

2010 Conference on SEC Reporting & SOX 404 Compliance

What to do about the latest developments?

June 7- 8, 2010 , ACCA CPD : 14 Units ; IMA CPE : 14 Units

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Conference Introduction

Speakers

- Experts from US security and financial regulatory institutions, experts in SEC, FASB and PCAOB matters and SOX compliance specialists

Attendees

- Financial executives of multi-national corporations
- Financial managers of Chinese companies that listed abroad
- Executives of Chinese companies planning to list in the US
- Professionals interested in latest knowledge updates

Key Issues

- SEC hot buttons
- FASB and IFRS updates
- Revenue recognition
- PCAOB and auditing standards update
- SEC enforcement review
- SOX optimization
- Controls and GAAP conversions
- Business combinations implementation issues
- SEC comment letters

Conference Co-Chairs

- **James Boynton**, Partner, PricewaterhouseCoopers LLP. Mr. Boynton currently leads the AsiaPac Internal Control Services of PwC's Capital Markets Group. He has an extensive background in PCAOB audit and inspection standards, internal control assessments and SEC reporting and disclosures rules for FPIs.
- **Ian Parker**, Partner, Capital Markets Group (China), KPMG LLP. Mr. Parker leads KPMG's Capital Markets Group in China. Previously, he headed KPMG's London-based US Accounting & Reporting Group. He is an expert on US GAAP, SOX and SEC rules.

A complete update on US financial reporting from the regulators, other experts in SEC, FASB and PCAOB matters and SOX compliance specialists.

It's Asia's premier event for financial professionals serving US listed companies.

Conference Agenda June 7

June 7

June 8

Morning

Afternoon

 08 : 00~08 : 45 Deluxe Continental Breakfast & Registration

08 : 45~09 : 15 Welcome & Opening Remarks
CPE Inc. President Mohamed F. Markar
Co-Chair: Ian Parker from KPMG
Co-Chair: James Boynton from PwC

09 : 15~10 : 30 **SEC Hot Buttons I**

- What's New at the SEC
- Latest Guidance from the SEC & PCAOB
- Fair Value: FASB/IASB Guidance
- Business Combinations
- Credit Crisis
- SEC Staff Review Process

Moderator: Ian Parker KPMG
Speakers: Len Jui from KPMG, Leiming Chen from Simpson Thacher

 10 : 30~10 : 45 Break

10 : 45~12 : 15 **SEC Hot Buttons II**

- MD&A
- FIRE Rules
- Materiality
- Restatements
- Revenue Recognition
- What is on the Horizon

Speakers: Len Jui from KPMG, Leiming Chen from Simpson Thacher

 12 : 15~13 : 15 Luncheon

13 : 15~14 : 45

FASB Update

- Responses to Financial Crisis
 - Recent FASB Developments
 - Finalized Guidance
- Speaker: Min Xiao from PwC

 14 : 45~15 : 00 Break

15 : 00~16 : 15

IFRS Update

- Latest Timelines
 - Conversion Process
 - Status of Projects and Standards
- Speaker: Dora Cheung from PwC

 16 : 15~16 : 30 Break

16 : 30~17 : 45

Revenue Recognition

- Technical Accounting & Implementation Update
 - What to Expect with the FASB/IASB Joint Project
 - New EITF 08-1 on Revenue Arrangements with Multiple Deliverables
- Speakers: Paul Lau from KPMG

 17 : 45~19 : 00 Cocktail Reception

Registration

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Conference Agenda June 8

June 7

June 8

Morning

Afternoon

- ☕ 08 : 00~08 : 45 Deluxe Continental Breakfast
- 08 : 30~08 : 45 Recap and Day Two Objectives
Co-Chair: Ian Parker from KPMG
Co-Chair: James Boynton from PwC
- 08 : 45~09 : 45 **Auditing Standards Update**
 - New Quality Review Standard
 - PCAOB Enforcement Update
 - What's on the Horizon at the PCAOB
 Moderator: James Boynton PwC
 Speaker: Mary Sjoquist from the PCAOB (tentative)
- 09 : 45~10 : 30 **SOX Update**
 - SOX 404: Current Statistics and Survey Results
 - Impact on Small Companies
 - Optimization: What Should You Be Thinking About
 Moderator: James Boynton PwC
 Speaker: Mary Sjoquist from the PCAOB (tentative)
- ☕ 10 : 30~10 : 45 Break
- 10 : 45~12 : 00 **Ontrols and GAAP Conversions**
 - Conversion Process
 - Pitfalls and Areas to Avoid
 - Planning from a SOX Perspective
 Speaker: James Boynton PwC,
 Jason Padley from PwC
- 🍷 12 : 00~13 : 00 Luncheon

