
Press Release

FOR IMMEDIATE RELEASE

MALAYSIA ‘STANDING TALL’ FOR THE FIRST INTERNAL AUDITORS CONFERENCE IN ASIA

- 3,000 internal audit professionals and governance stakeholders to convene in Kuala Lumpur for the 70th Institute of Internal Auditors International Conference 2011

Kuala Lumpur, 11 April 2011 – A first for Asia, the upcoming 70th Institute of Internal Auditors (IIA) International Conference 2011 will be held in Malaysia from 10 – 13 July. The biggest gathering for audit professionals this year, the conference is expected to attract 3,000 delegates from over 100 countries to Kuala Lumpur and set the tone of the profession for the new decade.

The IIA is the global leader of the internal audit profession with over 170,000 members in 165 countries.

Commenting on Kuala Lumpur as the host city for 2011, Florida, USA-based Richard Chambers, IIA Global President and Chief Executive Officer said, “I am extremely proud that our global organisation will have the opportunity to gather in one of the most vibrant, dynamic and diverse international cities anywhere. Just as Malaysia has a history of long-held traditions and values, it is appropriate that this conference is held in Asia when The IIA is celebrating its 70th anniversary.

“The venue, Kuala Lumpur Convention Centre in the heart of the city – is one of the most advanced facilities in the world and where internationally recognised speakers will present. This includes United Nations’ Under-Secretary-General of Internal Oversight Services Carman Lapointe; one of the United Kingdom’s leading voices on governance issues, Robert Haldane Smith, Lord Smith of Kelvin; as well as writer and economist Graeme Maxton who is a leading expert on Asian business and economics.”

“Themed ‘Standing Tall’, it is particularly appropriate as Kuala Lumpur is home to a unique international landmark – the PETRONAS Twin Towers, one of the tallest man-made structures on the planet. The Twin Towers perfectly symbolises the aspirations of Malaysians to ascend to new heights and be leaders in their own right,” said Mr Wee Hock Kee, Chairman, Host Conference Committee, IIA Malaysia.

‘Standing Tall’ is a call to the internal audit profession to assume even greater leadership roles in promoting and advocating sound governance standards and practices in both the private and public business sectors.

A professional development programme has been planned to provide access to speakers, vendors, resources and networking to help internal audit professionals to respond to stakeholders’ needs. Over 100 top-notch practitioners and thought leaders will be leading the conference sessions focusing on today’s risk, control and governance issues, best practices and challenges.

“Bringing this world-class conference to Malaysia offers immeasurable opportunities for local internal audit practitioners to gain international exposure and to learn from industry experts to deliver effective audit and governance services to their organisations,” said Mr Zulkefli Hj Sharif, Chief Executive Officer, Malaysia Convention & Exhibition Bureau (MyCEB).

“With an estimated 60 per cent of delegates from overseas, the 2011 IIA International Conference is expected to contribute RM 13 million (EUR 3 million, USD 4 million) in visitor expenditure to the economy.”

Concluding the interview, Ms Yong Ngeak Choo, Executive Director, IIA Malaysia said, “The success of this event will give impetus for the Institute to take the lead and position Malaysia as the regional hub for the development of the internal audit profession in Asia Pacific – which represents the legacy of this event.”

###

For more information, please contact:

Ms Phang Wei Yin

Public Relations Manager

Tel : +603 2034 2090

Fax : +603 2034 2091

Email : weiyin@myceb.com.my

NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia’s business tourism brand and position for the international meetings, incentives, conventions and exhibitions (MICE) market. A not-for-profit organisation, MyCEB serves as a one-stop centre to assist meeting and event planners to bid for and stage regional and international business events in Malaysia and act as a conduit for national product development. www.myceb.com.my

About the Institute of Internal Auditors Malaysia (IIA Malaysia)

The IIA Malaysia is a non-profit professional organisation dedicated to the advancement and development of the internal audit profession in Malaysia. IIA Malaysia was established in 1977 as a Chapter of The Institute of Internal Auditors Inc, USA and elevated to the status of a National Institute in 1988 when membership exceeded the 500 mark. In July 1994, IIA Malaysia was incorporated as a Company Limited by Guarantee and since then, it has grown progressively in size and stature. Today, there are more than 3,000 members in Malaysia.

IIA Malaysia is affiliated to The Institute of Internal Auditors Inc (The IIA), USA, a worldwide body founded in 1941 by a small group of dedicated internal auditors who wanted an organisation that would represent their profession and provide educational activities and standards for the professional practice of internal auditing. Through IIA Malaysia's affiliation, its members are able to share in a collective wisdom of more than 170,000 members in over 165 countries and territories.

<http://www.iaa2011kl.org>

<http://www.iam.com.my>

APRIL 2011