



INTERNAL AUDITING EUROPEAN CONFERENCE

MADRID 2011

19 - 21 october

moving forward

www.internalaudit2011.eu



OCTOBER 20th, THURSDAY

8.30 - 9.00 Registration

9.00 - 9.30 **OPENING SESSION**



José Manuel Muries
CHAIRMAN. IIA SPAIN

The Chairman of IIA Spain will open the most important Internal Auditing Event in Europe of 2011.



Internal Audit in Europe
Phil Tarling

CHAIRMAN. ECIIA
The Chairman of ECIIA will present a brief description of the current situation of the internal audit function in Europe.

9.30 - 10.30 **GENERAL SESSION 1**
To be announced.

10.30 - 11.30 **GENERAL SESSION 2**



COSO: Current Activities and a Look Ahead.

David L. Landsittel
CHAIRMAN. COSO

Current Project to update the basic internal control–Integrated Framework. ERM thought papers and strategies for issuance of future thought papers.

11.30 - 12.00 Coffee

12.00 - 13.00 **CONCURRENT SESSIONS 1**
Best Practices (1.1, 1.4 y 1.5)
IT Governance (1.2) · Personal Development (1.3)

13.30 - 15.30 Lunch

15.30 - 16.30 **GENERAL SESSION 3**



Leadership in multicultural teams, a challenge for European management.

Amparo Moraleda
CHIEF OPERATING OFFICER.
IBERDROLA INTERNATIONAL DIVISION

We count on a Chief operating officer of an international company that will explain the major challenges of working in multicultural teams.

16.45 - 17.45 **CONCURRENT SESSIONS 2**
Best Practices (2.1 y 2.4)
IT Governance (2.2) · Personal Development (2.3)

OCTOBER 21th, FRIDAY

9.00 - 10.00 **GENERAL SESSION 4**



The governance system at the service of business goals.

José Manuel Martínez
CHAIRMAN. MAPFRE

José Manuel Martínez's speaking will explain the importance of internal auditing, as a governance function, helping to achieve business objectives.

10.00 - 11.00 **CONCURRENT SESSIONS 3**
Best Practices (3.1, 3.3 y 3.4)
IT Governance (3.2)

11.00 - 11.30 Coffee

11.30 - 12.30 **CONCURRENT SESSIONS 4**
Corporate Governance (4.1) · Fraud (4.2)
Point of View (4.3) · Best Practices (4.5)

12.45 - 13.45 **GENERAL SESSION 5**



Innovation and Creativity.

Sergi Arola
CHEF

An expert in areas such as innovation, creativity, team management with scarce resources, comparing it to the haute cuisine environment.

13.45 - 15.45 Lunch

16.00 - 17.00 **GENERAL SESSION 6**
EU Green Paper on Corporate Governance.
Carmine Di Noia. BOARD MEMBER. EUROPEAN ISSUERS
Cristina Martínez. BOARD MEMBER. FERMA
Patrick Zurstrassen. CHAIRMAN. ECODA



Carmine Di Noia



Cristina Martínez



Patrick Zurstrassen

The EU Green Paper on Corporate Governance explores possible ways to improve the existing corporate governance international frameworks approaching the risk management and internal audit functions.

17.00 - 18.00 **CLOSING SESSION**



2011 Trends and Challenges: the outlook for Internal Auditing.

Richard Chambers
PRESIDENT & CEO.
GLOBAL INSTITUTE OF INTERNAL AUDITORS

As CEO of the IIA Global Headquarters, he will present the present and future of the internal auditing profession all over the world.

CONCURRENT SESSIONS 1 · 20 th · 12.00 - 13.00 h.

