



**Riding the Digital Wave,  
Leading Transformation**

**POST CONFERENCE  
REPORT**

**(SPONSORSHIP & EXHIBITION)**

**9-10 October 2018**  
**Kuala Lumpur Convention Center**

[www.miaconference.mia.org.my](http://www.miaconference.mia.org.my)



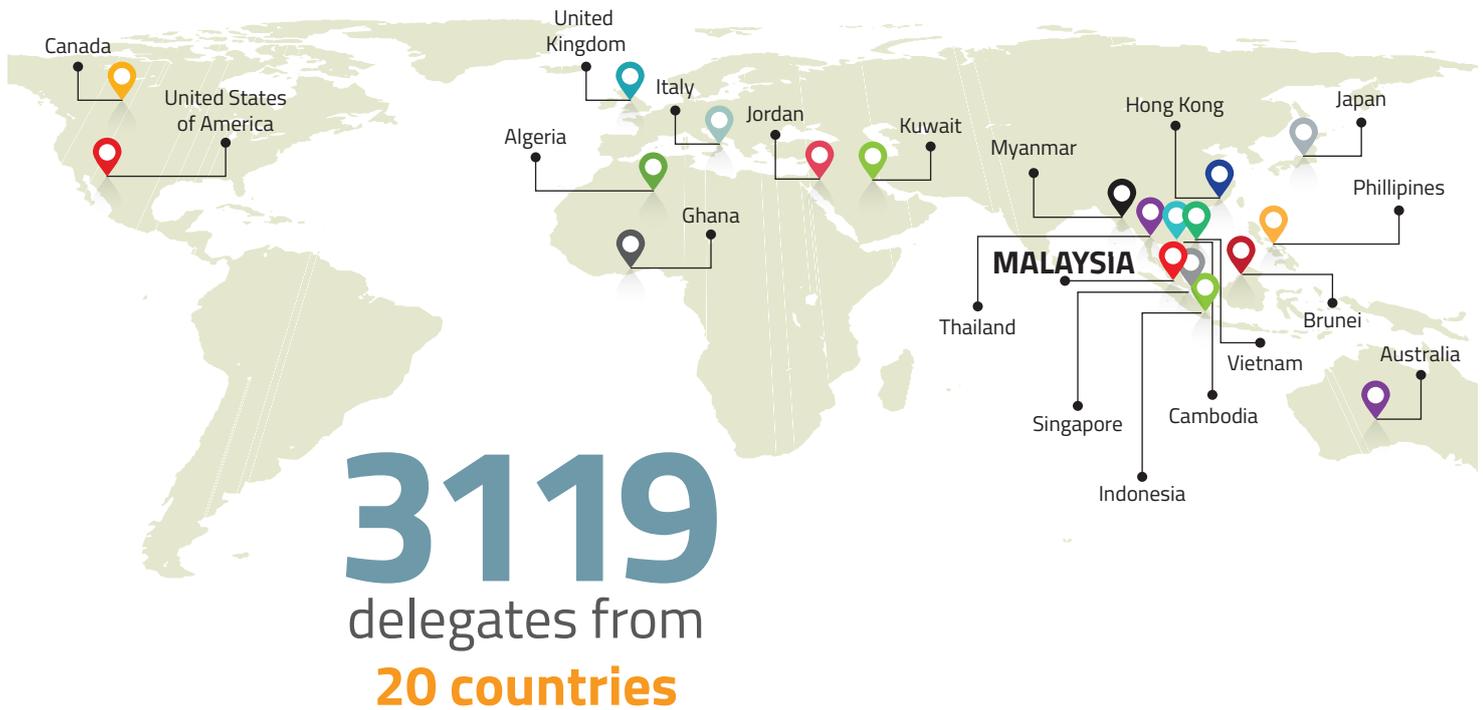
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MIA CONFERENCE 2019 – Mark your calendar!



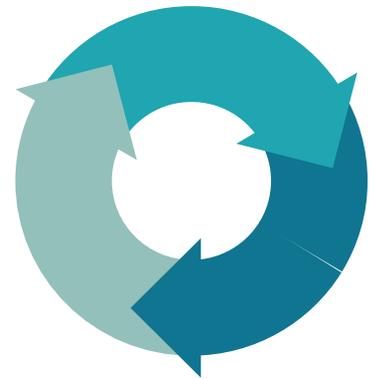
# MIA INTERNATIONAL ACCOUNTANTS CONFERENCE 2018 IN NUMBERS



**4** plenary  
sessions



**12**  
concurrent  
sessions



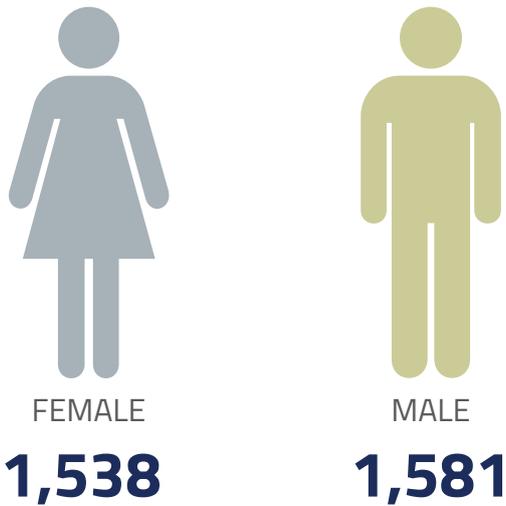
**6** exclusive  
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**58** sponsors &  
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1. Delegates by gender

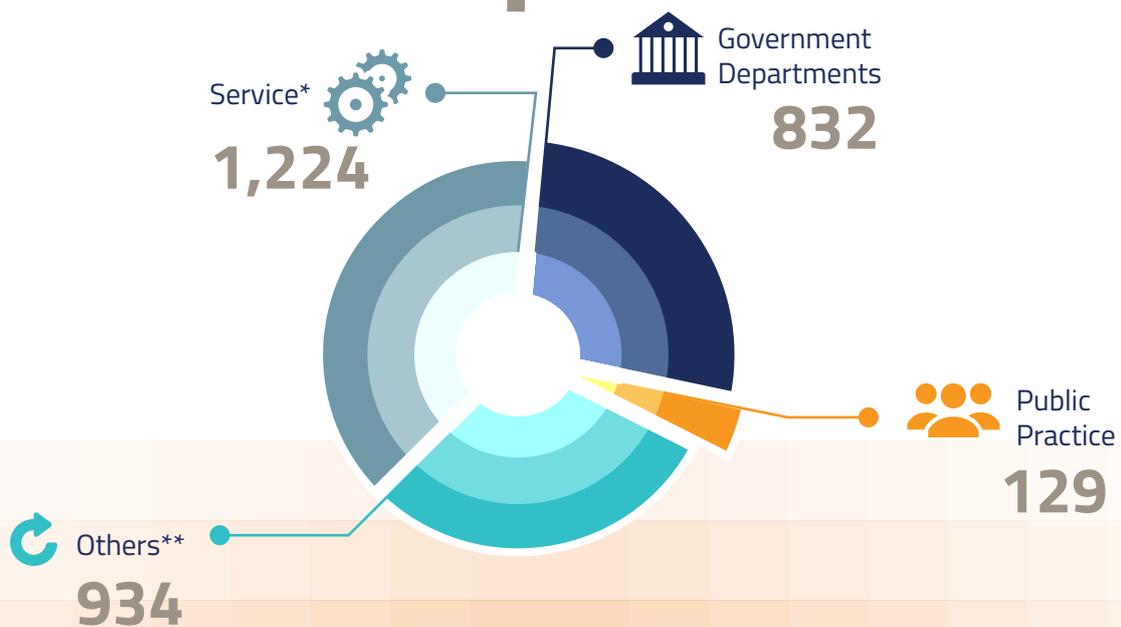


2. Delegate by Countries

Country	Number of Delegates	Country	Number of Delegates
Ghana	1	Japan	1
Algeria	1	Brunei	3
United Kingdom	2	Myanmar	3
Jordan	1	Singapore	17
Kuwait	2	Vietnam	2
Canada	1	Philippines	4
USA	1	Thailand	1
Australia	4	Indonesia	1
Hong Kong	2	Cambodia	4
Italy	1	<b>Malaysia</b>	<b>3067</b>



3. Delegate by Industries



Remarks

\*Example of industries under this category are Healthcare, Consultancies, Transportation, Logistics, Telecommunication, Utilities etc

\*\* Examples of industries under this category are Committee, Council Members, Speakers, VIPs, International Delegates etc

## DELEGATES FEEDBACK

**Koah Soo Kwan**  
CHIEF INTERNAL AUDITOR  
THE ICLIF LEADERSHIP AND GOVERNANCE CENTRE

The Conference featured a very enriching 2-day programme presented by talented and distinguished speakers of varied industries and backgrounds, both local and foreign. The programmes' content covered relevant and pertinent areas of concern faced by accountants, in bracing for the transformation and diversity in the digital landscape and technologies impacting the business and accounting environment. The Conference also provided an excellent platform for information sharing and networking among participants of similar industries, disciplines and practices to enhance their knowledge, in order to add value to their services to customers and employers.

**Adi Iskandar**  
DIRECTOR FIN/HR  
MALAYSIAN PALM OIL COUNCIL

Attending the MIA Conference was a professionally rewarding experience as I was able to socialise with like-minded colleagues. The experience was valuable, inspiring and made me aware of what the future would be like for accountants. Even the hallway conversations were quite interesting as delegates came from almost everywhere. Totally and extremely worth it.

**Meyyappa Manickam**  
FINANCE MANAGER  
CHEVRON MALAYSIA LIMITED

This was my first accountants' Conference and it was a great experience. The syllabus was especially commendable, with most of it revolving around digitalisation rather than the usual accounting and auditing standards. I also enjoyed the exclusivity of the Premier Lounge.

While it was a positive experience overall, there were some points for improvement in future: swifter rectification of the technical glitches on the slides and screens, selection of professional announcers or Toastmasters members as moderators to add liveliness to the discussions, and inclusivity of topics on youth and the younger generation in the profession to appeal to younger accountants.

**Mohd Hafifi**  
SENIOR ASSOCIATE  
TERENGGANU INCORPORATED SDN BHD

The sessions were good, very informative and happening. Perhaps future Conferences could include more topics on audit.

**Muhamad Aimran Abdul Aziz**  
ASSISTANT MANAGER  
MEDIA PRIMA BERHAD

Overall, the Conference was an exciting experience and I had the chance to connect with friends from different industries and experiences. The Conference topics were relevant to the current issues and highlighted the current economic conditions in the country and around the world. I loved the entertainment on the second day during lunch and the last session - Oh My English - was fun to watch.

I hope that MIA will continue organising great conferences in the future. I would love to come again if given the opportunity.

**Lian-Soon Ong**  
PROJECT FINANCE MANAGER  
SHELL MALAYSIA TRADING SDN. BHD.

Due to work commitments, I have never managed to attend the MIA Conference. This year upon my colleagues' urging, I decided to attend. My first-ever MIA Conference was a pleasant surprise - it was very well organised and I did not expect so many participants! The booths were great, the venue was great, the app was excellent, and the different sessions were relevant and apt for the present challenges.

I especially liked the sessions moderated by the BFM radio announcers; that was a plus point. Syabas!



# DELEGATES FEEDBACK

**Shaharul Hizam**  
ACCOUNTANT  
CELCOM TIMUR (SABAH) SDN. BHD.

As usual, the MIA Conference is a yearly awaited event. It is an amazing event as we are able to meet fellow accountants from all over Malaysia – getting to know each other and exchanging views.

The MIA Conference is also a sharing session with great speakers, which allows the delegates to increase their knowledge. Topics discussed are up-to-date and in line with the current developments.

I'm truly ecstatic this year not only because I had the opportunity to attend the MIA Conference 2018 but I was the luckiest delegate and won the grand prize in the Lucky Draw – a return flight ticket to Tokyo, Japan. Thank you to MIA!

**Ummi Sa'adah**  
SENIOR MANAGER FINANCE  
AHMAD ZAKI RESOURCES BERHAD

This was my third year attending the MIA conference and I am very grateful to my boss and company for sponsoring me.

This Conference was excellent because I can update myself on accounting issues and standards. I appreciated this year's focus on robotics adoption in recording and managing data in digital wave, as coincidentally, my company just invested millions in a new ERP system. The sessions provided exposure on the challenges faced as well as the drawbacks and solutions in optimising the utilisation of robotics to manage accounting data. Furthermore, I can meet and listen to amazing panel speakers and network with other accountants.

The Conference was fruitful as it provided much information and entertainment. I look forward to attending this conference every year.

**Nur Atiqah Abdul Jalil**  
BUSINESS ANALYST, FINANCE DIVISION  
POS AVIATION SDN BHD

The concurrent sessions were so interesting that we had a hard time choosing which ones to attend. We went home feeling relieved knowing that accountants can actually have control over fintech, provided we start to embrace the change now. Wishing you all a continuous success!

**Mohd Fairuz Norazizi**  
HEAD FINANCE & ACCOUNT  
PETRONAS

I have been working with PETRONAS for almost 11 years. I dealt with consolidation for five years and now I am in financial accounting.

Different PETRONAS staff are selected to attend the MIA Conference on a yearly basis. This year I was the lucky one selected to attend the Conference.

I attended most of the sessions related to Technology. The session on Industry Revolution (IR) 4.0: How it Could Impact Your Business was immensely useful, relevant and applicable in my workplace. I also liked the gimmicks of robot and robotics as it is a very rare experience.

