the currency of leadership**

In delivering successful finance leadership and performance, the standout challenges facing today's Chief Financial Officers (CFOs) are already significant. But for the next generation of finance leaders, it will be even greater. It will take great leaders to lead and make finance transformation a success. To do that, they will need to earn the trust of their subordinates. But how to do just that?

12:15 – 13:30 Lunch and Business Interaction

Technical Segment

13:30 – 15:30 **Malaysian Budget 2015 – Highlights & Implications**

The Malaysian economy is expecting to be booming with the increased export, influx of foreign investment and the increased of domestic demands although property sectors will suffer slight growth or negative growth. The Malaysian Budget 2015 is to be tabled on 10 October 2014.

This session will include sharing on:

- *GST implementation look out*
- *Restructuring of companies to reap the tax incentives proposed*
- *Incorporation of Limited Liability Partnership for tax planning*
- *Tax incentives on manufacturing and the analytical implication*
- *Tax investigation and anti-money laundering measures taken by IRB*
- *Transfer pricing audit and its mitigation factors*
- *Court of Appeal decision on tax audit, withholding tax, business deduction*
- *New business income legislation proposal governing property developer and construction sectors*

Dr Choong Kwai Fatt
Tax Consultant, Advocate and Solicitor of Kwai Fatt and Associates

15:30 – 15:45 Refreshments and Business Interaction

15:45 – 17:00 **Malaysian Budget 2015/16 – Highlights & Implications (cont.)**

17:00 End of Programme