C.S. - 1.1 *Focusing on what really counts.*



Paul Kaczmar
CHIEF AUDIT EXECUTIVE. ELECTROCOMPONENTS

Key words: effectiveness, efficiency, internal audit function, risks, marketing

"Best practices"



C.S. - 1.2 *The perfect storm: threats and risks in the cloud.*



Ramsés Gallego
CHIEF STRATEGY OFFICER.
ENTEL SECURITY & RISK MANAGEMENT

Key words: threats, risks, cloud, strategy, mitigate risks

"IT Governance"



C.S. - 1.3 *New competencies for the CAE: Change and Engagement Management.*



Jesús Izquierdo
MANAGING LEADER. THE WORLDGATE GROUP

Key words: adaptive change, engagement, CAE influence, evolving environment, CAE new competencies

"Personal development"



C.S. - 1.4 *Auditing Corporate Governance Culture.*



Andrew Tucker
RESEARCH FELLOW AT THE MAGNA CARTA INSTITUTE.
BRUNEL UNIVERSITY

Key words: corporate governance culture, key driver, metrics, success

"Best practices"



C.S. - 1.5 *A lesson from crisis: changing costs monitoring.*



Dino Mambrini
EMEA CHIEF FINANCIAL OFFICER. FERRARI

Key words: minimise, control, costs, effective methods, effective monitoring, new ideas

"Best practices"



CONCURRENT SESSIONS 2 · 20 th · 16.45 - 17.45 h.

C.S. - 2.1 *How to turn around an internal audit department.*



Thijs Smit
CHIEF AUDIT EXECUTIVE . SHV

Key words: client needs, quality of staff, audit approach, reporting

"Best practices"



C.S. - 2.2 *Cybercrime. Effective measures to be ahead of new risks.*



Paul Jackson
REGIONAL FRAUD AND CYBER INVESTIGATIONS MANAGER.
J P MORGAN HONG KONG

Key words: high technology, crime investigation, fraud, digital forensics analysis

"IT Governance"



C.S. - 2.3 *The art of presentation, following the Zen path.*



Eduardo de la Fuente · Alberto de la Vega
CO-FOUNDERS. PRESENTACIONES ARTESANAS

Key words: new methodology, presentations, connecting with the audience, attention

"Personal development"



C.S. - 2.4 *Beyond COSO, a new method to effectively evaluate the internal control system.*



Carolyn Dittmeier
CHIEF AUDIT EXECUTIVE. POSTE ITALIANE

Key words: innovative methodology, highlights, control systems, business cases

"Best practices"



C.S. - 2.5 *Governance Risk & Compliance (GRC): An efficient solution to comply with European requirements.*



Nicolai Zollkau. PARTNER INTERNAL AUDIT, RISK & COMPLIANCE. KPMG

Bernd Rosenberg. HEAD OF GOVERNANCE, RISK & COMPLIANCE. DYCKERHOFF AG

Key words: EU Directive, requirements, status quo, solution, comply

"Best practices"



CONFERENCE VENUE

IFEMA, Trade Fair Institution of Madrid

The European Conference ECIA will be held at the North Convention & Congress Centre of IFEMA. It is the most important of its kind in Spain and one of the leaders in Europe.

Located at a privilege place in the northwest of the capital city of Madrid.

Access to IFEMA is possible from anywhere in the city by means of "Campo de las Naciones", Metro station on Line 8, and connects the exhibition complexes with the different terminals of Barajas International Airport.



HOTEL PUERTA AMÉRICA

A unique hotel that invites you to dream

The Hotel Puerta América is a space that invites people to dream - a neverbeen-attempted-before project that has brought together nineteen of the top architecture and design studios in the world from thirteen different countries.

Originality, luxury, innovation and formal freedom define a hotel that awakens its guests' senses. Each of the floors showcases a different concept in hotel rooms.



CONCURRENT SESSIONS 3· 21th · 10.10 - 11.00 h.

C.S. - 3.1 Synergy within control functions. Telefónica experience.



José Ruiz Canela
CHIEF RISK MANAGEMENT OFFICER.
TELEFÓNICA S.A.