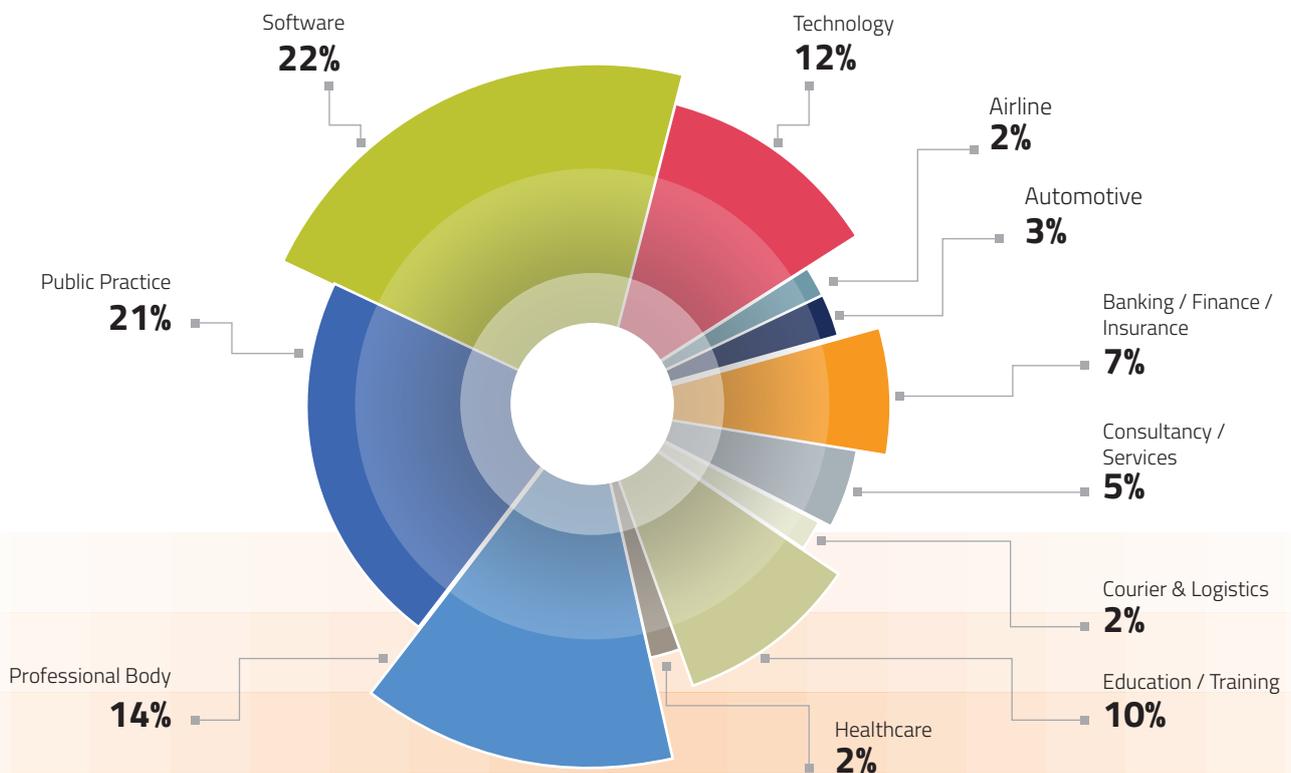
Areas for improvement: The food could be improved. And for certain topics which are important, instead of doing concurrent sessions i.e. sessions A, B and C, perhaps these could be in a single session, so everybody has a chance to hear that topic instead of having to choose just one.



## Sponsorship & Exhibition

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Official Bank	1
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Wellness Partner	1
ERP Software Partner	1
Mobility Partner	1
Affinity Partner	1
Airline Partner	1
Silver	8
Supporting Big Firm	8
Bronze	21
Supporting Professional Body	5
Startup Partner	3
<b>Total</b>	<b>58</b>

## Sponsors & Exhibitor by Industries



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Airline Partner



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Supporting Professional Bodies



Startup Partners



## PLENARY SESSION 2

### ROBOTICS: FACT AND FICTION FOR THE FUTURE CFO

DAY ONE ■ TUESDAY, 09 OCTOBER 2018

Time : 11.00 am ■ Venue: Plenary Hall

Brought to you by:



Think Ahead



**Helen Brand, OBE**  
Chief Executive Officer  
ACCA



**Alan Hatfield**  
Executive Director  
Strategy and Development  
ACCA



**Alvin Gan**  
Executive Director  
Head of IT Enabled  
Transformation (ITET)  
KPMG



**Ray Ng Kar Teik**  
Senior Manager  
Averis Sdn Bhd



Ensuring the relevancy of finance functions in the digital age increasingly means embracing robotics.

Helen Brand, CEO, Association of Chartered Certified Accountants (ACCA), explained that both application programme interfaces (API) and robotics process automation (RPA) were relevant to accounting but RPA is more accessible because it has no complex programming and can be easily configured by end users.

Cautioning users not to confuse RPA with physical robots, Alvin Gan, Executive Director and Head of KPMG’s IT-Enabled Transformation said, “Robotics in that word stands for software that sits on top of all your other solutions, whether it is ERP or a CRM solution.”

The panellists shared key strategies for successfully implementing RPA. Get business professionals from finance involved to ensure that the automation is done well, advised Gan. Gan also advocated that businesses get a demo or proof of concept (POC) from consultants or vendors to first understand how RPA works and to phase it in slowly but surely. Ray Ng Kar Teik, Senior Manager, Averis Sdn Bhd urged organisations to review processes to ensure that they are lean and efficient before being automated, or risk automating inefficiencies. Do also prioritise data integrity and data security.

Moderator Alan Hatfield, Executive Director, Strategy & Development, ACCA emphasised the importance of engaging staff because employee resistance to adoption is one of the top three challenges to RPA implementation, along with IT legacy systems, and difficulties combining RPA with other technologies. “Change management and a clear communication strategy is very important.”

Overall, the session concluded that robotics is the logical next step for the forward-looking accountant. While robotics is already an exciting frontier now, said Brand, it is on the cusp of creating even greater impact and value as finance teams start to combine robotics with other emerging smart technologies.

### Quotes:

**Helen Brand:**

“Robotics has a key part to play in the future.”

“Professional accountants can either be swept along by the digital tide or they can acquire the tools needed to master the current and steer their organisation forward to fresh opportunities.”

**Alan Hatfield:**

“You absolutely do need a clear plan to show employees how an RPA can be introduced and the short term and long term benefits that it presents.”

“Robotics clearly presents opportunities for CFOs and the finance function for the future.”

## PLENARY SESSION 1

### RIDING THE DIGITAL WAVE , LEADING TRANSFORMATION

DAY ONE ■ TUESDAY, 09 OCTOBER 2018

Time : 9.05 am ■ Venue: Plenary Hall

Brought to you by:



**Dr Noel Tagoe**  
Executive Vice President  
Research & Curricula  
CGMA



**David Chew**  
Producer/Presenter  
BFM 89.9



**Dr Nurmazilah  
Dato' Mahzan**  
Chief Executive Officer  
MIA



**Toh Beng Siew**  
Chief Financial Officer  
IBM Malaysia



Accountants are urged to embrace technology and transform themselves to ensure their relevance in the age of Industrial Revolution 4.0 (IR4.0), or risk becoming obsolete.

Moderator David Chew, Producer/Presenter BFM89.9 cited research showing that accountants and auditors have a 98% risk of losing their jobs to automation, unless they transform.

Transformation should be driven from a restructured finance function that leverages on data analytics and technology to deliver value and reskill new talent. Therefore, accountants need to acquire the right skills and competencies to play in the data space, advised Dr. Noel Tagoe, Executive Vice President, Research and Curricula, Chartered Global Management Accountant (CGMA). He listed four key competencies for managing data: data strategy and planning abilities; ability to extract and store data; ability to analyse and model data; and ability to communicate insights about the data.

He advised accountants not to compete head-on with computers e.g. predictions and calculations. “Do excel in areas where humans are superior – empathy, judgement and creativity – and in the computer-human interface where humans improve what computers do and vice versa.”

Dr. Nurmazilah Dato' Mahzan, CEO, Malaysian Institute of Accountants (MIA) said transformation must be championed by a leader, whether the CEO, CTO or CFO. She advocated appointing an IT coach or a reverse mentor from among younger accountants to lead transformation and train others.

Asked how blockchain would transform accounting jobs, Toh Beng Siew, CFO, IBM Malaysia related how IBM utilised blockchain to resolve accounts receivable disputes and facilitate dealings with regulators and related party transactions. “It makes life better for auditors as well in dealing with authorities because documentation and everything required is kept within the blockchain.”

The session concluded that to address job risks, accountants should remain multiskilled, prioritise communications and influence technology adoption. “Use the analytical skills, judgement and professional scepticism - which are all in our education standards – to give advice and be trusted advisors,” said Dr. Nurmazilah.

## Quotes:

### Dr. Tagoe:

“Strip accountants of everything and you are storytellers about the numbers. You have to learn to tell stories in different ways. Become polymaths of telling stories or polyglots, just in different languages.”

“Do excel in areas where humans are superior – empathy, judgement and creativity – and in the computer-human interface where humans improve what computers do and vice versa.”

“Try to learn how to move finance from being a cost centre to a value centre. For anything that is classified as cost, the instinctive and strategic behaviour towards that is cost minimisation. Move towards data because the instinctive and strategic behaviour towards data is value maximisation.”

## CONCURRENT SESSION 1A

### INDUSTRY REVOLUTION (IR) 4.0 : HOW IT COULD IMPACT YOUR BUSINESS

DAY ONE ■ TUESDAY, 09 OCTOBER 2018

Time : 2.45 pm ■ Venue: Plenary Hall

Brought to you by:



**Vincent Hoong**  
Senior Project Manager  
Financial Markets Infrastructure  
Standard Chartered Bank,  
Singapore



**Freda Liu**  
Producer/Presenter  
Enterprise show / BFM



**Datuk Amiruddin  
Abdul Satar**  
President / Managing Director  
KPJ Healthcare



**Marcus Von Engel**  
Partner & Financial Services  
Consulting Leader  
PwC Malaysia



**Aiza Azreen Ahmad**  
Director  
Strategic Development  
Axiata Digital eCode  
Sdn Bhd



To attain Industrial Revolution 4.0 (IR4.0), Malaysia needs to put certain drivers in place to leverage the Industrial Internet of Things (IIoT), which moderator Freda Liu, Producer/Presenter, Enterprises Show/BFM estimated could add US\$14.2 trillion to the global economy by 2030 based on Accenture research.

Supportive top-down government policies are key. Aiza Azreen Ahmad, Director, Strategic Development, Axiata Digital eCode Sdn Bhd highlighted the Chinese government’s push for a cashless economy, where smartphones are used for “literally everything” including panhandling.

Vincent Hoong, Senior Project Manager, Financial Markets Infrastructure, Standard Chartered Bank related Singapore’s experience with developing and regulating initial coin offerings (ICOs) to become the second largest global market for ICOs. “While it is sizeable but not huge yet, if it replaces traditional funding models, being at the forefront of that is going to be crucial to ensure the competitiveness of the nation.”

But the push for IR4.0 can have “unintended consequences”, such as eroded data privacy. With IR4.0, “there’s more of a societal/ public policy personal impact than we see in any previous industrial revolutions,” requiring investment, regulatory changes and reskilling, said Marcus von Engel, Partner and Financial Services Consulting Leader, PwC Malaysia.

Datuk Amiruddin Abdul Satar, President/Managing Director KPJ Healthcare noted that leadership is critical, and recommended that organisations make IR4.0 “a permanent agenda” for Board, management and Executive Committee (EXCO) discussions. Equally important is to inculcate a culture of change, experimentation and learning from failure and for accountants to “pivot” while building on core strengths in finance and accounting, said Aiza.

## Quotes:

### Vincent Hoong:

“Think about the breadth of change because most people don’t even know what we mean by IR4.0.”

“When we are thinking about IR4.0 we need to be clear about which tools we’re talking about. There’s a lot included in these – AI, cloud and Blockchain technologies.”

While there were concerns about costs and returns on investment, Hoong noted that adopting IR4.0 is comparatively cheaper now as capex has dropped and organisations can do proofs of concept and small pilots first before greenlighting large investments.

Ultimately, IR4.0 requires strong political will and urgency or Malaysia risks being left behind. “It requires reskilling and government investment that becomes public policy to drive that (IR4.0 adoption) not only to improve Malaysia but improve opportunities for Malaysia to compete in the world,” urged Von Engel.

## CONCURRENT SESSION 2A THE NEW LEASING STANDARD – HOW WOULD IT IMPACT YOUR BUSINESS MODEL

DAY ONE ■ TUESDAY, 09 OCTOBER 2018  
Time : 4.45 pm ■ Venue: Plenary Hall

Brought to you by:



**Ram Subramanian**  
Policy Advisor – Reporting  
CPA Australia



**Rasmimi Ramli**  
Deputy Executive Director  
Professional Practices & Technical  
MIA



**Ghamazy Rashid**  
Partner, Audit & Assurance  
Deloitte Southeast Asia



**Lim Kian Tong**  
Senior Vice President,  
Accounting Policy  
AmBank Group



Businesses can expect a slew of changes once the new MFRS 16 Leases standard takes effect from 1 January 2019. “The change of lessee accounting is really on the single right of use (RoU) model in MFRS 16 compared to the dual risk and reward model under MFRS 117,” said moderator Rasmimi Ramli, Deputy Executive Director, Professional Practices & Technical, MIA.

A key impact is that the recognition of RoU assets and liabilities will “definitely bump up” companies’ total assets and liabilities, noted Lim Kian Tong, Senior Vice President, Accounting Policy, AmBank Group.

While private sector companies in the airlines, retailing and travel and leisure will face the most impacts, Ram Subramanian, Policy Advisor – Reporting, CPA Australia advised public sector companies to also prepare for impacts from the new leasing standard. “IPSAS which closely follows IFRS has got projects on leasing and income from non-exchange transactions... When you move to MPSAS, which includes the new lease accounting and new income recognition requirements, you might potentially see similar issues.”

To optimise implementation, Ghamazy Rashid, Partner, Audit & Assurance, Deloitte Southeast Asia, articulated a five-step approach for applying MFRS 16 and advised companies to appoint a central person “in the driver’s seat to lead this project” to ensure consistent policies, approaches and timelines throughout the organisation, its dispersed operations and multiple subsidiaries.

### Quotes:



**Ram Subramanian:**  
“You’ve got to have systems that adequately capture the information that you need to reassess and recalculate your lease liabilities and right of use assets.”

“The new standard issued by the IAASB – ISA540 – has to do with audit of accounting estimates and MFRS 16 is about accounting estimates.”

## CONCURRENT SESSION 2C TAXING THE DIGITAL ECONOMY

DAY ONE ■ TUESDAY, 09 OCTOBER 2018  
Time : 4.45 pm ■ Venue: Banquet Hall

Brought to you by:



**Michael Croker**  
Tax Leader  
CAANZ Australia



**Dr. Veerinderjeet Singh**  
Group Non-Executive Chairman  
Axcelasia.Inc



**Nicholas A. Chris**  
Executive Director  
KPMG Tax Services  
Sdn Bhd



**Anil Kumar Puri**  
International Tax Leader  
Ernst & Young Tax  
Consultants Sdn Bhd



**Datuk Noor Azian Abdul Hamid**  
Deputy CEO (Policy)  
IRB



The multilateral digital taxation model as envisioned by the Organisation for Economic Co-operation and Development (OECD) is at odds with countries setting their own digital taxation policies to uphold their sovereign interests.

Michael Croker, Australian Tax Leader at Chartered Accountants Australia and New Zealand commented, "You realise different countries have different agendas. Different thoughts about the desirability of going down certain pathways." He shared the Australian experience of trying to persuade global tech giants to voluntarily comply with Australian GST on digital revenue streams – the so-called Netflix tax – and lowering the GST importation threshold to zero to attract GST on crossborder flows. Other examples include the EU's interim 3% digital services tax, Italy and Spain's withholding taxes (3% and 5% respectively) and India's 6% Equalisation Levy, pointed out Anil Kumar Puri, Leader of Ernst & Young Malaysia's International Tax Services.

The OECD model is hampered by fragmented business models – "whereby users are based in one country but the revenue is coming from another country" and permanent establishment (PE) criteria, noted Nicholas A. Crist, Executive Director, Corporate Tax, KPMG (Malaysia). "Insisting on meeting the PE criteria contradicts the development of the digital economy, which by 2020 is projected to be the Malaysian GDP's highest contributor," Datuk Noor Azian Abdul Hamid, Deputy CEO (Policy), Inland Revenue Board (IRB) said.

