



International Federation
of Accountants

IFAC Small and Medium Practices Forum 2011

Partnering with SMEs to Build and Sustain Value



Istanbul, Turkey • March 21, 2011

Cohosts:



Supported by:



IFAC Small and Medium Practices Forum 2011

About the Forum

Please join us for this important international forum on Monday, March 21, 2011, at the Grand Hyatt, Istanbul, hosted by the International Federation of Accountants (IFAC) in cooperation with the Fédération des Experts Comptables Méditerranéens (FCM) and the two national Turkish institutes—the Expert Accountants' Association of Turkey (EAAT) and the Union of Chambers of Certified Public Accountants of Turkey (TÜRMOB).

Registration for this forum is free. Attendees cover travel and hotel accommodations.

Overview

The one-day forum will bring together regional and national accountancy bodies, standard setters, and other interested parties to discuss how to address the challenges and opportunities facing small- and medium-sized practices (SMPs) and small- and medium-sized entities (SMEs), with a focus on those in Europe and Central Asia.

The forum has the following objectives:

- Unite the global SMP community
- Facilitate discussion and debate, and the sharing of best practices and ideas
- Afford opportunities for networking and collaboration
- Contribute to the prioritization of future IFAC SMP Committee initiatives

The agenda will include discussion on the following key topics:

- How best to accommodate SME and SMP needs in the formulation and development of public policy, regulation, and international standards for auditing and assurance, accounting, and ethics
- How SMPs can adapt in an ever-changing marketplace and best deliver high-quality professional services to SMEs
- IFAC's strategy for assisting small and medium practices

The forum will also report on progress made toward achieving the recommendations made by the IFAC Board in June 2010 on how IFAC and its member bodies can best support SMPs and the SME clients they serve.

The event will commence with plenary sessions that will include an overview presentation and two panel discussions, followed by breakout groups that will give delegates the chance to share their experiences and suggestions. The day will end with a reception and dinner.

Who Should Attend

Professional accountancy organizations, both national and regional, are invited to each send up to five representatives. Organizations are encouraged to send delegates who are responsible for the interests of their SMP/SME constituents. In addition, representatives from donor agencies, the

regulatory community, associations of SMEs, the private sector, and other interested parties will be invited to participate.

Simultaneous Translation

There will be simultaneous translation from English into Turkish.

Pre-Reading Materials

Prior to the forum, participants are strongly encouraged to read the *IFAC 2009 Annual Report* and the *IFAC Strategic Plan for 2011-2014*.¹ Participants are also encouraged to visit the International Center for Small and Medium Practices and read the IFAC SMP Committee *Strategy and Work Plan for 2011-2014*.²

Forum Materials and Post-Conference Webcasts

In order to conserve resources and reduce waste, it is our policy not to hand out hard copies of the presentations and speeches on the day of the event. Electronic copies of all presentations and speeches will be available at www.ifac.org/SMP/index.php#Resources (Conferences) soon after the forum. Videos of key sessions will be available to download soon after the event on the same web page.

Forum Cohosts:

- Union of Chambers of Certified Public Accountants of Turkey (TÜRMOB)
- Expert Accountant's Association of Turkey (EAAT)
- The Federation of Mediterranean Accountants/
Fédération des Experts Comptables Méditerranéens (FCM)

Supported by:

- Association of Chartered Certified Accountants (ACCA)
- Corpul Expertilor Contabili si Contabililor Autorizati din Romania (CECCAR)
- Certified General Accountants Association of Canada (CGA-Canada)
- Consiglio Nazionale dei Dottori Commercialisti e degli Esperti Contabili (CNDCEC)
- Hong Kong Institute of Certified Public Accountants (HKICPA)
- Institute of Chartered Accountants in England and Wales (ICAEW)

1 See www.ifac.org/About/2009-annual-report.php and www.ifac.org/About/StrategicPlan.php respectively.

2 See www.ifac.org/SMP/ and www.ifac.org/SMP/Committee.php#Objectives respectively.

Forum Program: *The Forum will be held in the Grand Ballroom (Program subject to change)*

8:00 – 9:00 **Registration and Collection of Materials**

Session 1 **Opening Session: Setting the Scene**

Chair:

Sylvie Voghel, *Chair, IFAC SMP Committee*

9:05 – 9:10 **Welcome from the Guest of Honor**

9:10 – 9:25 **Forum Objectives and the Work of the SMP Committee**

Sylvie Voghel, *Chair, IFAC SMP Committee*

Paul Thompson, *Deputy Director, SME and SMP Affairs, IFAC*

9:25 – 9:45 **IFAC's Support for SMPs and SMEs**

Göran Tidström, *President, IFAC*

9:45 – 10:00 **An Overview of the Turkish Profession's SMP/SME Activities**

Nail Sanli, *President, Union of Chambers of Certified Public Accountants of Turkey*

10:00 – 10:10 **An Overview of FCM's SMP/SME Activities**

George Samothrakis, *President, Fédération des Experts Comptables Méditerranéens (FCM)*

10:10 – 10:40 **Break**

Refreshments will be served.