Key words: advantages, synergies, corporate model, best practices, efficiency

"Best practices"

C.S. - 3.2 Cyber Security and information assurance.



Dr. Rigelsford
HEAD OF THE COMMUNICATIONS RESEARCH GROUP.
UNIVERSITY OF SHEFFIELD

Key words: cloud computing, fad, future, challenges, add value, competitive advantage

"IT Governance"

C.S. - 3.3 Excellence driven organization of a global internal audit department.



Wolf Manfred
CHIEF AUDIT EXECUTIVE. SAP

Key words: excellence management, reporting model, challenges, corporate governance structure

"Best practices"

C.S. - 3.4 The role of regulators in promoting sound corporate governance practices and enhancing investor's confidence in the public markets.



Jonathan Bravo
FINANCE CONTROLLER. IOSCO
Eduardo Manso. DEPUTY DIRECTOR.
SPANISH SECURITIES COMMISSION. CNMV

Key words: recovery, corporate governance, investor confidence, faithful information

"Corporate Governance"

C.S. - 3.5 Improving recommendations process through an effective follow up. The experience of Sanofi-Aventis.



Marie-Hélène Laimay
CHIEF AUDIT EXECUTIVE. SANOFI-AVENTIS

Key words: Improve, recommendations, effective follow up, good technical skills, understand world business

"Best practices"

CONCURRENT SESSIONS 4· 21th · 11.30 - 12.30 h.

C.S. - 4.1 REPSOL, Internal Audit Success Experience.



Isidoro Mansilla
CHIEF AUDIT EXECUTIVE. REPSOL
José Díaz Morales
PARTNER RISK SERVICES. ERNST & YOUNG

Key words: value added, multinational environment, best practices, success

"Best practices"

C.S. - 4.2 Investigation of ethical misconduct.



Roar Frøystad
CHIEF AUDITOR. CORPORATE AUDIT EUROPE AFRICA & ASIA.
STATOIL ASA

Key words: ethical code, fraud risk, red flags, investigation, Statoil process

"Fraud"

C.S. - 4.3 Reflections after crisis, internal audit and economic cycle.



Ernesto Martínez
CHIEF AUDIT EXECUTIVE. BANESTO- SANTANDER GROUP

Key words: lessons learned, crisis, economic cycle, efficient resources allocations, strategic risk

"Point of view"

C.S. - 4.4

To be announced.

C.S. - 4.5 Auditing the Disney way



Gary Dean Hanson
CHIEF AUDIT EXECUTIVE.
THE WALT DISNEY COMPANY

Key words: Disney way, meet objectives, key components, audit plan, interaction

"Best practices"

SOCIAL PROGRAM

Madrid Tour. Spanish Fiesta

Cultural tour and cocktail-dinner:
Museo del Traje



Spanish party

TOURS & EXCURSIONS



Madrid Tour
(half-day)



Monastery of
El Escorial and



Valle de los Caídos Tour (half-day)

POST-CONGRESS

After the Conference you can enjoy a wonderful weekend in Spain. Our travel agency can choose different possibilities:



Barcelona



Valencia



Córdoba,
Sevilla
and Granada

INTERNAL AUDITING EUROPEAN CONFERENCE

MADRID 2011

19 - 21 october

His Majesty King of Spain
Juan Carlos I, Honorary Presidency

IIA Spain will host the 2011 ECIA European Conference.

Held in a **wonderful location**, this event will gather the best professionals all over the world.

With a practical approach, **top class speakers** will share their experiences, most relevant European regulators will talk about expectations of internal audit, CEOs and other senior executives will address challenges of modern companies and soft skills speakers will delight us with **innovative practices to help us to move forward in the profession**.

Cloud computing, E-crime, internal control integration, Solvency II, Change and commitment management will be some of the topics discussed.

MOVING FORWARD

Through 10 keynote speakers, 20 concurrent sessions tracks and many networking opportunities you will be able to move forward in your professionalism.