Moderator Dr Veerinderjeet Singh, Group Executive Chairman, Axcelasia Inc. concluded that while the OECD project was "well intentioned, it has moved in a different direction, where countries have started to do things their own way."

### Quotes:



**Michael Croker:**

"Both countries (Australia and Malaysia) have breached the OECD's suggestion to have a robust broad-based indirect tax system as a starting point for taxing the digital economy."

"We are being told there should be a better way of taxing this digital economy, but the current model has problems and it's just not working"

CONCURRENT SESSION 4A

**RAISING THE BAR: HOW BLOCKCHAIN AND AI SOLUTIONS CAN ENHANCE THE PUBLIC SECTOR**

DAY TWO ■ WEDNESDAY, 10 OCTOBER 2018  
Time : 11.00 am ■ Venue: Plenary Hall

Brought to you by:



**Hari Haran Iyer**  
Associate  
CIPFA



**Khoo Hsu Chuang**  
Producer/ Presenter  
The Morning Run on BFM



**Stephen Darley**  
CEO Asia Pacific  
BDO



**Zhong Yang Chan**  
Assistant General Manager  
Innovation, Digital & Strategy  
Securities Commission Malaysia



As a single source of immutable truth, blockchain can be a highly useful tool for public good and efficient and transparent government.

Moderator Khoo Hsu Chuang, Producer/Presenter, The Morning Run on BFM noted "huge potential for public sector use cases." Countries such as UK, Brazil and China are running blockchain pilots in areas such as government services, procurement, payments, voting and land registration, healthcare and taxation.

Hari Haran Iyer, Associate, CIPFA highlighted Estonia's e-government model, where blockchain has benefited Estonia by "minimising corruption, duplication of records and errors and bringing in efficiency." Theoretically, all government processes could be put on blockchain e.g. health records, electoral registers, procurement and income tax. However, Iyer cautioned that putting electoral registers on blockchain could be politically sensitive, as opposed to non-political government processes such as procurement which are internationally quite similar and standardised.

Stephen Darley, CEO Asia Pacific, BDO noted that countries that successfully implement blockchain are usually relatively small and possess strong motivation and political will to do so. He called for more standardisation of records and information to facilitate blockchain adoption. "As we transition, there is a huge potential for standardisation of these records and a huge opportunity for us as accountants."

Zhong Yang Chan, Assistant General Manager, Innovation, Digital & Strategy, Securities Commission Malaysia recommended taking on bite-size projects to manage costs. "Choose a particular area and start piloting it within the organisation."

By the session's end, the panel had clearly articulated the opportunities and benefits of blockchain. Concluding, Iyer recommended taking these early opportunities to adopt tech. "I am convinced that blockchain is here to stay and will remain for a very long time."

Quotes:

**Hari Haran Iyer**

"Once a transaction is recorded in blockchain it cannot be amended or deleted. There is only one set of truths and you can no longer have separate accounts for accountants, tax authorities and shareholders."

"Estonia uses blockchain technology to process 100% of its public sector transactions, from its electoral records to the health registry."

"The process of procurement is pretty standard in most organisations and internationally similar. Therefore, migrating that smart procurement process would to a great extent eliminate risk of fraud and introduce efficiency and increase accuracy of records."

# LIST OF SPONSORS & EXHIBITORS

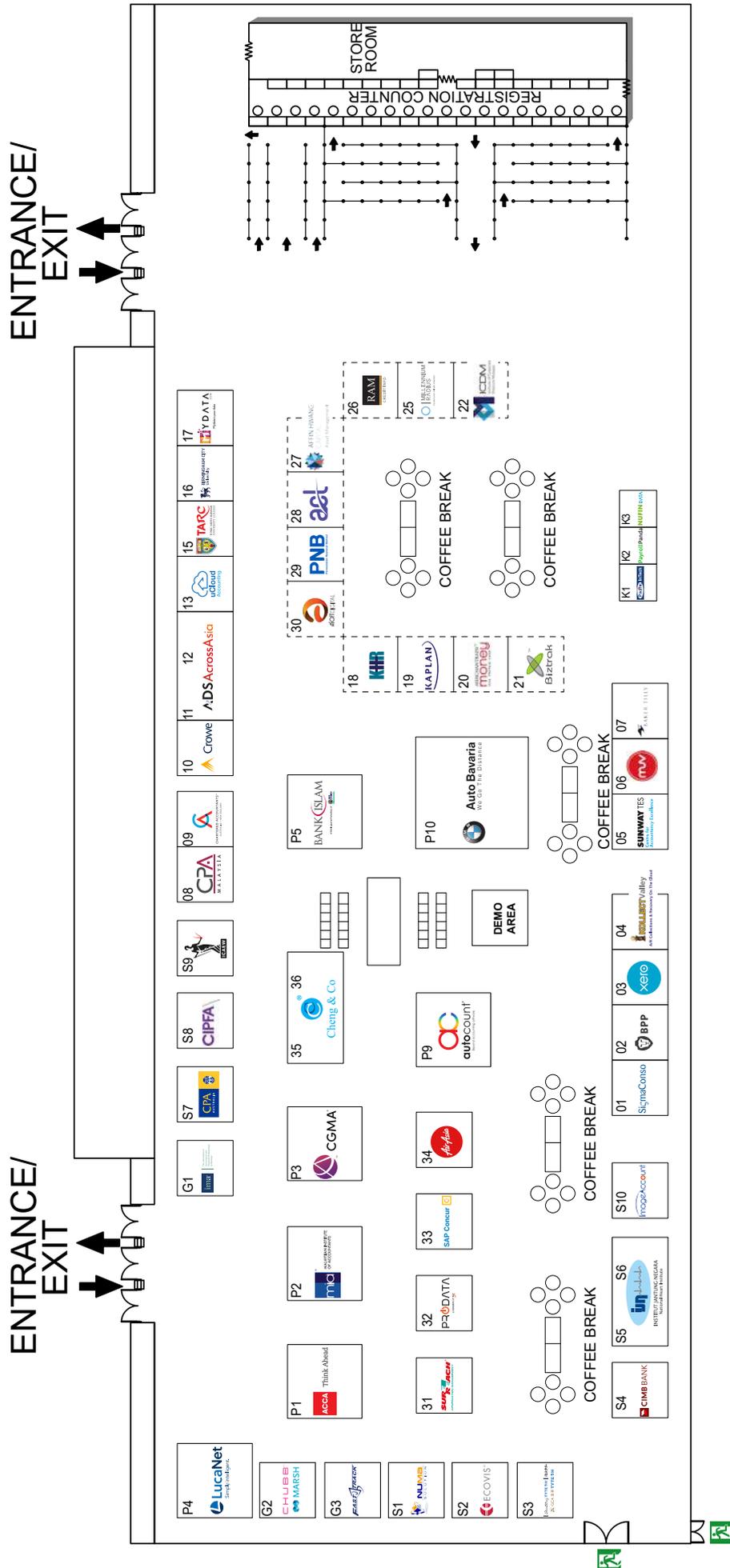
BOOTH NO	EXHIBITOR'S NAME	EXHIBITOR'S NAME
P1	 Think Ahead	ACCA
P2	 MALAYSIAN INSTITUTE OF ACCOUNTANTS	MALAYSIAN INSTITUTE OF ACCOUNTANTS
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16	 <b>BIRMINGHAM CITY</b> University	SOUTH EAST ASIA ACADEMY SDN BHD
17	 <b>MYDATA</b> Mydata is your data	BIG DATAWORKS SDN BHD
18	 <b>KHR</b>	KHR
19	 <b>KAPLAN</b>	KAPLAN
20	 <b>MERCHANTRADE</b> money VISA PREPAID CARD	MERCHANTRADE ASIA SDN BHD
21	 <b>Biztrak</b>	BIZTRAK BUSINESS SOLUTIONS SDN BHD
22	 <b>ICDM</b> Institute of Corporate Directors Malaysia	INSTITUTE OF CORPORATE DIRECTORS MALAYSIA
25	 <b>MILLENNIUM</b> RADIUS TECHNOLOGY DRIVEN COMPANY	MILLENNIUM RADIUS SDN BHD

# LIST OF SPONSORS & EXHIBITORS

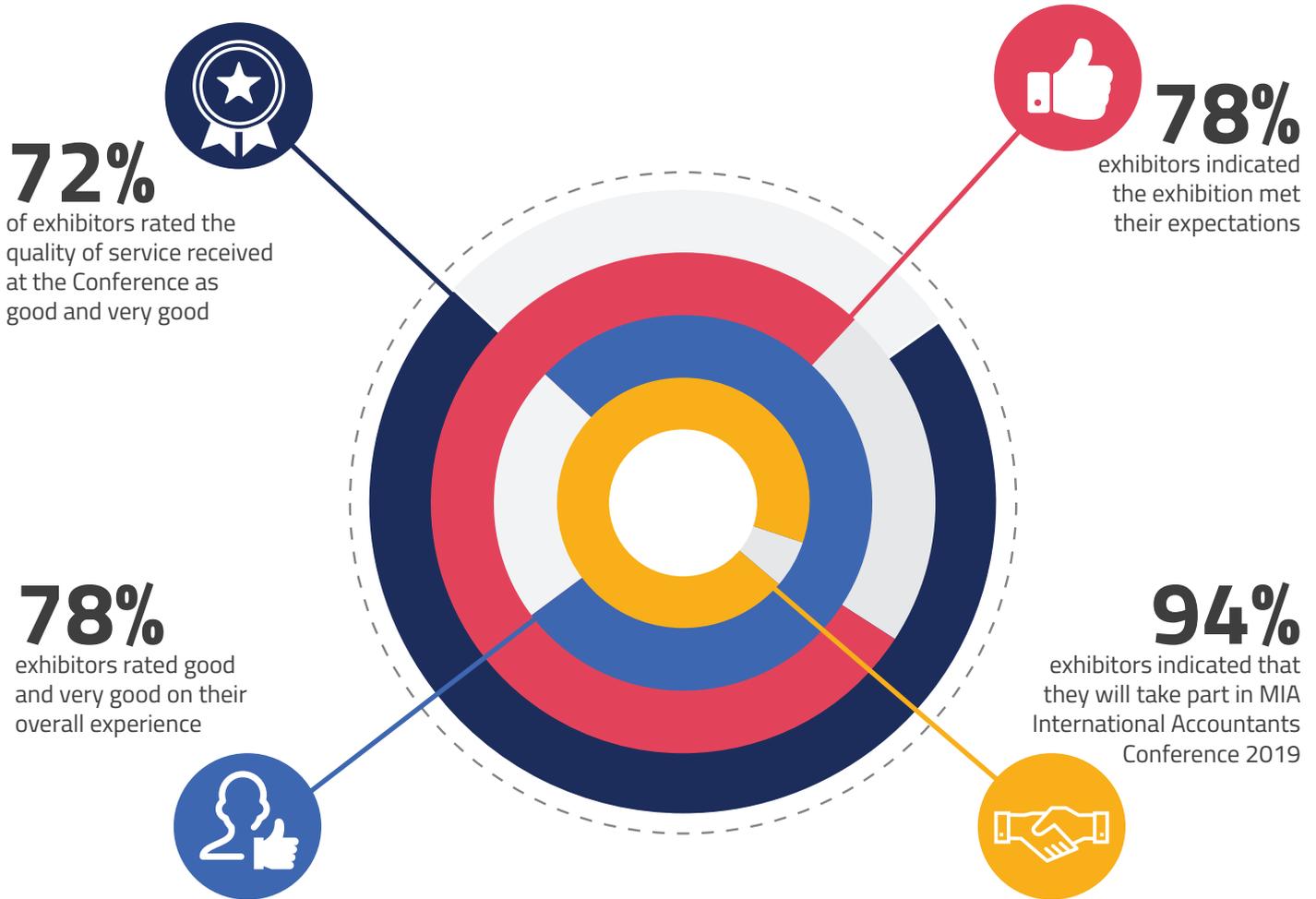
BOOTH NO	EXHIBITOR'S NAME	EXHIBITOR'S NAME
26	 RAM CREDIT INFO	RAM CREDIT INFORMATION SDN BHD
27	 AFFIN HWANG CAPITAL Asset Management	AFFIN HWANG ASSET MANAGEMENT BERHAD
28	 acl	ACL ASIA
29	 PNB Permodalan Nasional Berhad	PERMODALAN NASIONAL BERHAD
30	 ASOFTDIGITAL	ASOFT DIGITAL SDN BHD
31	 SURE-REACH INFORMATION MANAGEMENT	SURE-REACH RECORDS MANAGEMENT SDN BHD
32	 PRDATA A MEMBER OF FDV	FELDA PRODATA SYSTEMS SDN BHD
33	 SAP Concur	CONCUR TECHNOLOGIES PTE LTD
34	 AirAsia	AIRASIA
35 & 36	 Cheng & Co	CHENGCO PLT
K1	 Pacific InTech	PACIFIC TECH PTE LTD
K2	 PayrollPanda	PAYROLL PANDA SDN BHD
K3	 NUFIN DATA	NUFIN DATA PTE LTD
	 BDO	BDO
	 Deloitte.	DELOITTE
	 EY Building a better working world	EY
	 Grant Thornton An instinct for growth	GRANT THORNTON MALAYSIA
	 KPMG	KPMG
	 pwc	PwC



## SPONSORS & EXHIBITOR'S FEEDBACK

Sponsors and Exhibitors view the MIA International Accountants Conference as a branding platform to promote their organisation, products and services to the accounting and finance fraternity.

Overall feedback summary:



We are gaining some traction in Malaysia thus in line with our intention to open a branch in Kuala Lumpur and expand in Malaysia, it makes sense to participate in the conference. MIA is the most reputable accounting body and we believe it would be a good starting point. This is our first time participating in the MIA Conference. But in Singapore we have done at least four conferences within the year. Through the MIA conference, we managed to obtain some qualified leads which we are currently speaking with. I believe we benefited from the wider brand outreach and exposure. The Conference team should organise more activities that encourages people to visit the booths and enquire more.

**LucaNet (ASEAN) Pte. Ltd.**  
Official Financial Performance Solution Partner

This is our first time participating in the conference and we would want to let the market know about our services and how we can add value to their organisation. We gained valuable exposure and successfully build contacts with relevant key account personnel. We were able to explain about Felda Prodata Systems and how Felda Global Ventures stands as a brand. We do look forward to participating again next year.

**Felda Prodata Systems Sdn Bhd**  
Silver Sponsor

We have decided to be a sponsor to create our Brand Awareness. Besides, we also believe that we can work with MIA's extensive network of members. We have been participating annually in various MIA events and would like to further explore more future events not limited only to the MIA Conference, but also other smaller events in Johor and Kuala Lumpur.

**Fast Track SBOi Sdn Bhd**  
ERP Software Partner

# 1. ADVERTISING & MEDIA EXPOSURE

## A. Newspaper Advertisement

### i. EDITORIAL

#### The Edge Malaysia

THE EDGE MALAYSIA OCTOBER 1, 2018

CORPORATE | 39

## Taking a deeper dive into digital transformation

BY CHESTER TAY

**M**alaysian Institute of Accountants' (MIA) annual flagship event MIA International Accountants Conference 2018 aims to provide participants with an avenue to delve into digital transformation in the accounting industry.