- 13 : 00~14 : 15 **SEC Enforcement**
 - Most Recent Actions Brought
 - Dealing With the SEC
 - Financial Reporting & Issuer Disclosure
 Speakers:
 Jason Flemmons from SEC Enforcement
 Peter Bresnan from Simpson Thatcher
- 14 : 15~15 : 15 **Business Combination Implementation Issues**
 - Contingent consideration
 - Contingencies (FASB amendment)
 - Valuation of liabilities
 - Negative goodwill
 Speaker: Jacky Lo from E&Y
- ☕ 15 : 15~15 : 30 Break
- 15 : 30~16 : 30 **SEC Comment Letters**
 - Current Trends in SEC Comment Letters
 - "Best Practice" Footnote Disclosures
 - Triggers for an SEC Comment Letter
 - Dealing with Auditors and SEC Counsel
 Speaker: Ms. Jessie Qian from KPMG
- 16 : 30~17 : 30 **FCPA & Fraud Issues**
 - Fraud risk management: drivers and trends
 - Managing risks
 - Case studies
 - Beware of box checking and false comforts
 Expert from PricewaterhouseCoopers LLP.
- 17 : 30 Conference Conclusion

Workshops June 9

Workshops

08:00 – 08:30 Continental Breakfast

■ [Assessing Internal Controls: A How-To Guide](#)

8:30 – 17:00 June 9, 2010

This workshop will provide you with the baseline elements for multiple internal control frameworks, including modules on US SOX, Chinese SOX (C-SOX) and Japanese SOX (J-SOX). Experts with experience in each of these standards will lead you through the “ins and outs” of implementation. You will learn to:

- Identify areas of significant internal control risk
- Use the documentation and testing methods that are right for you
- Identify, evaluate and communicate deficiencies
- Discern the key differences among US SOX, C-SOX and J-SOX

■ [IFRS, US GAAP & PRC GAAP: A Review of the Differences](#)

8:30 – 17:00 June 9, 2010

Despite efforts to harmonize standards, important differences remain between IFRS, US GAAP and PRC GAAP. This cutting-edge workshop enables you to:

- Clearly differentiate between IFRS, US GAAP and PRC GAAP
- Interpret financial statements prepared in accordance with each set of standards
- Identify completed and proposed areas of convergence between the IASB and the FASB

■ [US GAAP: Hot Topics Workshop](#)

8:30 – 17:00 June 9, 2010

Learn about the latest US rules and regulations affecting financial accounting and reporting at this one-day workshop that:

- Explains how the latest pronouncements affect your company or clients
- Analyzes late-breaking and emerging developments
- Provides a “sneak preview” of where the standard setters are heading

[Registration](#)

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Conference Speakers()

James Boynton, Partner, PricewaterhouseCoopers LLP.

Mr. Boynton currently leads the AsiaPac Internal Control Services of PwC's Capital Markets Group. He has an extensive background in PCAOB audit and inspection standards, internal control assessments and SEC reporting and disclosures rules for FPIs.

Peter Bresnan, Partner, Simpson Thacher & Bartlett LLP and former Deputy Director, Division of Enforcement, SEC.

Mr. Bresnan's practice includes a broad range of business regulatory and corporate governance matters, including representing corporations, financial institutions and individuals in SEC and other regulatory enforcement proceedings.

Leiming Chen, Partner, Simpson Thacher & Bartlett LLP.

Mr Chen works out of Simpson Thacher's Hong Kong office, where he primarily advises on capital market matters. He has worked on a variety of equity and debt offerings, including offerings related to the privatizations of some of the leading companies in China.

Dora Cheung, Director, Global Capital Markets Group, PricewaterhouseCoopers-China.

Ms Cheung is also a former Practice Fellow and IASB/IFRIC Project Manager for the IASB.

Stephen Ducker, Partner, PricewaterhouseCoopers-China.

Mr. Ducker is a partner in the firm's Systems and Process Assurance practice and specializes in internal audit, Sarbanes-Oxley and corporate governance related services. He has over 20 years of professional auditing and internal controls services experience and has worked in the UK, Middle East, and now Mainland China.

Jason Flemmons, Associate Chief Accountant, Division of Enforcement, SEC.

Mr. Flemmons provides technical guidance involving a wide array of accounting and auditing issues on investigations of financial fraud and other violations of the federal securities laws. He has participated in and supervised a prodigious number of investigations resulting in enforcement actions against SEC registrants, senior executives, external auditors and other third parties.

Len Jui, Partner, Capital Markets Group (China), KPMG LLP and former Associate Chief Accountant, Office of the Chief Accountant, SEC.

Mr. Jui joined KPMG as an audit partner in US National Office in April 2008 and now works for KPMG (China) in Beijing. Prior to joining the firm, he was an Associate Chief Accountant in the SEC's Office of the Chief Accountant, where he focused on international accounting and auditing standards, as well as international audit regulation.

Conference Speakers()

Ian Parker, Partner, Capital Markets Group (China), KPMG LLP.

Mr. Parker leads KPMG's Capital Markets Group in China. Previously, he headed KPMG's London-based US Accounting & Reporting Group. He is an expert on US GAAP, SOX and SEC rules.

Paul Lau, Partner, Capital Markets Group (China), KPMG LLP.