An opportunity you cannot miss.

See you in Madrid

www.internalaudit2011.eu



Come to Madrid !



Madrid is an open-minded city where culture, entertainment and business share an attractive, thriving space. Thanks to its modern and cosmopolitan flare and to the friendly and passionate character of Madrilenians, the Spanish capital makes everyone feel right at home while providing them with some of the world's most interesting tourist attractions.



Art Galore

Over eighty museums and more than two thousand monuments –both historical and artistic– contribute to the city's richness and bear witness to the history and the art of all those who have populated Madrid throughout the centuries. Without this cultural heritage it would be impossible to understand European and world history.



Madrid's cultural legacy offers visitors an unprecedented tour: the Art Walk (which includes the Prado Museum, the Reina Sofía National Museum and Art Centre, the Thyssen-Bornemisza Museum and, more recently, CaixaForum). It is a unique walk through painting, sculpture, architecture and nature.

But cultural heritage can also be appreciated on the streets. A walk through the many sides of Madrid offers a survey through past eras: the Hapsburg dynasty, the Bourbons, the Middle Ages, the 19th Century and even the times of Goya or Velázquez.



Nightlife and Entertainment

Those who visit Madrid will for sure know that it is one of the world's liveliest, most entertaining and vibrant cities during the day, but even more so at night. Madrid offers visitors all imaginable options for leisure and entertainment. One of the most popular attractions is musical theatre. Gran Vía, also known as Madrid's Broadway, has become a reference for this musical genre in Spain.



A Green City

With almost 3,000 hours of sun per year, Madrid is undoubtedly a luminous and warm city. Its Mediterranean continental climate is an invitation to walk through its streets. There are a great number of parks throughout the city, making it the greenest capital in Europe.



Unique Gastronomy

With over 3,000 restaurants, Madrid can be considered a city where one can taste all the different cuisines in the world, as well as Spanish dishes. It also shows the richness of its own gastronomy and offers plenty of opportunities to try tapas.

Aside from traditional flavours and styles, there is a new trend of top-quality cuisine, referred to as "designer's" cuisine, which is considered avant-garde gastronomy to satisfy the most exquisite palates.



Shopping for All Tastes

Shopping in Madrid appeals to everybody for its variety, its quality and for the multiple alluring choices offered: from the most modern premises to the old traditional shops in the city centre.

moving forward



REGISTRATION FEES

Members: 1.100 euros

Non members: 1.240 euros

Full conference registration includes Welcome Reception, the 2-day technical program, conference materials, networking breaks, lunches, Social Program and Party.

Please register at
www.internalaudit2011.eu

CPE HOURS AVAILABLE

When you attend this Conference, you are eligible for up to **16 continuing professional education (CPE) credits**.

OTHER RELEVANT INFORMATION

Conference venue

North Convention & Congress Centre of IFEMA · Madrid

Accommodation

We have selected a list of hotels with special rates for you. Please, note October is high season period in Madrid, we advise you to book your room as soon as you can.

When booking please indicate to the hotel staff you are coming to the Internal Auditing European Conference. Bear in mind that each hotel has a deadline to benefit from the special rate.

Cancellation Policy

All cancellations and refund requests must be in writing. Cancellations received more than 21 days prior to the conference start date will incur a 100 euro administrative fee.

There is no refund for cancellations received within 21 days of the conference start date.

More information

If you have questions about the conference program or events, please visit conference web site at www.internalaudit2011.eu for further information. You will not only find complete conference details but also valuable links to all conference offerings.

Gold Sponsor



Sponsors



Organizers



Koningsstraat 109 -111
BE - 1000 Brussels · Belgium
Telephone: +32 2 217 33 20
e-mail: office@ecia.org
www.ecia.eu



Santa Cruz de Marcenado, 33
28015 Madrid · Spain
Telephone: +34 91 593 23 45
e-mail: eventos@iai.es
www.iai.es