MIA executive director for strategy and development G Shanmugam says the digital disruption wave presents many opportunities for the accounting industry, be it from an organisational point of view or from a public practice perspective.

However, in riding this wave, he says, the accountancy industry needs to be proactive and quick in exploring and adopting emerging technologies, and to continuously acquire new skills to stay relevant.

With the arrival of the fourth industrial revolution, or Industry 4.0, he says, the challenges the accountancy industry may face include keeping up with the speed of technology innovations, understanding transforming industries and business models, ability to reskill and upskill, and dealing with continued globalisation of reporting and regulation.

"MIA's engagement with its members and the profession has shown that many accountants have little understanding as to where to start when it comes to technology adoption," Shanmugam notes.

"We first began addressing the issue of digital disruption and technology last year at the MIA International Accountants Conference 2017, and we will continue to advocate that accountants embrace technology at this year's conference."

With the theme "Riding the Digital Wave, Leading Transformation", the MIA International Accountants Conference 2018 will focus on providing a deeper understanding on technology adoption for business transformation, he says. Tech-heavy topics will revolve around Industry 4.0 and regulatory impacts, the disruption posed by artificial intelligence, blockchain and data analytics.

The first plenary session will focus on the theme itself, predicting how the profession will transform.

Shanmugam says the session on audit evidence in the digital environment is geared towards public practitioners. "For instance, all segments will benefit from topics such as eXtensible Business Reporting Language



**Shanmugam: MIA is supporting technology adoption by accountants through the advocacy and execution of the MIA Digital Technology Blueprint**

compliance, corporate reporting in the digital economy, impact of the new leasing standard and leveraging technologies to achieve the United Nations Sustainable Development Goals.

"Further, MIA is supporting technology adoption by accountants through the advocacy and execution of the MIA Digital Technology Blueprint."

He says the blueprint sets out five principles for accountants to follow and these can be scaled to the needs of their organisations for technology transformation.

He also says MIA has organised several outreaches and events to help build the business case and convince members of the need for technology adoption to future-proof themselves.

"As strong believers in the power of collaboration, we are also working with leading tech companies to get them to evangelise on the benefits, opportunities, risks and challenges of technology adoption," he adds.

MIA CEO Dr Nurmazilah Mahzan says technology adoption such as big data and data analytics is enabling the finance function to crunch huge amounts of data to produce insights that support decision-making by management and the boards.

She says in the public sector, MIA advocates and supports the enhancement of public-sector financial management. "We have contributed to the adoption of accrual accounting by the government, which is a key tool in managing resource allocation, eliminating wastage and enhancing public-sector financial management."

She says accrual accounting leads to better-quality financial reporting, which in turn informs the decisions taken by the government, and this in turn improves the delivery



**Nurmazilah: Accountants will need data analytic skills to extract the relevant data and build the right models to interpret the data correctly**

of public services and protects the public interest. "At the same time, we also provided a platform for discussion on improving integrity in the public sector during the recent MIA Public Sector Internal Audit Conference."

Nurmazilah says MIA is supporting the government with the adoption and compliance with the Malaysian Public Sector Accounting Standards, which are based on the International Public Sector Accounting Standards. "MIA's stance is that compliance supports better-quality financial reporting and transparency, which then supports good governance, anti-corruption measures and risk management in the public interest."

She says among the key technologies affecting accountants will be artificial intelligence and robotic process automation, which will replace accountants' mundane and repetitive tasks and free them up for higher-value roles such as data analytics, business advisory and strategy — roles that require critical thinking and problem-solving skills.

Another key technology affecting accountants, according to her, is big data and data analytics. "Accountants will need data analytic skills to extract the relevant data and build the right models to interpret the data correctly."

"Communication skills will become increasingly important because accountants must be able to communicate their findings

from this data and convince and influence senior management and the boards to act on their findings."

She says even as machines become more prominent, accountants must be mindful to balance automation with emotion. "Despite their advances, machines are not yet able to exercise ethics and act for the greater good and in the interest of humans. Accountants have an advantage because they are obliged to exercise their inherent, internalised code of ethics and values — their social and emotional intelligence — to protect society and the public."

For Nurmazilah, as the business landscape and accountancy profession are disrupted by technology, globalisation and new business models — which leads to unprecedented and complex new situations — the profession's fundamental values and code of conduct become even more important as these serve as the moral compass by which an accountant navigates complex situations. "At the same time, human behaviour and motivations remain the same regardless of these new situations. Greed and corruption will always exist despite increasing efforts to regulate and enforce good behaviour and governance."

"Chains are only as strong as their weakest link and systems also have their weak points, which are usually human frailty and human error. Hence, ethics must be internalised to ensure that systems are strong. Likewise, accountants must still be guided by their values and codes to guard against corruption and financial mismanagement and negligence, and uphold good governance as we are custodians of the public interest."

She adds that the accountants' code of conduct and values are even more relevant today, under a new government that is dedicated to fighting corruption and bringing back the values of competency, accountability and trust for the public sector.

**The Edge is the official media partner of the MIA International Accountants Conference 2018**



Pre-event Coverage

**1 October 2018 (Section: Corporate, 39)**

Headline:

*Taking a deeper dive into digital transformation*

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27/08/2018

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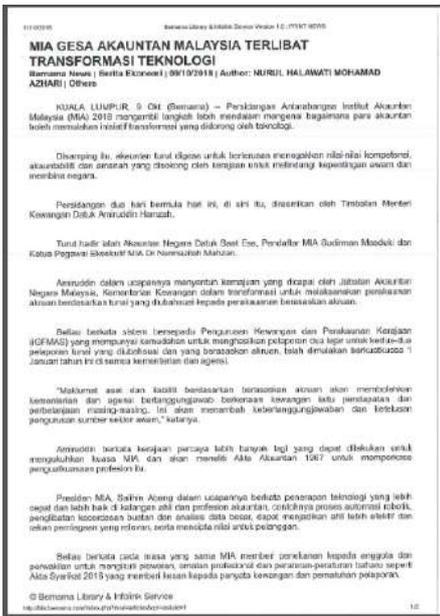
01/10/2018

ii. Bernama



Post event coverage  
**Tuesday 09/10/2018 – (<http://mrem.bernama.com/viewsm.php?idm=32909>)**

Headline:  
**MIA INTERNATIONAL ACCOUNTANTS CONFERENCE 2018**



Post event coverage  
**Tuesday 9/10/2018 – (Section: Berita Ekonomi)**

Headline:  
**MIA Gesa Akauntan Malaysia Terlibat Transformasi Teknologi**

iii. New Sabah Times English (KK)

**MIA supports innovation among accountants**

**KUALA LUMPUR:** The Malaysian Institute of Accountants (MIA) International Conference 2018 is taking a deeper look into how accountants can embark on technology-driven transformational initiatives and uphold government-endorsed values of competency, accountability and trust in order to protect public interest and build the nation.

The conference at the Kuala Lumpur Convention Centre, which ends Oct 10, was officiated by Deputy Finance Minister Datuk Amiruddin Hamzah.

Amiruddin, in his speech, touched on the progress of the Accountant General's Department of Malaysia in its transformation to implement accrual accounting from modified cash based to accrual based.

"The Integrated Government Financial & Management Accounting System (iGFMAS) has been 'live' effective 1 January 2018 in all ministries and agencies. The system has the facility to produce dual ledger reporting both in modified cash and accrual based."

"Assets and liabilities information in accrual based will subsequently allow ministries and agencies to be financially accountable for their respective revenues and expenditure. This will add depth to the accountability and

enforcement in order to enhance regulation," Amiruddin said. "The Government believes that more can be done to strengthen MIA's powers, and we are looking into enhancing and refining the Accountants Act 1967 to further empower regulation and enforcement of the profession."

MIA president Salihin Abang, in his keynote address, said, "We are advocating for faster and better technology adoption among our members and the profession - for example, robotics process automation, artificial intelligence, and big data analytics - so that you can become more effective and relevant business partners who create value for our customers."

He added that the MIA is emphasising their members and delegates to keep up with new standards, professional practices and regulations, such as the Companies Act 2016's impact on financial statements and reporting compliance.

The MIA is also engaging with the government and the Ministry of Finance (Mof) to lobby for improvements in the Accountants Act 1967.

"This act empowers MIA as the regulator and developer of the accountancy profession, but we have asked for stronger sanctions and investigative powers in order to better regulate practitioners and

Post event coverage  
**Wednesday 10/10/2018 – (Section: Business)**

Headline:  
**MIA supports innovation among accountants**

## B. Magazines Advertisement

### i. Accountants Today

The Accountants Today is the official journal of The Malaysian Institute of Accountants (MIA) and is the one of the respected and widely read professional magazine in the country. MIA is the national accountancy body, representing all accountants in Malaysia with more than 35,000 members nationwide. The Accountants Today is the published bi-monthly to assist MIA's members to stay abreast of the latest development in the accounting and financial profession.

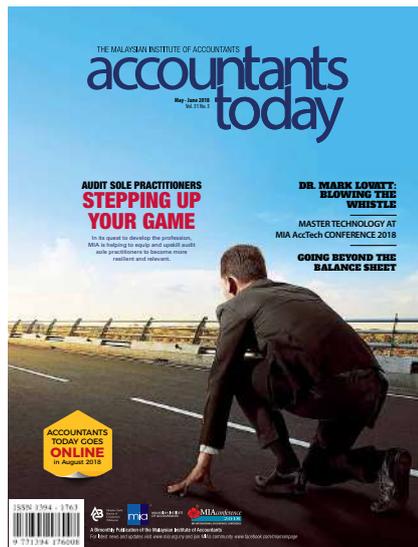
The magazine covers a wide variety of topics in accounting, auditing, taxation, investment, finance, economic, management accounting, computing, lifestyle and other general topics of easy reading materials. It also carries latest news and articles on issues and concerns related to members information, upcoming events and other general information.

Effective August 2018, the Accountants Today went live as an online magazine and is now known as e-Accountants Today (e-AT).

Transcending the limitations of the previous print format, this new e-AT format is designed to be more modern, visually appealing, flexible and interactive. Readers will be able to contribute ideas, content and feedback to make this a two-way channel of communications that provokes thought and discussion. The content currently comprises seven key sections addressing the interests of the Malaysian accountancy profession: Governance, Stewardship, Innovation, Driving Value, Technical, Professional Development and MIA News.

e-AT is accessible at <https://www.at-mia.my/>

### Marketing publication months (Pre-& post event)



#### Readership

Exceeding 100,000 per issue

#### Distribution

Nationwide. Predominantly in market centres like Kuala Lumpur and the Klang Valley, Penang, Ipoh, Johor Bharu, Melaka, Kuching, Sibiu, Miri and Kota Kinabalu.

#### Readership Profile

CEO/COO/CFD, managing directors, financial controllers, accountants, bankers, directors, partners of accounting firms, practitioners, academician and investors.

#### Age & Income Group

From 25 years and above. 75% falls within the 30 years to 45 years age group with earning of RM40,000 and above per annum.

ii. CPE Series

CPE Series is a bimonthly booklet to promote Professional Development's programmes. This booklet offers CPE programmes in various forms and formats such as workshop, seminars, short courses, forums, and conferences as well as online and in-house learning. It covers a wide variety of topics of FRS & Accounting, Taxation & GST, Auditing, Assurance & Risk Management, Management Accounting & Strategic Management, Legal & Corporate Governance, Banking & Finance, Personal Development, Public Practice & Consultancy, Information Technology.

Readership

Exceeding 60,000 per issue

Distribution

MIA Members within Klang Valley and participants of MIA PD Programmes

Marketing publication months (Pre-& post event)

### C. Radio Advertisement

Pre-event Coverage

BFM 89.9 – **The Business Station**

Programme: **The Morning Run**

Date: : **24 August 2018 – 24 September 2018**  
**(16 runs/Spots)**

Programme: **Online presence on BFM website (www.bfm.my)**

Date: **24 August – 24 September 2018**



The banner features the MIA Conference 2018 logo at the top left, with the tagline 'MULTINATIONAL ACCOUNTANCY CONFERENCE'. It lists sponsors: 'Member of' (MIA), 'Supported by' (MIA), and 'Sponsor' (MIA). The event dates and location are '9 - 10 OCTOBER 2018 | KUALA LUMPUR CONVENTION CENTRE'. The main theme is 'Riding the Digital Wave, Leading Transformation'. Contact information includes 'Find out more at [miaconference.mia.org.my](http://miaconference.mia.org.my)' and 'Like us on [f](#) [miama1mpage](#)'. At the bottom, five icons represent: 1 CITY, 20 COUNTRIES, 3,100 DELEGATES, 60 SPEAKERS, and 16 SESSIONS.

## 2. MIA CONFERENCE WEBSITE EXPOSURE

MIA Conference microsite address: <http://miaconference.mia.org.my>

**MIAconference 2018**  
MIA INTERNATIONAL ACCOUNTANTS CONFERENCE

9-10 OCTOBER 2018  
KUALA LUMPUR CONVENTION CENTER

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9 - 10 OCTOBER 2018 | KUALA LUMPUR CONVENTION CENTRE

**Riding the Digital Wave, Leading Transformation**

1 CITY 30 COUNTRIES 3,100 DELEGATES 60 SPEAKERS 16 SESSIONS

**REGISTER NOW!**

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days hours minutes seconds

An invitation from MIA CEO Dr Nurmazilah Dato' Mahzan

Accounting Professionals and Corporate Leaders play an important role in their respective organization in this digital age. And now in a greatly-interconnected world, businesses continually face demands for increasing transparency, trust and accountability. Along with this, the accounting profession is also slowly and steadily evolving in ensuring its relevance to businesses, government and the society as a whole.

The MIA International Accountants Conference (MIA Conference) is our annual flagship event which provides the best avenue for insightful discussions for the accountancy profession. The MIA Conference features top notch speakers from both local and around the world. Last year, more than 3,000 delegates from commerce and industry, public sector, public practice and academia have participated in the MIA Conference.

Come and join us this year in MIA Conference 2018, one of the largest gathering of accountants in the world!

**KEY Takeaways from attending the MIA Conference**

- Review the importance of good governance and how it can contribute to sustainable growth
- Evaluate value creation strategies
- Leverage the insights from the world's leading speakers
- Embrace technology and the new digital era
- Venture into new exciting areas and diversify your capabilities
- Address the latest and most pressing issues on business, accounting and finance
- Network with finance leaders, corporate captains, senior government officials and thought leaders
- Transform mind sets to become successful business leaders

**STAY IN TOUCH WITH MIA NEWS**

Stay connected to obtain latest news between now and the event, be sure to Google out MIA Conference and search our hashtag #MIAConference on your favourite social media

**BE OUR SPONSOR**

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### 1. Google Analytics Report

Duration: 1 Feb – 10 Oct 2018

Pageviews

27,252

Unique Pageviews

21,173

Avg. Time on Page

00:01:42

- **Pageviews** is the total number of pages viewed
- **Unique Pageviews** is the total number of sessions during which the specified page was viewed at least once.
- **Avg. Time on Page** is the average amount of time users spent viewing a specified page or screen, or set of pages or screens.

