

Presents

THE WORLD'S LEADING AUTHORITIES ON CHANGES IN CORPORATE REPORTING –
AVAILABLE TOGETHER IN THIS ONE-DAY LONDON CONFERENCE
+ PRACTICAL POST-CONFERENCE WORKSHOP ON IAS 32 AND IAS 39

IFRS 2006/7

CURRENT PRACTICAL INTERPRETATION AND FUTURE STRATEGIC DIRECTION

• OCTOBER 10TH 2006, CAVENDISH CONFERENCE CENTRE, LONDON •

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

Speakers

- › SIR DAVID TWEEDIE - IASB
- › ROBERT H. HERZ - FASB
- › KEN WILD - DELOITTE
- › JON SYMONDS - ASTRAZENECA
- › NICK ANDERSON - AMERICAN APPRAISAL
- › KATHRYN CEARNS - HERBERT SMITH
- › KENNETH LEE - CITIGROUP
- › IAN BRINDLE - FRRP

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PLUS EXPERT POST-CONFERENCE WORKSHOP ON:
IFRS FOR FINANCIAL INSTRUMENTS
PRESENTED BY GRAEME TOSEN, HBOS TREASURY SERVICES

Wednesday 11th October
See inside for details

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

The implementation of International Financial Reporting Standards in Europe and around the world is now complete. This conference is the first to report on the experiences of those involved in the process and to look ahead at the strategies required in a changed world. It will take its cue from the very top with **Keynote Addresses** from both **Sir David Tweedie, Chairman of the International Accounting Standards Board** and architect of the new system, and **Robert H. Herz, Chairman of the US Financial Accounting Standards Board**. The issues will be discussed by practitioners, **Jon Symonds, CFO at AstraZeneca and immediate past Chairman of the UK 100 Group of finance directors**, and **Ken Wild, Global Leader IFRS with**

Deloitte. There will be panel discussions on interpretations and **Nick Anderson of American Appraisal UK** will be leading a panel on fair values and valuations. **Kathryn Cearnis of Herbert Smith** will provide insight from the legal angle and **Kenneth Lee of Citigroup** will explain how the analyst community sees the corporate efforts so far. The Conference will conclude with a Panel featuring **Ian Brindle**, the former chairman of PwC and now **Deputy Chairman of the Financial Reporting Review Panel and leading regulator**. The conference aims to provide comprehensive coverage of all the issues that affect members of 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.

ROBERT H. HERZ is Chairman of the Financial Accounting Standards Board (FASB). Previously, he was North America Theater Leader of Professional, Technical, Risk & Quality at PricewaterhouseCoopers and a member of the firm's Global and U.S. Boards.

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.

JON SYMONDS is CFO of AstraZeneca plc and has the responsibility for global information systems and investor relations. Jon is former Chairman of the One Hundred Group of Finance Directors and a Board member of the Accounting Standards Board.

NICK ANDERSON leads the UK financial valuation group of American Appraisal. His personal specialisation is in intangible asset valuation.

KATHRYN CEARNIS 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.

KENNETH LEE is Citigroup's Head of Accounting and Valuation research for Europe. He is the author of *Accounting for Investment Analysts: An International Perspective* and a co-author of *Company Valuation under IFRS*.

IAN BRINDLE is Deputy Chairman of the Financial Reporting Review Panel, the regulatory arm of the Financial Reporting Council, the UK's independent regulator for corporate reporting and governance. He was previously the Chairman of PricewaterhouseCoopers, from which he retired in 2001.

GERRY MEHM is Chairman of the Appraisals Issues Task Force in the US and Senior VP and Managing Principal of American Appraisal, San Francisco.

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

TUESDAY 10TH OCTOBER 2006

- 9.00AM CHAIRMAN'S INTRODUCTION**
ROBERT BRUCE
Accountancy Columnist, *Financial Times*
- 9.15AM KEYNOTE ADDRESS:**
The View From the IASB
- A Global Overview
 - The Impact of IFRS So Far
 - The Issue of Interpretations
 - What the Future Holds
- SIR DAVID TWEEDIE**
Chairman, International Accounting Standards Board
- 10.00AM KEYNOTE ADDRESS:**
The View From FASB
- The Importance of IFRS
 - US Regulatory Issues
 - The Route to Convergence
 - What The Future Holds
- ROBERT H. HERZ**
Chairman, Financial Accounting Standards Board
- 10.45AM COFFEE**
- 11.15AM The View From The Global Audit Firm**
- An Auditor's Perspective
 - Reporting Issues
 - Interpretations
 - Future Planning
- KEN WILD**
Global Leader, IFRS, Deloitte
- 12.00PM Panel Discussion and Q & A**
ROBERT BRUCE
Conference Chairman
- SIR DAVID TWEEDIE**
Chairman, International Accounting Standards Board
- ROBERT H. HERZ**
Chairman, Financial Accounting Standards Board
- KEN WILD**
Global Leader, IFRS, Deloitte
- JON SYMONDS**
CFO, AstraZeneca and Immediate Past-Chairman,
100 Group of UK Finance Directors
- NICK ANDERSON**
Managing Director, American Appraisal FVG UK
- 12.45PM Lunch**
- 2.00PM The View From The CFO**
- The Experience of IFRS So Far
 - Practical Issue and Surprises
 - Interpretations
 - Future Developments
- JON SYMONDS**
CFO, AstraZeneca and Immediate Past-Chairman,
100 Group of UK Finance Directors
- 2.45PM Panel Discussion: – Fair Values - The Good, The Bad and The Ugly**
NICK ANDERSON
Managing Director, American Appraisal FVG UK
- PATRICK WU**
President of American Appraisal China
- INGO SCHNEEMANN**
Managing Director of American Appraisal Germany
- GERRY MEHM**
Chairman of the Appraisals Issues Task Force in USA
Additional CFOs to be confirmed
- 3.30PM Legal and Related Practical Implications of IFRS**
- Overview of the Legal Situation
 - Implications for Legal Documentation, including Debt Covenants
 - Enforcement of IFRS in the UK and in Europe
 - Distributable Profits
- KATHRYN CEARNS**
Consultant, Herbert Smith & Co
- 4.10PM Tea**
- 4.30PM How Analysts Have Coped with the IFRS Transition in Europe**
- Is Accounting Important to Analysts and Their Valuation Models?
 - What have been the IFRS Changes that Analysts Have Found Most Difficult?
 - What Aspects of IFRS are Analysts Most Positive About?
 - Future Developments the Sell Side would like to see
- KENNETH LEE**
Head of Accounting and Valuation Research for Europe, Citigroup
- 5.15PM Panel Discussion: Investigating IFRS Behaviours - The View from the Regulators and Analysts**
ROBERT BRUCE
Conference Chairman
- IAN BRINDLE**
Deputy Chairman, The Financial Reporting Review Panel
- KENNETH LEE**
Head of Accounting and Valuation Research for Europe, Citigroup
- KATHRYN CEARNS**
Consultant, Herbert Smith & Co
- 5.45PM Close of Conference**

Venue information

Cavendish Conference Centre
22 Duchess Mews
London
W1G 9DT
Tel: +44 (0)207 7637 5526
Website: www.cavendishconference.com

Delegates will be sent more detailed information and directions on registration

I would like to register for the

IFRS FORUM 2006/7

October 10th, Cavendish Conference Centre, London

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