

Professionalism and ethics global series

ACCA Czech Republic

Driving global standards through professionalism

5 September 2007 / Andel's hotel Prague

The ACCA logo is a white square containing the letters 'ACCA' in a white, stylized, sans-serif font. The letters are slightly shadowed, giving the logo a three-dimensional appearance.

ACCA

By definition, a profession needs professionals – individuals with the skills, expertise and integrity to inspire confidence and respect, and to deliver the best possible service. Professional status cannot be achieved without hard work and dedication, and cannot be maintained without a life long desire to excel. But a professional must also be trusted – and it is this trust which can only be earned by demonstrating the strongest ethical code.

Recent events have cast doubt on the ethical stance of the accountancy profession – shaking the trust that is fundamental to the success of every accountant, in every country and in every field of endeavour. The challenge is clear. The profession must demonstrate that an ethical approach lies at the heart of everything it does – but also show that this approach cannot be taken for granted. Accountants must learn the importance of ethics right from the start of their professional training, and clearly show their commitment to it as their careers progress.

The new ACCA brings professional values and ethics to the fore, making sure these are not treated as isolated, abstract concepts, but rather as the

Baseline of every action taken, technical and strategic. An accountant with ACCA member status can prove they have the ethical skills required by business and by society, skills which will be essential as they profession moves towards strengthened codes of conduct, regulation and legislation.

To mark the launch of the new Qualification, ACCA is holding a worldwide series of linked events, and is inviting senior stakeholders of the profession to come together and discuss the issues facing accountancy as it moves forward. Each event is also an opportunity to hear more about the Qualification, and about ACCA's approach to the teaching of professional values to both student and qualified accountants.

Professionalism

THEME

Driving global standards through professionalism

SPEAKER SESSIONS

Moyra Kedslie

ACCA – Council Member

Promoting the global accountancy professional

Petr Kavalíř

CG Partners – Senior consultant

Culture and ethics management – gaining the competitive edge

Michael Al-Nassir

Pedersen & Partners – Country Manager and Partner

Ethics in business and leadership

TIME AND LOCATION

09:30 – 15:00

Wednesday, 5 September 2007

Andel's hotel, Stroupeznického 21, Prague 5

COST

The event is free of charge.

Registration from 9:00, lunch included.

PANEL DISCUSSION

BDO, s.r.o.

Introduction of Institute for Organizational Culture and Ethics Development (IOCED)



ACCA Czech Republic gratefully acknowledges the support of its sponsor.

& ethics

SPEAKERS SESSIONS

Promoting the global accountancy professional

ACCA believes that professionalism is the education to an occupation requiring a high level of skill, and commitment to a set of principles at the heart of which lies the public interest. The threshold level of skill is benchmarked using some form of evaluation, for example examinations. In many cases, the greater skill required to practice in that profession, the more rigorous the threshold level of skill required. The more established professions formed professional bodies, such as ACCA, to support their fellow members, set and maintain standards, and also to ensure that public interest was kept at the fore.

Culture and ethics management – gaining the competitive edge

Professional conduct, ethics and compliance are crucial for the risk and sustainability management, to be effective, ethics and compliance management must be practical and helpful to employees who are facing ethics and compliance issues. In the presentation we will discuss questions like “What does culture and ethics management bring to your company and to every single professional? What is the best global and local practice? How do you structure ethics and compliance management? Do you have the right number of the right people in the right positions? What tool and means are available in managing ethics and compliance?”

Ethics in business and leadership

In this presentation we will look at the evolution of business ethics in the Czech Republic since 1989. How multinational companies are contributing to the evolution of ethics in the Czech Republic and role of business ethics in company reputations and image.

Corporate Social Responsibility (CSR) – positive step forward or is it just PR? We will also discuss questions like

How the business ethics contribute in making an “attractive employer”? How can a company develop effective “ethics leadership” ?

ACCA Czech Republic

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BOOKING FORM

If you wish to reserve a place at the event please complete the following form.

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Name: _____

Job title: _____

Company: _____

Address: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____

You are advised to book as early as possible as numbers will be limited.

Please return your completed booking form before
31 August 2007 to:

Kateřina Valouchová
ACCA

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e-mail: katerina.valouchova@cz.accaglobal.com