## 2. Sponsors Webpage Screenshots

### Exclusive Sponsors Page

#### DIAMOND



#### ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants, offering business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

ACCA supports its 200,000 members and 486,000 students in 180 countries, helping them to develop successful careers in accounting and business, with the skills required by employers. ACCA works through a network of 101 offices and centres and more than 7,200 Approved Employers worldwide, who provide high standards of employee learning and development. Through its public interest remit, ACCA promotes appropriate regulation of accounting and conducts relevant research to ensure accountancy continues to grow in reputation and influence.

ACCA is currently introducing major innovations to its flagship qualification to ensure its members and future members continue to be the most valued, up to date and sought-after accountancy professionals globally.

Founded in 1904, ACCA has consistently held unique core values: opportunity, diversity, innovation, integrity and accountability.

More information is here: [www.accaglobal.com](http://www.accaglobal.com).

#### TITANIUM



#### CGMA

CGMA is the most widely held management accounting designation in the world. It distinguishes more than 150,000 accounting and finance professionals who have advanced proficiency in finance, operations, strategy and management. In the U.S., the vast majority are also CPAs. The CGMA designation is underpinned by extensive global research to maintain the highest relevance with employers and develop competencies most in demand. CGMAs qualify through rigorous education, exam and experience requirements. They must commit to lifelong education and adhere to a stringent code of ethical conduct. Businesses, governments and nonprofits around the world trust CGMAs to guide critical decisions that drive strong performance.

For more information, please visit [cgma.org](http://cgma.org).

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For more information, please log on to [www.autocountsoft.com](http://www.autocountsoft.com)

## OFFICIAL BANK



## BIMB HOLDINGS BERHAD / BANK ISLAM MALAYSIA BERHAD

Bank Islam started its operations in 1983 as Malaysia's first Shariah-based bank and now stands proudly with over 147 branches and 1,200 self-service terminals nationwide. A wholly-owned subsidiary of BIMB Holdings Berhad, Bank Islam today is one of the leading Islamic banks in Malaysia, extending its services to the wider, non-Muslim, population fulfilling its "Banking-for-All" principle. It currently offers a comprehensive range of Shariah-compliant banking and financial solutions with over 70 innovative products and services to its ever-expanding customer base.

As a true-blue Islamic bank driven by established Shariah principles, the Bank has embarked on becoming a value-based intermediary, which will carry out an intermediation function that is steered by practices and conducts that aim to generate positive and sustainable impact to the economy, community and environment.

Bank Islam's vision to become 'A Global Leader in Islamic Banking' illustrates its commitment to the expansion of Malaysia's brand of Islamic finance into the global markets. By placing importance to service excellence and value creation, Bank Islam continues to offer only the best and cater to the differing needs of customers as it strives to uphold its status as the symbol of Islamic banking in Malaysia.

Find out more at <https://www.bankislam.biz/>

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**LucaNet**

LucaNet AG was founded in 1999 in Germany by Rolf-Jürgen Moll and Oliver Schmitz, who remain directors of LucaNet to this day. Our founders saw a gap in the market - existing solutions were inflexible and cumbersome. They were not sufficiently cost- or time-effective to make using them worthwhile. This sparked the idea for a visionary software solution for planning, controlling and financial consolidation.

Designed by Finance Professionals for Finance Professionals, LucaNet pays close attention to ensure maximum ease of use by even inexperienced IT users. LucaNet’s state-of-the-art technology and excellent usability is evident in a continuously growing customer base, a plethora of industry awards, international expansion, and high demand for an ever-expanding product portfolio.

By revolutionizing Corporate Performance Management, LucaNet has grown to become a leading player in the industry. Our main offices are in Germany, while our international co-subsiidiaries are in Austria, Switzerland, the Netherlands, Belgium, the UK, France, Spain, the US, and China.

ASEAN-site: <https://sg.lucanet.com/home/>  
 Global Site: <https://www.lucanet.com/en-sg/>  
 LinkedIn: <https://www.linkedin.com/company/lucanet-asean-pte.-ltd./>

OFFICIAL <IR> PARTNER



**BLACK SUN PTE LIMITED**

Black Sun is a stakeholder communications company. We believe that in today’s fast moving and highly uncertain world, successful businesses are those able to deliver long-term value to the people around them – their stakeholders. When stakeholders are heard, engaged and inspired, businesses are understood, trusted and supported. They are more valued by their stakeholders and perform better.

What we do : We help organisations define, articulate and communicate how they create value for stakeholders. We deliver inspiring communications that reach, engage and influence stakeholders.

How we make a difference : We create more valued organisations in the eyes of stakeholders”

Find out more at [www.blacksunplc.com](http://www.blacksunplc.com).

GOLD SPONSORS



**Chubb Insurance Malaysia & Marsh Insurance Brokers**

Chubb is the world’s largest publicly traded property and casualty insurer. Chubb’s operation in Malaysia provides a comprehensive range of general insurance solutions for large corporates, small and medium-sized businesses, as well as individuals through a multitude of distribution channels. With a strong underwriting culture, the company offers responsive service and market leadership built on financial strength. Chubb in Malaysia has a network of over 23 branches and more than 2,500 agents.

Marsh Insurance Brokers and Marsh Takaful Brokers are the world’s leading risk management & insurance experts, providing a comprehensive range of services & product for virtually every type of industry and profession throughout Malaysia and overseas, utilising wholly owned global network. We have a complete team of risk management professional in Malaysia providing innovative solutions for our clients.

For more information, please log on to: <https://www2.chubb.com/my-en/>.  
<http://asia.marsh.com/CountrySites/Malaysia/Home.aspx>.



**IMA South East Asia**

IMA®, named 2017 Professional Body of the Year by The Accountant/International Accounting Bulletin, is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) program, continuing education, networking and advocacy of the highest ethical business practices. IMA has a global network of about 100,000 members in 140 countries and 300 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions: The Americas, Asia Pacific, Europe, and Middle East/India.

For more information about IMA, please visit [www.imanet.org](http://www.imanet.org).

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### ACL Asia

ACL Services Ltd. is a Vancouver-headquartered technology company focusing on the risk management, global fraud detection, anti-bribery and corruption, and regulatory compliance markets for more than 30 years. Through its enterprise SaaS platform that converges governance, risk management, and compliance (GRC), corporate performance management (CPM), and data automation, ACL helps the world's largest public and private companies stamp out fraud, operational waste and unethical business. Named as one of Canada's Top SME Employers and a BC Top Employer, ACL has more than 14,000 customers globally, including 89% of the Fortune 500. Through its core values of disruptive innovation, customer intensity, and authenticity, ACL is disrupting the entire industry by leading auditors, risk and compliance professionals into the cloud and mobile.

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### Ecovis

Established in year 1999, ECOVIS Malaysia is an international professional service organisation delivering audit, tax & advisory services to multinational companies, public listed companies & SMEs in various industries. We have over 170 professionals located in 3 offices in Kuala Lumpur, Johor Bahru & Kota Kinabalu in Malaysia. For more information about our company and services, kindly visit our official website at [www.ecovis.com.my](http://www.ecovis.com.my).



### Felda Prodata

Being an IT arm for FGV Group of Companies, a leading global agribusiness in Malaysia and the world's largest producer of crude palm oil (CPO), FGV Prodata Sdn Bhd offers a full fledged of ICT services, hardware leasing and outsourcing, infrastructure, ICT training, industrial automation, software development and system integrations.

FGV Prodata is among the leading SAP Bumiputra Partners as well as Value Added Reseller for all SAP software including SAP Business All-in-One (S/4HANA) in Malaysia. Furthermore, FGV Prodata offers the first SAP S/4HANA Partners Managed Cloud which allows customers to focus on their business and letting FGV Prodata to take care of the backend systems.

Having a presence nationwide with 24 support and 3 main branches. FGV Prodata draws its strength from over three decades of experience of working closely with customers, providing a catalyst to Digital Transformation. For more information, please visit <http://www.feldaprodata.com.my/>.



### Onlyou

Globally, Onlyou has more than 10 years of experience in Artificial Intelligence and Big Data technology-driven Accounting & Tax platform. Onlyou Malaysia's ImageAccount platform maintains as an effective solution to the Accounting & Tax industry for time-cost saving and increased management efficiency with key features such as unlimited online data storage, reliable cloud security, reduced manual data entry, transaction attached with image. Don't get left behind! Log on to [www.onlyou.com.my](http://www.onlyou.com.my) to experience the revolution of business accounting made accessible anytime, anywhere!



### Numa Solution Sdn. Bhd. ("Numa")

Numa was incorporated in Malaysia in 2003, with more than 15 years of experience in providing financial analytics solution to customers from a variety of industries. Numa is also a Multimedia Super Corridor status company and an IBM Gold business partner. The following is a list of Numa's solutions:

- Profitability / Activity Based Costing
- Budgeting and Planning
- Financial Consolidation
- Financial Reporting
- MFRS9 (Expected Credit Loss)

For more information, please visit <http://www.numasolution.com/> or <https://www.facebook.com/NumaSolutionSB/>.

### Shinewing TY Teoh

ShineWing TY TEOH (SWTYT) is a member of ShineWing International and Praxity, and a leading regional chartered accountants, tax, transfer pricing, valuation and consulting firm with the office presences in Malaysia & Myanmar to provide a diverse spectrum of business solutions and consulting services to public listed companies, Fortune 500 companies, multi-national corporations, local small and medium companies representing a cross section of major industries.

- Registered Auditor of Public Company Accounting Oversight Board (PCAOB), USA;
- Registered Auditor of The Audit Oversight Board (AOB), Malaysia;
- Approved Auditor of Labuan Financial Services Authority (Labuan FSA), Malaysia;
- Corporate Member of The Institute of Internal Auditors;
- Authorised Training Employers : ICAEW, CPA Australia & CPA Malaysia

#### Greater China TY TEOH

Greater China TY TEOH is a premier valuation and advisory firm joint venture between GreaterChina Professional Services Limited (8193.HK) listed in Hong Kong Stock Exchange and TY TEOH International to offer full range of valuation services including Business Valuation, Intangible Assets Valuation, Brand Valuation and Financial Instruments Valuation in Malaysia, Labuan and Myanmar.

GreaterChina Professional Services Limited (8193.HK) is a leading financial services provider with headquarters in Hong Kong and regional offices in Beijing, Shanghai, Shenzhen, Chongqing, Harbin, Dubai, Kuala Lumpur and London. It offers best-in-class solutions in the areas of capital market transactions, asset valuation and management, corporate services and risk management.

TY TEOH International is a leading regional chartered accountants, tax, and consulting firm with office presences in Malaysia, Labuan and Myanmar to provide a diverse spectrum of business solutions and consulting services to public listed companies, Fortune 500 companies, multi-national corporations, local small and medium companies representing a cross section of major industries.

For more information, please visit <http://www.shinewingtyteoh.com/>.

### SAP Concur



SAP Concur® solutions take companies of all sizes and stages beyond automation to a completely connected spend management solution encompassing travel, expense, invoice, compliance and risk. For more than 20 years, these leading, innovative solutions have kept customers a step ahead by delivering timesaving tools, connected spending data and a dynamic ecosystem of diverse partners and apps. User-friendly and business-ready, SAP Concur solutions unlock powerful insights that help businesses reduce complexity and see spending clearly, so they can manage it proactively. For more information, visit [www.concur.com.sg](http://www.concur.com.sg).



### Sure-Reach Records Management Sdn Bhd

Sure-Reach Records Management Sdn Bhd (SRRM) is a prominent player in the information management industry focusing on Records Management, Document Imaging, Secured Destruction, EDMS Solutions and training & consulting.

#### Records Management Services

We help our clients manage their confidential hardcopy records in our state-of-the-art RFID facility in Shah Alam.

#### Document Imaging

We offer bureau scanning services to help clients convert their hard copy information into digitised formats.

#### Secure Destruction

We offer services to securely destruct hard copy records in a safe and environmentally-friendly manner.

#### EDMS Solutions

We assist our clients to increase productivity and protect information via Award Winning EDMS solutions used in over 100 countries.

#### Training & Consulting

We offer training and consulting in information management programme in Modern/Electronic Records Management, Enterprise Content Management, Business Process Management, and Information Governance attested and certified by AIIM, US.

Website: [www.sure-reach.com](http://www.sure-reach.com).

### WELLNESS PARTNER



INSTITUT JANTUNG NEGARA  
National Heart Institute

### IJN

Institut Jantung Negara (IJN), Malaysia's premier heart specialist centre, is the perfect embodiment of a homegrown success story that is driven by committed, caring and concerned IJNers who are all on the same page in realizing the Institute's vision as a global centre of excellence in cardiovascular and thoracic care.

IJN roots can be traced back to 1992 when the Government took affirmative action to establish a dedicated Heart Institute, given the steep rise in heart-related cases among Malaysians of all ages-an important issue that was fast becoming a matter of national concern. It was the right decision made then, and to this day still is, as evidenced by the care and treatment provided by IJN to millions of the Institute's patients.

As one of Malaysia's JCI accredited centre, IJN is aggressively growing its presence, locally and regionally, on the back of a proven and respected brand name that is synonymous with quality heart healthcare.

For more information, please log on to <http://www.ijn.com.my>.

### ERP SOFTWARE PARTNER



### FAST TRACK SBOi

Fast Track SBOi has been established since 1998 focusing on the development and implementation of ERP systems and solutions. Since 2004, Fast Track SBOi has distinguished itself to be the Gold Partner of the leading SAP Business One ERP in Malaysia with broad experiences in implementing over 350 customer sites from various industries. Our headquarters is based in Kuala Lumpur with support centres in Malacca and also Johor.

Awarded as the only SAP Gold partner, Fast Track operates based on a model it calls the '4P Principle' which signifies People, Product, Project, and Productivity. Comprising of world-class, industry-certified professionals, the company implements SAP Business One with customized add-on modules to ensure that clients receive a digital platform that suits their necessities, is scalable and affordable. This combination of the right people and the right product paves the way to successful project implementations combined with Fast Track's efficient 'FTIS' implementation methodology. Find out more at <http://myfastrack.net/>.

MOBILITY PARTNER



**Auto Bavaria**  
We Go The Distance

**AUTO BAVARIA**

Auto Bavaria is the biggest retail and service organisation of BMW, MINI and Motorrad in Malaysia. Established in 1988, Auto Bavaria's organisation comprises of fully trained technicians and has a wide range of parts and accessories together with a comprehensive range of equipment that only an authorised BMW Dealer can provide.

