



## *Standing Tall!*

Plan now to attend the 70th annual international conference in 2011 as The IIA brings its world-class professional development event to Kuala Lumpur, Malaysia. You will stand tall in the profession as you participate in powerful keynote speaker sessions, engage in peer-to-peer networking, and interact with professional service firms and vendors in the most up-to-date exhibit hall experience.



### FOREWORD BY CHAIRMAN

Kuala Lumpur is delighted and honored to be chosen as host of the 2011 Institute of Internal Auditors International Conference. We are immensely proud to be the first country in Asia to host this prestigious event. And we extend our warmest welcome to the thousands of professional internal auditing practitioners from around the world who will gather July 10-13 in Kuala Lumpur, one of the premier business destinations in Asia.

The IIA is THE global leader of the internal audit profession with more than 160,000 members in 165 countries. As we step boldly into the second decade of the century, the 2011 IIA International Conference is the perfect springboard to launch the profession to greater heights and respond positively to the dynamic nature of business today.

Kuala Lumpur's theme for the conference is "Standing Tall." This is particularly appropriate as our city is home to a unique international landmark – the world famous Petronas Twin Towers, one of the tallest man-made structures on the planet. The Twin Towers perfectly symbolizes the aspirations of Malaysians to ascend to new heights and be leaders in their own right. "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.

We live and work in a time that presents great challenge along with abundant opportunity! The interdependent nature of business in the 21st century requires today's internal auditors to understand the political environments in their respective domains, while also maintaining their independence and objectivity. We must embrace change to be true leaders.

The world economy is only now regaining its balance after the global financial turmoil of late 2008. Now is an excellent time for all internal audit professionals to pause and reflect on the profession and take positive steps to fortify their knowledge, awareness, and skill sets. We will all need clearer vision to navigate the uncharted waters of a dynamically changing and sometimes perilous business environment. It is time for bold changes to make business more ethical, transparent and sustainable in the coming years.

The Kuala Lumpur conference, with renowned speakers, industry experts and accomplished practitioners, offers a unique and valuable opportunity to explore in-depth the critical issues facing auditors across all industries and governments.

The Institute of Internal Auditors, Malaysia, pledges to make every effort to ensure all attendees enjoy a truly memorable professional development experience in Kuala Lumpur. At the same time, we cordially invite you to savor an incomparable fusion of multi-ethnic colors, tastes, languages and culture, which are uniquely Malaysian. Plan to make some time in your busy schedules and after the conference to explore this beautiful land of ours. We guarantee you a one-of-a-kind sensory and visual experience!



**Wee Hock Kee**  
Chairman  
Host Conference Committee (HCC)  
IIA International Conference 2011