

Presents

THE LEADING AUTHORITIES ON CORPORATE REPORTING
ALL IN THIS ONE-DAY LONDON CONFERENCE

IFRS 2007/8

CURRENT PRACTICAL INTERPRETATION
AND FUTURE STRATEGIC DIRECTION

• OCTOBER 4TH 2007, MARRIOTT GROSVENOR SQUARE, LONDON •

The major Autumn Symposium for FDs, for Financial
Controllers and their teams, for Analysts and Investors

Speakers

- SIR DAVID TWEEDIE - IASB
- PAUL BOYLE - FRC
- KEN LEVER - TOMKINS PLC & 100 GROUP
- KEN WILD - DELOITTE
- RUSSELL PICOT - HSBC HOLDINGS PLC
- BILL HICKS - ASTRAZENECA PLC
- BILL KNIGHT - FRRP
- KATHRYN CEARNS - HERBERT SMITH
- KENNETH LEE - CITI INVESTMENT RESEARCH

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IFLR
INTERNATIONAL FINANCIAL LAW REVIEW

PLUS CONCLUDING OPEN FORUM ON THE FUTURE DIRECTION OF IFRS

MICHAEL IZZA - CHIEF EXECUTIVE, ICAEW

ISOBEL SHARP - PRESIDENT, ICAS

RICHARD AITKEN-DAVIES - VICE-PRESIDENT, ACCA

NICK TOPAZIO - HEAD OF FINANCIAL REPORTING, CIMA

PAUL BOYLE - FRC; BILL KNIGHT - FRRP

THE MAJOR AUTUMN SYMPOSIUM FOR FDs, FINANCIAL CONTROLLERS AND THEIR TEAMS, ANALYSTS & INVESTORS

It is now clear that the implementation of IFRS was not just a technical revolution. It was a "once-in-a-generation" transformation of the business landscape – and on a global scale.

The IFRS 2007/8 Conference provides the opportunity for companies and their advisors to seize the competitive advantages made available by this transformation. Understanding the nuances, the detail and the strategies involved is key. The conference will open with a unique chance of a dialogue with the man who has masterminded the IFRS revolution, Sir David Tweedie, the Chairman of the International Accounting Standards Board. The practical issues will be advanced through the day by Ken Wild, Deloitte's Global Leader, IFRS; by Ken Lever, the Chairman of the Financial Reporting Committee of the 100 Group of UK Finance Directors and CFO of Tomkins plc; by Bill Hicks of AstraZeneca; and by Russell Picot of HSBC. Providing insight from the investment and investor relations community will be Ken Lee, Head of Accounting and Valuation Research for Europe with Citi Investment Research. Kathryn

Cearns of Herbert Smith will provide advice on how to cope with the legal and tax issues.

Now that the dust has settled after the first year of IFRS implementation it has become clear that regulation, both global and national, has become a crucial future issue for companies and their advisors. Paul Boyle, Chief Executive of the Financial Reporting Council and a key player in the business of global regulation, will provide insight and information on potential areas of concern for companies. Bill Knight, Chairman of the Financial Reporting Review Panel will provide guidance on what the Panel will be looking out for across the next year of IFRS reporting and will provide insight on pitfalls and trends which the Panel has picked up in recent months.

No other conference this year will provide such a comprehensive package of insight, information and discussion of all the issues which affect the financial reporting community: the preparers of accounts and all who advise them.

SIR DAVID TWEEDIE is Chairman of the International Accounting Standards Board (IASB) and is the architect of the new IFRS system. Previously, he chaired the UK's Accounting Standards Board for 10 years.

KENNETH LEE is Head of Accounting and Valuation Research for Europe with Citi Investment Research. He is the author of *Accounting for Investment Analysts: An International Perspective* and a co-author of *Company Valuation under IFRS*.

KEN LEVER has been the Finance Director of Tomkins plc since November 1999. Ken is a Chartered Accountant. He is the Chairman of the 100 Group Financial Reporting Committee.