For more information, please log on to [www.autobavaria.com](http://www.autobavaria.com) / [www.bmw.com.my](http://www.bmw.com.my)

AFFINITY PARTNER



**CIMB Group**

CIMB Group is Malaysia's second largest financial services provider and one of ASEAN's leading universal banking groups. It offers consumer banking, investment banking, Islamic banking and asset management products and services. Headquartered in Kuala Lumpur, the Group is present in 9 out of 10 ASEAN nations (Malaysia, Indonesia, Singapore, Thailand, Cambodia, Brunei, Vietnam, Myanmar and Laos) and has market presence in China, Hong Kong, India, Sri Lanka, Korea, US and UK. CIMB Group is listed on Bursa Malaysia and has a market capitalisation of approximately RM49.4 billion, 39,000 employees and over 900 branches, as at 31 March 2017.

Find out more at [www.cimbbank.com.my](http://www.cimbbank.com.my).

Connect with us on Facebook: [www.facebook.com/CIMBMalaysia](http://www.facebook.com/CIMBMalaysia) or follow us on Twitter: [www.twitter.com/CIMB\\_Assists](http://www.twitter.com/CIMB_Assists)

AIRLINE PARTNER



**AirAsia**

AirAsia, the world's leading low-cost carrier, services an extensive network of over 130 destinations across the Asia Pacific. AirAsia has been named the World's Best Low-Cost Airline at the annual Skytrax World Airline Awards 10 times in a row from 2009 to 2018.

AirAsia MyCorporate offers corporate fares with greater flexibility and savings, dedicated corporate client support, corporate VIP services, loyalty rewards, online booking system, online booking tool integration and more for business travel needs.

With MyCorporate, you can access to AirAsia extensive network and expand your market reach.

Let your business fly with us today!

For more info, please contact [maa\\_corpsales@airasia.com](mailto:maa_corpsales@airasia.com) or visit [www.airasia.com/MyCorporate](http://www.airasia.com/MyCorporate).

SUPPORTING BIG FIRMS



**Baker Tilly Monteiro Heng**

"Empowering People, Enriching Lives"

Baker Tilly is the 7th largest accounting and business advisory firm in Malaysia and the 6th largest accountancy and business advisory network in Asia Pacific.

With 40 years of excellence behind us, we are committed to one cause, that is to equip our people with the necessary skills and attributes so that they may enrich your lives by ensuring that your experience with us is consistently excellent. You can trust that your business is in the good hands of our people at Baker Tilly because we will take care of your work today so that you can focus on building tomorrow's dream.

If this is the service you desire to help you look beyond what you see, you may call +603 2297 1000 or email [info@bakertillymh.com.my](mailto:info@bakertillymh.com.my) to reach us.



**BDO**

BDO Malaysia is a member firm of BDO International, the world’s fifth largest network of professional firms providing Audit & Assurance, Advisory, Tax and Business Services & Outsourcing (BSO) services.

Founded in 1964, BDO Malaysia has more than 50 years of experience in Malaysia’s commercial landscape as a top quality professional services provider. We service our clients with a well-qualified and experienced team through our offices in Malaysia, Brunei, Cambodia, Lao PDR, Myanmar and Vietnam.

BDO provides only the best of professional services in terms of high quality and exceptional client service, adopting a proactive approach to all assignments and engagements.

Find out more at [www.bdo.my](http://www.bdo.my).



**Crowe Malaysia**

Crowe Malaysia is the 5th largest accounting firm in Malaysia and an independent member of Crowe Global. The firm in Malaysia has 13 offices, employs over 1,000 staff, serves mid-to-large companies that are privately-owned, publicly-listed and multinational entities, and is registered with the Audit Oversight Board in Malaysia and the Public Company Accounting Oversight Board in the US.

For more information, please visit <https://www.crowe.com/my>.



**Deloitte**

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities. DTTL (also referred to as “Deloitte Global”) and each of its member firms are legally separate and independent entities. DTTL does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more.

Deloitte is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Our network of member firms in more than 150 countries and territories serves four out of five Fortune Global 500® companies. Learn how Deloitte’s approximately 264,000 people make an impact that matters at [www.deloitte.com](http://www.deloitte.com).

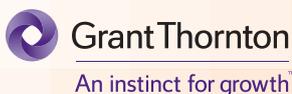


**EY**

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

In Malaysia, EY is one of the largest professional services organizations with more than 3,300 employees in 16 offices throughout the country. We serve a broad range of clients across all principal industry sectors and market segments in the country.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit [ey.com](http://ey.com).



**Grant Thornton Malaysia**

Grant Thornton Malaysia is a member firm of Grant Thornton International Ltd, one of the world’s leading professional organisation. With offices in Kuala Lumpur, Penang, Johor Bahru, Kuantan, and Cambodia, and over 800 people, we offer audit, tax, corporate finance, restructuring and other specialist services to private and public listed companies and help clients of all sizes address the challenges and opportunities of growth. With a global reach of over 50,000 Grant Thornton people, in more than 130 countries, we are focused on making a difference to clients, colleagues and the communities in which we live and work.

Find out more at <http://www.grantthornton.com.my>.



## KPMG

KPMG first established a presence in Malaysia in 1928 and has grown to be a part of the global success of KPMG's network of firms. The Malaysian firm currently has over 2,000 staff located across 8 offices providing Audit, Tax and Advisory services. KPMG professionals serve as trusted advisors to many leading organizations. We work shoulder-to-shoulder with clients to address their biggest challenges – delivering deep expertise, timely insights and transformative strategies and execution that help to drive clarity and success in the business they operate around the world.

We have established industry groups which enable the delivery of targeted, industry-specific experience, expertise and methodologies. The focus on industry and country-specific knowledge helps us deliver exceptional people with an intimate knowledge of our client's specific business issues, deep industry expertise as well as an overriding commitment towards service excellence. A purpose-led, value-led, people-led organization firmly places KPMG in Malaysia as the Clear Choice.

Find out more at [www.kpmg.com/my](http://www.kpmg.com/my).



## PwC

PwC works with various types of clients – global companies, public sector entities, growing businesses and up-and-coming entrepreneurs. We believe we have a responsibility to play an integral role in the growth and progress of our nation. With our assurance, tax, deals and consulting services, we help our clients succeed through both buoyant and challenging economic environments. We'll find out what's critical to your business strategy, whether it's innovating, building trust, or giving your shareholders more value. Then we'll work with you to deliver the value that matters to your business.

Find out more at <http://www.pwc.com/my/en/index.jhtml>.

## BRONZE SPONSORS



### Agile Dynamics Solutions

ADS AcrossAsia is one of the largest and the most active Microsoft Certified consultants for Enterprise Resource Management software in Malaysia. Our proven solutions cover the whole range of Microsoft Dynamics business solutions for a wide spectrum of companies and industries providing a seamless integration of both digital and traditional aspects of business. We have implemented more than 300 sites on Microsoft Dynamics ERP/ CRM & vertical solutions in Malaysia and Singapore and other Asian Countries.

For more information, please visit us at <http://adynamics.com.my/>.



### Affin Hwang Asset Management Berhad

Affin Hwang Asset Management Berhad is an independently managed bank-backed asset management firm that started its roots in 2001 serving the needs of corporates and institutions to the likes of the mass affluent.

We specialise in customised solutions and invest into equities, bonds, money market, and structured products among others; with offerings spanning across unit trust funds, cash management solutions, private mandates, private retirement scheme and exchange-traded fund

We also offer Shariah investment solutions that are available through our wholly-owned subsidiary and Shariah-complaint investment arm, AIIMAN Asset Management Sdn Bhd.

For more information, please log on to <http://affinhwangam.com>.



### Asoft Digital Sdn Bhd

With more than 30 years' experience in providing full ERP & Manufacturing solutions, Asoft Digital offers customised solutions for full ERP operations. We strongly believe that a full delivery of a system includes:

- i. Sufficient customisation of system to accommodate YOUR business requirements
- ii. Consultation of best practices for YOUR requirements
- iii. Ample post-implementation support

Our products / services include:

- i. Enterprise Resources Planning (ERP)
- ii. FMCG Distributor
- iii. Branch Control
- iv. Sales & Distribution
- v. Serial Number Control
- vi. Manufacturing Productivity Solution (MRP)

For more information, please log on to [www.AsoftDigital.com](http://www.AsoftDigital.com).



### Big Dataworks

Big Dataworks Sdn Bhd (BDW) is about discovering of business information, creating further knowledge for the industry and to deliver better solutions. Our multi-skill team handles every aspect of task from initial concept to final delivery, a ll with measurable results.

In June 2016, Big Dataworks Sdn Bhd (BDW) was appointed by the Company Commission of Malaysia (CCM), also known as Suruhanjaya Syarikat Malaysia (SSM) as its technology and service provider that carries the brand name of MYDATA-SSM. Our objective is to provide a single access point of references for companies and businesses information in Malaysia as well as International and ASEAN. From there, MYDATA-SSM quickly grew and became the leading on-line provider of official live Companies and Businesses registry information. MYDATA-SSM supplies real time trustworthy data, financial standings and business ownership.

Since our inception, we have diversified our business by introducing two new products, "Know Your Customers (KYC)" and "Data Services". KYC is the process of a business identifying and verifying the identity of the business owner to prevent anti-money laundering activities.

KYC is also used to provide detailed anti-corruption due diligence information. Data Services will focus on providing business information based on specific criteria such as nature of business, locations, annual turnover and etc. These two products will provide better insights of company information. We believe with the continuous innovation of products and services, it will strengthen BDW vision to be one of the BIG DATA players in the industry.

For more information, visit [www.bigdatawork.com.my](http://www.bigdatawork.com.my) / [www.mydata-ssm.com.my](http://www.mydata-ssm.com.my).



### Birmingham City University

Birmingham City University is one of the selected few UK universities who have been granted Platinum Approved Learning Partner status by the ACCA. Our MSc Accounting and Finance (Masters Stage) offers the opportunity to top-up your existing professional accounting qualifications to MSc level quickly. It puts you in an excellent position to approach and perform middle and senior management roles across different accounting and finance sectors.

- Consist ONLY ONE module – Research Skills &: Dissertation/Project
- Can be completed within 6 months in Malaysia/UK
- Affordable tuition fees with installment plan
- Identical Master Degree from BCU
- HRDF claimable

Visit Birmingham City University's booth to find out more about this course or contact [yeepey.low@bcu.ac.uk](mailto:yeepey.low@bcu.ac.uk) | +6017-8246968



### Biztrak Business Solutions Sdn. Bhd.

Biztrak Business Solutions Sdn. Bhd. ("Biztrak") is an experienced software development company specialising in Accounting and Business Intelligence (BI) software system that complies with Malaysian tax requirement and International Financial Reporting Standards (IFRS) for all types of businesses and industries.

Biztrak Accounting and BI software system provides an integrated series of core financial modules (e.g. general ledger, accounts receivable, accounts payable, cash management, system management and security, e-bridge and online wizard) as its base offering and can be easily expanded with additional add-on financial and distribution modules (e.g. inventory control, multi-currency, sales order processing, fixed assets, purchase order processing and Excelink).

Biztrak's software solutions have been constructed to allow ever-expanding features, while delivering to SMEs capabilities usually found only in costlier enterprise-class packages. The most compelling value proposition of Biztrak is its software architecture, which facilitates seamless integration with other products while ensuring enterprise-quality BI capabilities.

For more information, visit Biztrak website at [www.biztrak.com](http://www.biztrak.com).



### BPP Learning Media

BPP Learning Media is a world-class publisher of study materials for professional qualifications. Professional bodies, tutors and students worldwide look to us as the company which leads the way in publishing expertise in the fields of accountancy, tax, financial services, business, management and marketing.

For more information, please log on to [BPP.COM](http://BPP.COM).



### Cheng & Co

Cheng & Co, a home-grown Chartered Accountants firm was incorporated in early 1993 by Prof. Dato' Dr Chua Hock Hoo and Prof. Dr. Paul Cheng. Since then, Cheng & Co has been progressively expanding by having 14 branches nationwide and 4 branches internationally. It is our Vision to be the Leading Home-Grown International Accounting Firm to achieve international recognition and to provide professional services internationally towards the Firm of the Future. In keeping pace with the ever-demanding market and to satisfy the needs of our clients, we have established One-Stop Professional Centre with innovative solutions for excellence at all our branches by providing a full range of professional business services to our clients.

For more information, please visit [www.chengco.com.my](http://www.chengco.com.my).



### Institute of Corporate Directors Malaysia (ICDM)

Institute of Corporate Directors Malaysia is a newly established professional institution for Directors by Directors. We are supported by Securities Commission Malaysia, Bank Negara Malaysia, Bursa Malaysia Berhad and the Capital Market Development Fund.

Institute of Corporate Directors Malaysia has subsumed the role of Malaysian Directors Academy (MINDA). We aim to advance directors' professionalism of all organisation types and be the key influencer of excellence in governance through strategic and effective:

- \* Director development;
- \* Membership support and services;
- \* Research and Advocacy; and
- \* Networking engagement

We are currently engaged by companies to do the following:

- \* Customised/ In-House Director Programmes
- \* Board and Director Effectiveness Assessment
- \* Director Sourcing
- \* Director Membership

For more information, please visit <https://icdm.com.my/>.



### Kaplan

Kaplan has been training accountants and finance professionals for over 70 years and trains over 60,000 accountants a year. As an approved provider for ACCA, ICAEW, CIMA and AAT courses, we are experts in helping trainees learn and achieve professional accountancy qualifications. This year, alongside our innovative Live Online courses, we are launching Kaplan OnDemand at the MIA conference! Combining the best of structured study with the flexibility to study remotely, all the learning resources have been designed specifically to keep you motivated and engaged with online learning. Try it out for free by visiting our stand at the exhibition or visit [www.kaplan.my/](https://www.kaplan.my/) for more information.

For more information, please visit <https://www.kaplan.my/>.



### Khairuddin Hasyudeen & Razi (KHR)

Since our inception in 1992, KHR has established its presence in the corporate community and emerged as one of the leading business professional firms in Malaysia. Our focus has always been on our clients as well as the industries within which they operate. Our team comprises of highly skilled and dedicated professionals in providing integrated business advice and services in Strategy, Assurance and Taxation by linking our strategic business solutions with value-added offerings that enhances our clients' overall enterprise value.

For more information, please log on to [www.khr.com.my](http://www.khr.com.my).



### Kollet Systems

Kollet Systems is a leading technology solutions provider in A/R Collections & Debt Recovery systems on the cloud. Kollet's software solution is called KolletValley. It helps companies to reduce arrears outstanding and optimize profits throughout their Revenue Management Lifecycle. As experts in A/R Collections and Recovery systems, Kollet continuously brings highly scalable software technologies to the doorstep of its Customers. This helps to reduce average debtor days in arrears, late payments, bad debt and improves cash flow, overdue invoice tracking & profitability.

For more information, please log on to [www.kolletvalley.com](http://www.kolletvalley.com).



### Millennium Radius

A technology driven company, providing services and products for more than a decade. One word comes to mind over time: Clients.

We tailor our product and services to meet our Client's needs and deliver them to our Client's satisfactory. To us, versatility drives innovation.

Our passion is to provide systems that are technologically advances as well as accustomed to your organization's methodologies. We engineer our services to suit the various environments of different industries.

