



The Prime Minister Datuk Seri Najib (centre) is flanked by (from left) Er, Rosli, Foo, Mohd Salleh, Abdul Rahim, Lee and Iszudin.

## WARM WELCOME FROM MALAYSIA'S PRIME MINISTER

Malaysia looks forward to welcome all speakers and delegates to the World Congress of Accountants (WCOA) 2010. This was the message relayed by the Prime Minister of Malaysia, Datuk Seri Najib Tun Razak, when the delegation from the Malaysian Institute of Accountants (MIA) paid him a courtesy visit recently at his office in Putrajaya, Malaysia's administrative capital.

The Prime Minister commended the International Federation of Accountants and MIA for organising the World Congress in Kuala Lumpur.

Led by the MIA President, Abdul Rahim Abdul Hamid, the visit was accompanied by the institute's Vice President Christina Constance Foo and Chief Executive Officer Rosli Abdullah as well as the WCOA 2010 Organising Committee Chairman Dr YC Lee and Manager Iszudin Mohd Amin.

Also present were the Accountant General Dato' Mohd Salleh Mahmud and Er Beng Kiong from the same office.

*“With the theme, Accountants: Sustaining Value Creation, I believe that the WCOA 2010 will provide a comprehensive and engaging platform for discourse on sustainability. Such discourse is vital to propagate a world society that understands issues being faced to ensure continuity. I trust that you will be able to take home with you valuable insight gained from the World Congress”*

Prime Minister of Malaysia,  
Datuk Seri Najib Tun Razak

This was the MIA's first visit since the Prime Minister took office and the Prime Minister was apprised of the World Congress as well as briefed on some of the proactive steps and measures initiated by the institute in its efforts to stay abreast with national and international developments affecting the accountancy profession.

The MIA President also took the opportunity to give the Prime Minister an insight on the institute's functions and the steps being taken to ensure that the accountancy profession in Malaysia remains relevant in the current business climate. This was one of the key factors behind the MIA's bid to host the WCOA 2010.

The Prime Minister has been invited to deliver the keynote address and officiate the opening of the WCOA 2010 on 8 November. He also recorded a video message to personally welcome participants to Malaysia besides urging them to take the opportunity to discover Malaysia's natural treasure troves and experience the rich cultural diversity during their stay.

The Prime Minister also thanked the gold sponsors – ACCA, CIMA and CPA Australia – for their support of the World Congress, and wished the MIA a successful World Congress.

### ABOUT THE WORLD CONGRESS OF ACCOUNTANTS

The 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.