Mr. Lau joined KPMG China in August 2009. Previously, he spent three years as a partner in the firm's US Capital Markets Group—ASPAC, where he was responsible for reviewing filings of a wide variety of US-listed companies located within the Asia Pacific region.

Jacky Lo, Senior Manager, Ernst & Young LLP.

Mr. Lo is a specialist in the technology, communication and entertainment (TCE) industries and has provided assurance services to publicly registered and privately held companies, including US SEC annual and quarterly periodic reporting.

Jason Padley, Director, PricewaterhouseCoopers LLP.

Mr. Padley works in PwC's Capital Markets Group and is currently based in Tokyo. He has over 10 years of business process consulting and audit experience across a broad range of industries. Mr. Padley has worked extensively with clients in Asia and North America to help implement risk management and internal control frameworks.

Jessie Qian, Partner, KPMG LLP.

Ms. Qian is an audit partner in the firm's Huazhen office. She joined KPMG's Information, Communications and Entertainment (ICE) practice in San Francisco in 1997 and relocated to KPMG (China) in 2003. She has more than 11 years of experience providing financial statement and internal control audit services.

Mary Sjoquist, Special Counsel, PCAOB.

Ms. Sjoquist is responsible for ensuring that all PCAOB communications are consistently and strategically delivered to all of the Board's stakeholders, including investors, auditors, issuers, legislators, regulators, media and board employees. Prior to her current role, she was Special Counsel to Board Member Bill Gradison, where she worked directly with Board Members and senior staff to formulate the rules required by the Sarbanes-Oxley Act of 2002, new and revised auditing standards and other policies affecting registered public accounting firms.

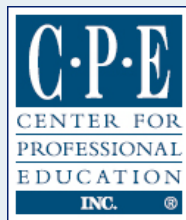
Min Xiao, Partner, PricewaterhouseCoopers-China.

Ms. Xiao is a partner in the firm's Global Capital Markets Group. She has worked in a number of PwC offices in the US and Europe and is currently based in Shanghai. Ms. Xiao is a subject matter expert in US GAAP, IFRS and SEC registrations and has led many US IPO projects including Tom Online, Ctrip, Home Inns and, most recently, JingAo Solar.

Organizers



EasyFinance Management Consulting Co.,Ltd is committed to stepping up corporations and managers' financial competences by delivering the best training and consulting services. As an industry leader, we have a professional team of full-time consultants with deep understanding of theory and rich management experience. Our teaching matches real challenges of Chinese clients with international solutions. We have successfully served 4800 MNCs, Fortune 500 and leading domestic companies since our foundation.



The Center for Professional Education Incorporated (CPE Inc.) is America's leader in continuing professional education. Founded in 1984, it is committed to providing financial professionals with the best continuing professional education. Every year, CPE Inc. conducts over 2,000 seminars, conferences and webcasts on various financial topics. CPE Inc's education offerings are developed in accordance with continuing professional education requirements for certified public accountants, and qualify for CPE credits. And thanks to its strong network of contacts among US regulators and the accounting profession, its conferences routinely feature presentations by speakers from SEC, PCAOB and Big 4.

Registration

Conference Fee

Regular Fee : Two-Day Conference	\$1695/¥11500
Workshop	\$695/¥4800
Conference & One Workshop	\$2100/¥14300

Special Offer

	Two-Day Conference June 7-8	Workshop June 9	Conference & One Workshop June 7-9
EasyFinance or CPE clients (payment before May 21 st)	¥ 8,600	¥ 3,600	¥ 10,700
Non-EasyFinance or CPE clients (payment before May 21 st)	¥ 9,200	¥ 3,800	¥ 11,400
EasyFinance or CPE clients (payment after May 21 st)	¥ 9,800	¥ 4,000	¥ 12,100
Non-EasyFinance or CPE clients (payment after May 21 st)	¥ 10,300	¥ 4,300	¥ 12,800

Payment

Account Name : 上海安越企业管理咨询有限公司
Name of Bank : 中国建设银行股份有限公司上海市福州路支行
Bank Account NO. : 3100 1575 3000 5001 3197

Registration Form

Name _____ Mr. Ms.
E-mail _____ Mobile _____
Company _____ Department _____
Address _____ Tel _____

My choice :

Two-Day Conference
June 7-8

Workshop
June 9

Conference &
One Workshop
June 7-9

Client of EasyFinance : Yes No

I need CPD certificate of ACCA : Yes No

CPE certificate of IMA : Yes No

Please fax the registration form to **+86 21-58361896**

Contact

Tel : +86 21-58362000 Fax : +86 21-58361896

E-mail : BD@EasyFinance.com.cn

Website : www.EasyFinance.com.cn

Registration

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Venue Information

Pudong Shangri-La Shanghai, China

Address : 33 Fu Cheng Road , Pudong ,
Shanghai , China

Tel : +86 21- 6882 8888

Fax : +86 21- 6882 6688

Transportation : Line 2 , Lujiazui Station ,
Exit 1