Our flagship services - Software Development, Integration and Migration, Software Research and Development, Virtualization, Network & Security and Servers & Storage – providing innovative support, adding versatility to your systems integration as well as end user computing made simple and efficient.

For more information, visit <http://www.milradius.com.my> or email to [info@milradius.com.my](mailto:info@milradius.com.my).



### Merchantrade

Merchantrade Money Multicurrency Visa Prepaid Card is the product of Merchantrade Asia Sdn. Bhd. An innovative e-money product with a focus on promoting financial inclusion and empowering people to embrace the cashless payment movement. It has managed to break through travellers' pain of managing currency fluctuations and provides the ability to lock rates in advance within the 10 currencies that's offered. All this is done via a single app and customers are able to make purchases via a prepaid card powered by Visa. The Multicurrency Prepaid card also provides secure e-commerce transactions at millions of merchants worldwide for those who like to shop online.

The Multicurrency Visa Prepaid Card comes with some great features such as card to card transfers, option to buy and sell digital currencies and mobile reloads to name a few. The award winning eremit is also available for seamless transactions for those who need to send money overseas.

The app and card combination which has features of remittance empowers and enables travellers, tourist, student, migrants and Malaysian travellers to go cashless.

For more information, visit <http://www.merchantrademoney.com>.



### MUV Marketplace Sdn. Bhd.

MUV Marketplace Sdn. Bhd. ("MUV") is the largest home-grown online used vehicle marketplace in Malaysia. First introduced as a trusted platform for trading of pre-owned Nissan cars, then used vehicle auction platform for all brands and models. As a technology driven company, MUV has revolutionised and redefined the local used vehicle industry by showing how digital tools can bring a whole new level of order and transparency to a traditional marketplace.

For more information about MUV, please visit [www.muv-x.com](http://www.muv-x.com).



### Permodalan Nasional Berhad (PNB)

LEADING THE NATION AS A DISTINCTIVE WORLD CLASS INVESTMENT HOUSE

Permodalan Nasional Berhad (PNB) was established on 17 March 1978 as one of the instruments of the new the New Economic Policy (NEP) to re-engineer the economic imbalance in the Malaysia society. Yayasan Pelaburan Bumiputra (YPB) was set up earlier in January 1978 to formulate the policies and guidelines for Bumiputera equity investment participants. In order to implement its policies, YPB set up PNB as a wholly-owned subsidiary. Today, PNB is one of Malaysia's largest fund management companies, which owns unit trust management companies namely, Amanah Saham Nasional Berhad (ASNB) and Amanah Mutual Berhad (AMB).

PNB has grown from strength to strength, with its assets under management (AUM) currently exceeding RM288 billion, from around RM3.5 billion in 1981. It is now the market leader in the Malaysian unit trust industry, with ASNB now managing 13.6 million accounts with 231.5 billion units in circulation (UIC). PNB has also enabled the sharing of corporate wealth with all Malaysians by delivering consistent, competitive returns over the years to its unit holders, with more than RM176.4 billion paid out since inception.

Today, PNB is a major investor in Bursa Malaysia, investing nearly 10% of the market capitalisation of the bourse, across most major Malaysian corporates and also actively contributing towards the nation's human capital development through scholarships and employment opportunities. The Company's STRIVE-15 Strategic Plan 2017-2022 is now in motion, as it advances towards attaining the vision of becoming a Distinctive World Class Investment House.

For more information, please visit <http://www.pnb.com.my/>.



### RAM Credit Information Sdn Bhd

RAM Credit Information Sdn Bhd (RAMCI) is Malaysia's leading and trusted credit and business information bureaus and has a comprehensive database that has been built over the past 25 years. The vast majority of RAMCI's clients are financial institutions, large multinationals, professional firms as well as business corporations, to whom it provides various products that assist them in making critical business and credit decisions. It also collaborates with associations and cooperatives to serve their members. RAMCI's core capabilities include online credit information, credit rating and credit scoring services, monitoring and international information services and trade bureau services.

For more information, please visit <https://www.ramcreditinfo.com.my/>.

## SigmaConso

### SigmaConso

SigmaConso specialises in Corporate Performance Management solution that automate financial processes including Financial Consolidation, Reporting, Budgeting, Forecasting and Analysis. Regional headquartered in Singapore, SigmaConso Asia is serving the niche market in the region, especially in Malaysia, Indonesia and Thailand.

Sigma Conso today provides over 600 international groups with tailored and flexible solutions that facilitate their financial management. Our product line includes full web software that is high in expert content, user-friendly, flexible, high performance, and easy to maintain by users.

For more information, please log on to [www.sigmaconso.com](http://www.sigmaconso.com).

## SUNWAY TES

Centre for  
Accountancy Excellence

### Sunway TES

Sunway TES was incorporated in 1994 as a subsidiary of Sunway Collage. Since its humble beginnings, Sunway TES has become leader in the education industry providing internationally well-known professional accounting programmes. Its stable of programmes included the Association of Chartered Certified Accountants (ACCA) qualification and Certified Accounting Technician (CAT), Institute of Chartered Accountants in England and Wales (ICAEW) qualification, Certificate in Finance, Accounting and Business (CFAB), Certified Practising Accountants (CPA) qualification, Certified Internal Auditors (CIA) and Chartered Financial Analyst (CFA). Sunway TES has Been designated as 'Sunway TES Centre for Accountancy Excellence' officially under the EPP 17 by Pemandu, to transform Malaysia into leading regional accountancy hub in the Asia Pacific region.

For more information, please log on to <https://college.sunway.edu.my/programmes/tes>.



### Tunku Abdul Rahman University College

Tunku Abdul Rahman University College ('TAR UC'), formerly known as TAR College, is a premier institution of higher learning in Malaysia with a sterling track record of excellence and it is well-recognised locally and internationally among the academic fraternity and professional bodies. Its brand is synonymous with holistic education, offering academic programmes which are professionally driven, industry-relevant and entrepreneurship-focused. TAR UC offers programmes at pre-university, Diploma, Bachelor's degree and postgraduate levels that are widely acknowledged by academia and industries for their depth and breadth of scope and academic rigour. TAR UC has a student population of about 28,000 including international students from more than 20 countries enrolling in more than 120 programmes over a wide range of disciplines. In its run-up to 50th year milestone in 2019, TAR UC continues to nurture leaders of tomorrow as exemplified by its more than 190,000 graduates many of whom are the eminent leaders in various industries.

For more information, please visit <https://www.tarc.edu.my/>.



### Xero

Xero is cloud based accounting software for small businesses and their advisors. Our platform is used by over one million subscribers in more than 180 countries.

Xero empowers small businesses to get paid faster through our automated invoicing system, real-time view of cash flow and financials, easier access to capital with our direct bank feeds and more.

Xero also gives accountants all the information they need in one simple and easy-to-navigate space, providing them with powerful tools to build strong relationships as strategic advisors to their clients.

Xero seamlessly integrates with more than 500 third-party apps, including 140 financial institutions. This ecosystem has been designed to ensure all small businesses have access to the tools they need regardless of their sector, size or location.

Xero was founded in New Zealand in 2006, with offices in Asia, and is one of the fastest growing software as a service company globally.

For more information, please log on to <https://www.xero.com/my/>.

## SUPPORTING PROFESSIONAL BODIES



### Chartered Accountants Australia And New Zealand (CAANZ)

Chartered Accountants Australia and New Zealand is a professional body comprised of over 120,000 diverse, talented and financially astute members who utilise their skills every day to make a difference for businesses the world over. We focus on the education and lifelong learning of our members, and engage in advocacy and thought leadership in areas of public interest that impact the economy and domestic and international markets.

Chartered Accountants ANZ is a member of the International Federation of Accountants, which represents nearly three million accountant professionals in 130 countries through 175 member bodies and associations.

It is also connected globally through the Global Accounting Alliance, ten membership bodies active across 180 countries, and Chartered Accountants Worldwide, a group of 12 global CA bodies. Since 2016, CA ANZ has maintained a strategic alliance with the Association of Chartered Certified Accountants (ACCA), the representative body of more than 686,000 current and next-generation accounting professionals worldwide.

For more information, please visit [www.charteredaccountantsanz.com](http://www.charteredaccountantsanz.com).

### The Chartered Institute Of Public Finance Accountants (CIPFA)



The Chartered Institute of Public Finance and Accountancy (CIPFA) is the only global professional accountancy body to focus on the public sector offering unrivalled opportunities for career development. Since 1885 CIPFA leads the way in public finance by standing for sound public financial management and good governance. CIPFA's qualifications are highly respected for its expertise by governments, donors and public finance professionals to advance public finance and support better public services, and is the foundation for a career in public finance, providing the skills to deliver high performance in public services.

Find out more at [www.cipfa.org](http://www.cipfa.org).



### CPA Australia

Founded in 1886, CPA Australia is one of the world's largest accounting bodies with a global membership of more than 163,000 members working in 125 countries and regions, with more than 37,000 working and residing in Asia. CPA Australia has had a presence in Malaysia since 1956, and has made a significant contribution to the development of the Malaysian accounting profession.

Together with our members, we influence major issues, policies and regulations that impact the markets in which our members work and undertake a range of activities which position CPA Australia as the premier global brand for strategy, leadership and international business. We achieve this through engaging with institutions of higher learning, facilitating a varied and highly relevant suite of professional development paths and solutions, and forging employer partnerships.

CPA Australia is a schedule body under the Malaysian Accountants Act 1967.

Find out more at <https://www.cpaustralia.com.au/>.



### The Institute of Chartered Accountants in England and Wales (ICAEW)

There are over 1.7m chartered accountants and students around the world – talented, ethical and committed professionals who use their expertise to ensure we have a successful and sustainable future.

Over 149,000 of these are ICAEW Chartered Accountants. We train, develop and support each one of them so that they have the knowledge and values to help build local and global economies that are sustainable, accountable and fair.

We've been at the heart of the accountancy profession since we were founded in 1880 to ensure trust in business. We share our knowledge and insight with governments, regulators and business leaders worldwide as we believe accountancy is a force for positive economic change across the world.

Globally, ICAEW Chartered Accountants are recognised as leaders in accountancy, finance and business. 98 of the world's 100 global leading brands employ ICAEW Chartered Accountants and 78% of FTSE 100 companies have an ICAEW Chartered Accountant on the Board.

Find out more at <https://www.icaew.com/>



### The Malaysian Institute of Certified Public Accountants (MICPA)

The Malaysian Institute of Certified Public Accountants (MICPA) is the only Malaysian-grown professional accounting body, established since 1958. MICPA in collaboration with Chartered Accountants Australia and New Zealand (CAANZ) jointly offer the MICPA-CAANZ Programme - a dual qualification which grants its graduates memberships with both MICPA & CAANZ, carrying the titles Certified Public Accountant, Malaysia, and Chartered Accountant, Australia and New Zealand. Graduates also obtain the Global Accounting Alliance (GAA) Passport which provides them with membership support and recognition from 10 premier accounting bodies worldwide. MICPA-CAANZ professionals are trained and equipped with strong application and problem-solving skills which make them relevant and trusted advisors.

Find out more at <https://www.micpa.com.my>.

## STARTUP PARTNERS



### Nufin Data

We are a cloud based invoice financing platform that provides enterprises with fast access to more working capital options and competitive rates. Our platform brings together enterprises and a range of funders, enabling efficient documentation exchange between all parties and helping these enterprises unlock funds for growth from their receivables and payables.

With offices in Singapore, Kuala Lumpur, Shanghai and Hong Kong, we aim to help businesses in the region grow with easy access to more working capital options.

Website: <http://www.nufindata.com/>

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Linkedin: <https://www.linkedin.com/company/nufindata/>



### Pacific Tech

Pacific Tech is a Value Added Distributor, providing Network, Cyber Security, Data Protection and Biz Continuity solutions to various market verticals in the ASEAN region. We have direct business coverage in Singapore, Malaysia, Thailand, Myanmar, Cambodia, Brunei and rest of ASEAN with thousands of partners supporting us deploying our solutions across Asia Pacific, Europe, Middle East and America.

Pacific Tech is also an award winning distributor in ASEAN and APAC for most of the vendors which we distribute. We at Pacific Tech believes in providing Top Class Service by combining our strong technical knowledge & industry leading products from our Network, Cyber Security, Data Protection and Business Continuity vendors.

For more information, please visit <https://pacifictech.com.sg/>.



### PayrollPanda

PayrollPanda is Malaysia's leading cloud Payroll & HR software for SMEs. It enables SMEs to increase HR productivity. Features include LHDN approved payroll, leave management, time-sheets and more. Trusted by over thousand SMEs and accountants. Simple, accurate and quick, try PayrollPanda free now!

For more information, please log on to <http://app.payrollpanda.my/>.

### 3. OFF-SITE EXPOSURE

#### A. Brochures

**Distribution period:**

- March – April 2018 (Teaser for Super Saving fee)
- May – July 2018 (4 page brochure – Early Bird fee)
- August 2018 – (16 page brochure – Normal fee)

**Distribution to MIA members & Participants of MIA PD Programmes:**

- Klang Valley (Wilayah Persekutuan, Selangor)
- Northern Malaysia (Perak, Penang, Perlis & Kedah)
- Southern Malaysia (Negeri Sembilan, Melaka & Johor)
- East Cost (Kelantan, pahang & Terengganu)
- East Malaysia (Labuan, Sabah & Sarawak)
- Overseas

**Category of Key Position & Sector**

- Senior Managers (General Manager, Managing/ Director, Director, Vice-President, Chairman, Branch Manager, Partner, Administrative Manager, Chief Executive Officer, Owner/Sole proprietor)
- Financial Managers (Chief Financial Officer, Financial Controller, Investment Consultant, Auditor, Accountant, Treasurer, Financial Accountant)
- Sector (Industry, Commerce, Public Sector & Public Practice)



Teaser – Super Saving



4 pages



16 pages

B. Email Broadcast

Email blast to MIA Members (More than 35,000 members) on weekly basis beginning from March to October 2018

Broadcast Date:

- March 2018 – 13 & 27
- April 2018 – 10 & 17
- May 2018 – 8, 15 & 22
- June 2018 – 12, 19 & 26
- July 2018 – 3, 10, 17, 24, 27, 29 & 31
- August 2018 – 10, 14 & 28
- September 2018 – 4

Category of Destinations/Members:

- Klang Valley (Wilayah Persekutuan, Selangor)
- Northern Malaysia (Perak, Penang, Perlis & Kedah)
- Southern Malaysia (Negeri Sembilan, Melaka & Johor)
- East Cost (Kelantan, Pahang & Terengganu)
- East Malaysia (Labuan, Sabah & Sarawak)
- Overseas

Category of Key Position & Sector

- Senior Managers (General Manager, Managing/Director, Director, Vice-President, Chairman, Branch Manager, Partner, Administrative Manager, Chief Executive Officer, Owner/Sole proprietor)
- Financial Managers (Chief Financial Officer, Financial Controller, Investment Consultant, Auditor, Accountant, Treasurer, Financial Accountant)
- Sector (Industry, Commerce, Public Sector & Public Practice)

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Riding the Digital Wave, Leading Transformation

**Concurrent Session 1A**  
Industry Revolution (IR) 4.0:  
How it could Impact Your Business

Integrating advanced manufacturing with Industry 4.0 to create fourth industrial revolution is catalyzed by developments like data science, AI, cloud, big data, analytics, IoT systems and artificial intelligence.