KEN WILD is Deloitte's Global Leader, IFRS. He is also the National Director of Assurance and Advisory Services for the firm in the UK.

BILL HICKS is the Director of External Financial Reporting at AstraZeneca plc. He is responsible for the preparation of the company's Annual Report and 20-F and was heavily involved in the transition to IFRS.

RUSSELL PICOT is Group General Manager and Group Chief Accounting Officer HSBC Holdings plc. He is the HSBC Group's representative on the Financial Advisory Panel of the British Bankers' Association.

KATHRYN CEARNS is a consultant within the corporate division of Herbert Smith. She is also Chairman of the Technical Advisory Committee of the Institute of Chartered Accountants in England & Wales.

PAUL BOYLE is the Chief Executive of the Financial Reporting Council, the independent regulator responsible for promoting confidence in corporate reporting and governance. He was previously the Chief Operating Officer of the Financial Services Authority.

BILL KNIGHT has chaired the Financial Reporting Review Panel since 2004. He is a former senior partner of Simmons & Simmons and was chairman of the Law Society's Company Law Committee.

MICHAEL IZZA became Chief Executive of the ICAEW in December 2006. He was previously Director of Finance and Operations and then Chief Operating Officer.

ISOBEL SHARP is President of ICAS and a Partner at Deloitte where she specialises in financial reporting, company law and corporate governance matters.

NICK TOPAZIO is Head of Financial Reporting for CIMA. Nick is actively involved in the formulation of CIMA policy on a range of business and financial reporting topics.

RICHARD AITKEN-DAVIES was elected as Deputy President of ACCA in May 2007. He is Chairman of ACCA's external Financial Reporting Committee.

ROBERT BRUCE is the UK's leading commentator on accounting, financial reporting, corporate governance and management issues. He writes regular articles on accountancy and financial reporting for the *Financial Times*.