Session 2 **Public Policy, Regulation, and Standards for SMPs and SMEs: Panel Discussion**

10:40 – 12:30 **Chair:**

Nicolas Véron, *Research Fellow and Chief Development Officer, Bruegel*

Panelists:

Henri Fortin, *Program Manager, Centre for Financial Reporting Reform, The World Bank, Europe and Central Asia Region*

Pierre Delsaux, *Director, Free Movement of Capital, Company Law and Corporate Governance Directorate, European Commission*

Philip Johnson, *President, European The Federation of European Accountants (FEE)*

Don Thomson, *Member, International Ethics Standards Board for Accountants (IESBA)*

Prof. Arnold Schilder, *Chairman, International Auditing and Assurance Standards Board (IAASB)*

12:30 – 13:30 **Buffet Lunch**

Session 3 **SMPs Evolving to Better Serve SMEs: Panel Discussion**

13:30 – 15:20 **Chair:**

Robin Jarvis, *Head of SME Affairs, Association of Chartered Certified Accountants*

Panelists:

Stuart Black, *Member, IFAC SMP Committee*

Brian Bluhm, *Member, IFAC SMP Committee*

Masum Turker, *Member, IFAC SMP Committee*

Philippe Arraou, *Executive Board Member, Conseil Supérieur de l'Ordre des Experts-Comptables (CSOEC)*

Andrea Benassi, *Secretary-General, European Association of Craft, Small and Medium-sized Enterprises (UEAPME)*

15:20 – 15:50 **Break**

Refreshments will be served.

Session 4 **Breakout Groups**

15:50 – 17:40 **Track A: Helping SMPs Implement the IESBA Code of Ethics**

Chair:

Don Thomson, *Member, International Ethics Standards Board for Accountants (IESBA)*

Track B: Future IAASB Projects for SMPs

Chair:

Phil Cowperthwaite, *Member, International Auditing and Assurance Standards Board (IAASB)*

Track C: Resources and Tools for SMPs

Chair:

Giancarlo Attolini, *Deputy Chair, IFAC SMP Committee*

17:40 – 17:45 **Concluding Remarks**

Sylvie Voghel, *Chair, IFAC SMP Committee*

19:30 – Late **Cocktail Reception and Dinner—Grand Ballroom**

Transfer from Airport to Hotel

We believe the best way of getting from the airport to the hotel is by taxi cab. This will cost approximately 50 Turkish Lira (TL) which equates to around USD\$35.

To arrange a car transfer through the hotel, please email istanconciierge@hyatt.com. The charge is EUR 99 + 18% VAT for up to 4 passengers, which will be charged to your guest room.

Visa Information

You are strongly advised to confirm any related travel or visa requirements with your travel agent and local Turkish Embassy or Consulate well in advance of the event. Many foreign delegates will require a visa. We recommend that delegates apply for their visas as early as possible and no later than mid-February. If you need a visa invitation letter, please contact Anna Lee (AnnaLee@ifac.org).

For Assistance

If you need help either before or during your stay in Istanbul, please contact:

Ms. Yildiz Ozturk
International Affairs Department, TÜRMOB
Gençlik Caddesi No: 107
06570 Anittepe
Ankara, TURKEY
Tel: +90 312 232 50 60/Ext. 207
Fax: +90 312 232 50 73
E-mail: international@turmob.org.tr

Registration

Please use the attached Registration Form to confirm your attendance at the forum. Please review the visa information instructions prior to completing the form.

If you have any queries, please contact:

Anna Lee
Administrative Assistant, SMP and TAC/FoF
International Federation of Accountants
545 Fifth Avenue, 14th Floor
New York, NY 10017
USA
Tel.: +1 212-471-8720
Fax: +1 212-286-9570
E-mail: annalee@ifac.org

Visiting Istanbul, Turkey

For travel information on Turkey see www.fco.gov.uk/en/travel-and-living-abroad/travel-advice-by-country/europe/turkey or http://travel.state.gov/travel/cis_pa_tw/cis/cis_1046.html. For more information on visiting Istanbul, please visit the Official site of the Ministry of Tourism at <http://tourismturkey.org/>.

Hotel Accommodations



The official hotel for the forum is the Grand Hyatt, located in Istanbul, Turkey. IFAC has secured preferential room rates for forum delegates inclusive of breakfast of EUR 170-190 plus 8% taxes per night. Those seeking accommodation should book online at <http://istanbul.grand.hyatt.com> and enter Group Code G-TVS6 in the Corporate/Group # section to receive the special room rate.

Turkish delegates should register, and arrange accommodation, through their respective organizations. The deadline for hotel reservations is February 19, 2011. Room availability is limited so please book as soon as possible. Please note that if you cancel a reservation after February 19, 2011, you will incur a cancellation fee equivalent to one night's stay.

For reservations after February 19, 2011, please contact the hotel directly.



IFAC Small and Medium Practices Forum 2011

Registration Form

To attend the IFAC SMP Forum 2011, please complete this registration form electronically and return it by **February 19, 2011** to Anna Lee at annalee@ifac.org

The forum will be conducted in English, but there will be simultaneous translation into Turkish. Registration is free. Refreshments, buffet lunch, and evening reception and dinner will be provided free of charge to all delegates. Delegates are, however, responsible for all hotel accommodation charges.

Please make your hotel reservation online through the hotel website: <http://istanbul.grand.hyatt.com> and enter Group Code **G-TVS6** in the Corporate/Group # section.

Turkish delegates should register, and arrange accommodation, through their respective organizations (TÜRMOB or EAAT).

Personal Details

Mr. Mrs. Ms. Other (Please indicate as appropriate)

First / Given Name: _____

Surname / Family Name: _____

Position: _____

Member Body / Other Organization: _____

Address 1: _____

Address 2: _____

City: _____ Post / Zip Code: _____

Country: _____

Telephone: _____ Fax: _____

E-mail: _____

(Please indicate as appropriate)

I wish to attend Breakout Group (see Session 4) :

Track A: Track B: Track C:

I will / will not be attending the evening reception and dinner.

I will / will not be accompanied at the evening reception and dinner. If so, how many? _____

Do you have any special dietary requirements? (please specify) _____