This session sets the overall Conference tone by defining Industry 4.0 and its impact, showcasing how business should strategize to ensure long-term sustainability and compete globally, and assessing whether IT 4.0 can create a healthy business in leading ahead.

**Speakers:** Muzaimi Yusoff, PwC Managing Director, PwC Malaysia; Jia Jiamin, PwC Managing Director, PwC Malaysia; Muzaimi Yusoff, PwC Managing Director, PwC Malaysia; Muzaimi Yusoff, PwC Managing Director, PwC Malaysia.

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C. Social Media

Facebook

<https://www.facebook.com/miainpage/>

Facebook pre-event posting

07 September 2018: MIA Conference 2018 promo video: MIA CEO



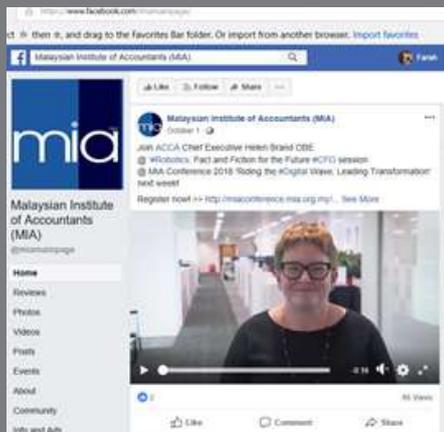
31 July 2018: MIA Conference 2018 (FB Event calendar)



31 July 2018: MIA Conference 2018 - Early Bird ends midnight



01 Oct 2018: MIA Conference 2018 promo video: ACCA - Helen Brand



02 Oct 2018: MIA Conference 2018 promo video: CGMA - Dr Noel Tagoe



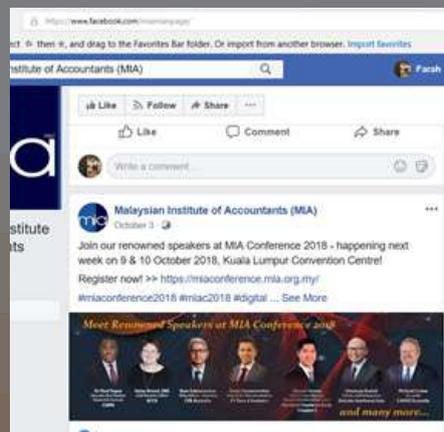
03 Oct 2018: MIA in the News: Taking a deeper dive into digital transformation (The Edge Malaysia)



03 October 2018: MIA Conference 2018 promo video: BDO - Stephen Darley



03 October 2018: MIA Conference 2018: Speakers promo



03 October 2018: MIA Conference 2018 promo video: BDO - Stephen Darley



Event day Posting

09 October 2018: MIA Conference 2018 - All set!

09 October 2018: MIA Conference 2018 - Live streaming CEO

09 October 2018: MIA Conference 2018 - P1

Event day Posting

09 October 2018: MIA Conference 2018 - YB Dato' IR Hj. Amiruddin Hamzah, Deputy Finance Minister of Malaysia Keynote Address



09 October 2018: MIA Conference 2018 - Malaysia Book of Records



09 October 2018: MIA Conference 2018 - Thank You YB Dato' IR Hj. Amiruddin Hamzah, Deputy Finance Minister of Malaysia



Event day Posting

10 October 2018: IF Mini Pupillage Certification Ceremony - CEO quote



10 October 2018: MIA Conference 2018 - CS4A, CS4B, CS4C



10 October 2018: MIA Conference 2018 - Datuk David Arumugam & Alleycats



Twitter

https://twitter.com/miaconnect1967

13 April 2018: Register now @ MIA Conference 2018, 9-10 October 2018 for super savings!



03 May 2018: Enjoy early bird registration!



07 September 2018: Sign up for MIA Conference 2018 and enjoy the early bird rate!



07 September 2018: MIA Conference 2018 promo video: MIA CEO



01 October 2018: MIA Conference 2018 promo video: ACCA - Helen Brand



03 October 2018: MIA in the News: Taking a deeper dive into digital transformation (The Edge Malaysia)



03 October 2018: Join Stephen Darley, CEO Asia Pacific, BDO @ MIA Conference 2018 next week!



03 October 2018: MIA Conference 2018: Speakers promo!



03 October 2018: Join Ram Subramanian, Policy Advisor – Reporting, @cpaaustralia at MIA Conference 2018 next week!



05 October 2018: Join Michael Croker, #Tax Leader, CAANZ Australia @ 'Taxing the Digital Economy' @ MIA Conference 2018!



08 October 2018: Live from KL Convention Centre tomorrow, 9 Oct 2018 @ MIA Conference 2018!



09 October 2018: All set for MIA Conference 2018 'Riding the Digital Wave, Leading Transformation' - happening at 9am!



09 October 2018: Live from KL Convention Centre tomorrow, 9 Oct 2018 @ MIA Conference 2018!



09 October 2018: Happening now @ Day 1 MIA Conference 2018 'Riding the Digital Wave, Leading Transformation'



09 October 2018: ACCA Chief Executive Helen Brand OBE sharing the results of 'Embracing robotic automation during the evolution of finance'



09 October 2018: YB Dato' IR Hj. Amiruddin Hamzah, Deputy Finance Minister @ MIA Conference 2018



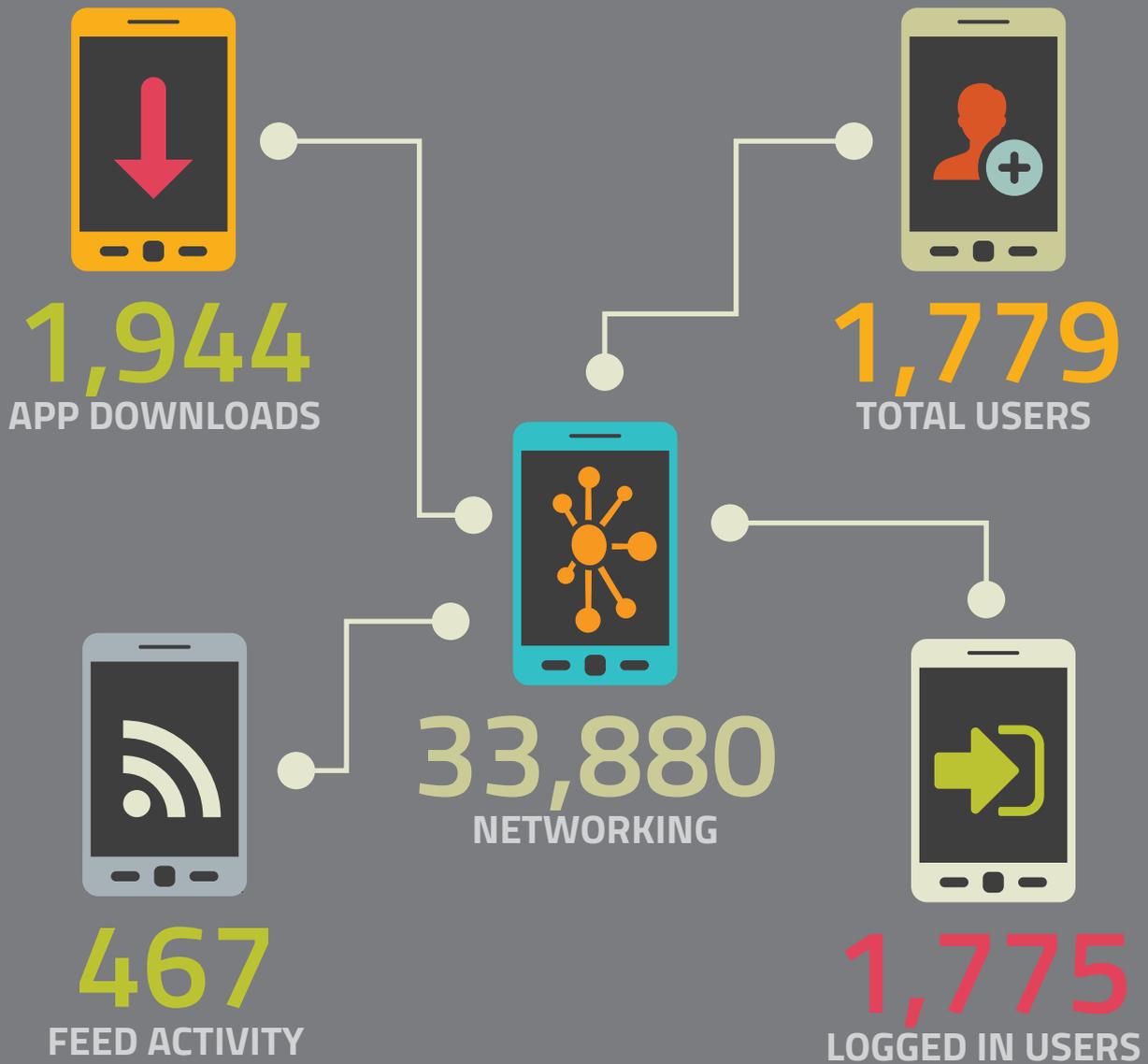
09 October 2018: MIA Conference 2018 - Malaysia Book of Records



09 October 2018: Thank You, YB Dato' IR Hj. Amiruddin Hamzah, Deputy Finance Minister of Malaysia for officiating MIA Conference 2018!



D. Mobile app



# 4. ON – SITE EXPOSURE

## a) Logo presence



**EXHIBITION LAYOUT PLAN**

COMPANY / ORGANIZATION	BOOTH NO.	COMPANY / ORGANIZATION	BOOTH NO.
ACCA	71	AMAL MALAYSIA SPA BND	80
ASSOCIATION OF ACCOUNTANTS	72	ANALYTICAL SERVICES	81
ASSOCIATION OF ACCOUNTANTS	73	ANALYTICAL SERVICES	82
ASSOCIATION OF ACCOUNTANTS	74	ANALYTICAL SERVICES	83
ASSOCIATION OF ACCOUNTANTS	75	ANALYTICAL SERVICES	84
ASSOCIATION OF ACCOUNTANTS	76	ANALYTICAL SERVICES	85
ASSOCIATION OF ACCOUNTANTS	77	ANALYTICAL SERVICES	86
ASSOCIATION OF ACCOUNTANTS	78	ANALYTICAL SERVICES	87
ASSOCIATION OF ACCOUNTANTS	79	ANALYTICAL SERVICES	88
ASSOCIATION OF ACCOUNTANTS	80	ANALYTICAL SERVICES	89
ASSOCIATION OF ACCOUNTANTS	81	ANALYTICAL SERVICES	90
ASSOCIATION OF ACCOUNTANTS	82	ANALYTICAL SERVICES	91
ASSOCIATION OF ACCOUNTANTS	83	ANALYTICAL SERVICES	92
ASSOCIATION OF ACCOUNTANTS	84	ANALYTICAL SERVICES	93
ASSOCIATION OF ACCOUNTANTS	85	ANALYTICAL SERVICES	94
ASSOCIATION OF ACCOUNTANTS	86	ANALYTICAL SERVICES	95
ASSOCIATION OF ACCOUNTANTS	87	ANALYTICAL SERVICES	96
ASSOCIATION OF ACCOUNTANTS	88	ANALYTICAL SERVICES	97
ASSOCIATION OF ACCOUNTANTS	89	ANALYTICAL SERVICES	98
ASSOCIATION OF ACCOUNTANTS	90	ANALYTICAL SERVICES	99
ASSOCIATION OF ACCOUNTANTS	91	ANALYTICAL SERVICES	100

### Thank You

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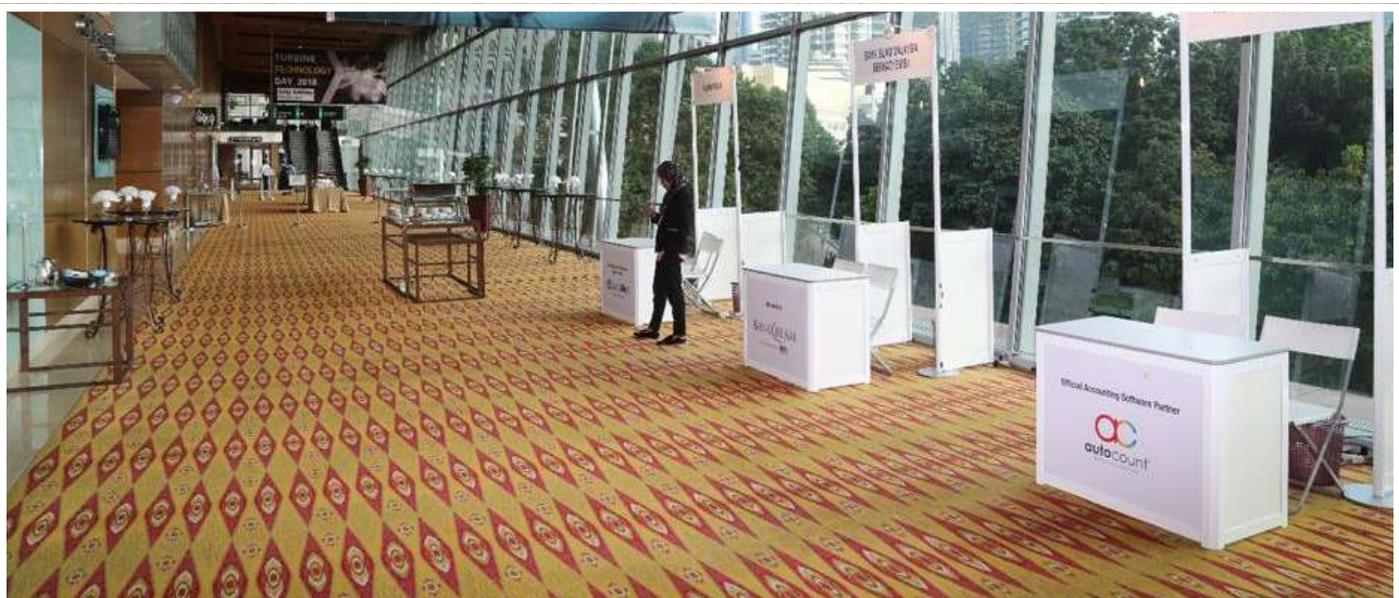
b) Conference banners



c) Exclusive sponsors banners



d) Exclusive sponsors kiosks



e) Exhibition booths











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59200 Kuala Lumpur, Malaysia

GL: **+603 2722 9000**  
Fax: **+603 2722 9009**

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MIA Conference Website: <http://miaconference.mia.org.my>  
Facebook: <https://www.facebook.com/miamainpage>

**MARK YOUR  
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Date: **22 & 23 October 2019**  
Venue: **Kuala Lumpur Convention  
Centre, Kuala Lumpur, Malaysia**

Find out more at  
[miaconference.mia.org.my](http://miaconference.mia.org.my)

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