PROGRAMME

THURSDAY 4TH OCTOBER 2007

- 9.00AM KEYNOTE EVENT**
SIR DAVID TWEEDIE
Chairman, International Accounting Standards Board
Conference Chairman:
ROBERT BRUCE, *Accountancy Columnist, Financial Times*
- A DIALOGUE WITH THE CHAIRMAN**
Conference Chairman, Robert Bruce, introduces a dialogue with Sir David Tweedie, Chairman of the International Accounting Standards Board. After a brief scene-setting and update the dialogue will be opened up to questioning from conference attendees.
- 10.00AM THE ANALYST'S VIEW**
INVESTOR INSIGHT AND CONVERGENCE
- What do analysts/investors feel about the convergence debate?
- Some empirical observations about GAAP differentials
- Would GAAP differentials impact valuations?
- KENNETH LEE**
Head of Accounting and Valuation Research for Europe, Citi Investment Research
- 10.45AM MORNING COFFEE BREAK**
- 11.15AM THE PREPARER'S VIEW**
FINANCIAL PERFORMANCE IN THE IFRS ENVIRONMENT
- The difficulty of understanding financial performance in the IFRS environment.
- Can reported information aid understanding of future cash flows?
- The use of non-GAAP information to really understand what is happening.
- Looking to the future to assess value creation.
- KEN LEVER**
Finance Director, Tomkins plc. Chairman of the Financial Reporting Committee, 100 Group of UK Finance Directors.
- 12.00PM IFRS: THE AUDIT AND REGULATORY ISSUES**
- The IASB - the latest report card.
- Convergence: beauty and the beast?
- Europe issues, world issues and politics.
- The accounting model: evolution or revolution?
- KEN WILD**
Global Leader, IFRS, Deloitte
- PANEL DISCUSSION:**
ROBERT BRUCE, KEN WILD &
Senior Director, Business Objects
- 12.45PM LUNCH**
- 2.00PM EXPERIENCES FROM INSIDE THE IFRS EXPERIMENT**
IFRS IMPLEMENTATION: THE SECOND YEAR AND BEYOND
- Bedding down IFRS
- Developing IFRS
- Convergence with the US
- Future IFRS developments
- Influencing the standard-setters
- BILL HICKS**
Director of External Financial Reporting, AstraZeneca plc
- THE BANKING AND FINANCE ISSUES**
- How to avoid hedge accounting pitfalls
- Noise versus reality
- Which of your 454 pages of annual report and accounts should I read ?
- It could have been worse....what we have managed to avert!
- RUSSELL PICOT**
Group General Manager and Group Chief Accounting Officer, HSBC Holdings plc
- PANEL DISCUSSION:**
BILL HICKS, RUSSELL PICOT, ROBERT BRUCE
- 3.00PM LEGAL AND RELATED PRACTICAL IMPLICATIONS OF IFRS**
- Distributable profits: new guidance and cost of investment issues
- Adoption and enforcement in Europe including Debt Covenants
- Changes to the EU accounting directives
- Other issues arising from the new Companies Act, including true and fair
- KATHRYN CEARNS**
Consultant, Herbert Smith & Co
- 3.45PM AFTERNOON TEA BREAK**
- 4.05PM THE CHANGING REGULATORY ENVIRONMENT**
IFRS : THE REGULATOR'S PERSPECTIVE
- The UK implementation perspective
- Regulatory co-operation within Europe
- Regulatory co-operation with the US
- The Future Direction of IFRS
- PAUL BOYLE**
Chief Executive, Financial Reporting Council
- IFRS: REVIEWING THE REPORTS AND ACCOUNTS**
- The way the FRRP works
- Where is the risk?
- The problem of consistency
- "True and fair"
- BILL KNIGHT**
Chairman, Financial Reporting Review Panel
- 4.45PM FORUM : WHERE DO WE GO FROM HERE?**
Panel discussion chaired by Robert Bruce with:
PAUL BOYLE
Chief Executive, Financial Reporting Council
BILL KNIGHT
Chairman, Financial Reporting Review Panel
MICHAEL IZZA
Chief Executive, ICAEW
ISOBEL SHARP
President, ICAS and partner, Deloitte
NICK TOPAZIO
Head of Financial Reporting, CIMA
RICHARD AITKEN-DAVIES
Vice-President, ACCA
- 5.25PM Closing Remarks**
- 5.30PM Close of Conference**

I would like to register for

IFRS 2007/8

October 4th, Marriott Grosvenor Square, London

1|Register (Please tick one box):

Early bird discount (SAVE £75 - book by August 10th): £520

Delegate registration fee: £595

Association discount (SAVE £100): £495

Association: ACCA/CIMA/ICAS/ICAEW (please circle) Membership no: _____

Plus VAT 17.5%

Total Remittance

2|Your details for registration (Please print):

Name: _____

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Job title: _____

Fax: _____

Company: _____

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Address: _____

Please photocopy this form for additional delegates.

I cannot attend but please add me to your mailing list for future events.

Postcode: _____

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3|Method of payment

Payment must be received before the conference date to guarantee your place. Please tick box to select payment method and sign agreement in box

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or:

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Tel: Catherine Hall on +44 (0) 20 7779 8717

Mail: Pippa Martin

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London EC4V 5EX, UK

ADMINISTRATIVE INFORMATION:

CANCELLATION POLICY: If you cannot attend you must cancel your registration in writing before September 24th 2007 to receive a full refund. We cannot accept verbal cancellations. Cancellations received after September 24th 2007 are liable for the full conference fee. You may send a substitute to attend in your place at no extra charge.

REGISTRATION FEE: The registration fee includes participation in the conference, lunches, cocktail reception and documentation material, which will be distributed at the beginning of the event. All bookings are binding on receipt of the booking form.

VENUE:

Marriott Grosvenor Square,
Grosvenor Square,
London
W1K 6JP
Tel: +44 (0)207 493 1232

TRAVEL & ACCOMMODATION: Delegates are responsible for the arrangement and payment of their own travel and accommodation.