



# Prague College

## PRESS RELEASE

### **PRAGUE COLLEGE PARTNERS WITH THE CZECH-ITALIAN CHAMBER OF COMMERCE TO HOST A CONFERENCE ENTITLED 'SETTING NEW STANDARDS IN ACCOUNTANCY'**

**Xx December, 2017:** Prague College, one of the Czech Republic's leading private universities, was delighted to collaborate with the Czech-Italian Chamber of Commerce to organize a day-long conference entitled 'Setting New Standards in Accountancy' which took place in the Chamber's historic premises on Friday 1 December

The aim of the conference was to bring to the public's attention the recent developments in the area of ethics in accountancy and corporate governance, and to discuss how changes in regulation and digital technologies were likely to affect the business services sector. The conference also questioned the role of the professional accountant and whether this would become more specialized or require greater ethical flexibility in the future.

The list of high profile speakers included Jakub Bejnarowicz, the Associate Director for Central and Eastern Europe at the Chartered Institute of Management Accountants, CIMA, who discussed the role of management accountants in the ever-changing Czech market, and Stefano Cavagnetto, the head of the School of Business at Prague College, who explored the principal-agent relationship and its application to current corporate governance frameworks.

During the conference, Douglas Hajek, Director and Founder of Prague College, was presented with the ACCA Silver Learning certificate, marking the fact that Prague College is the only university in Central Europe to be accredited by the ACCA to prepare students specifically for ACCA professional accountancy examinations.

Talking about the conference and the accountancy profession generally, Douglas said:

*'Finance and ethical accounting are subjects that are continually evolving as well as being very often in the news, both in the Czech Republic and elsewhere in Europe and the US. With more and more emphasis being put on the need for businesses to have clear and transparent accounting systems in place and to behave ethically and correctly with regard to their relationships with business partners and their own tax planning, the role of the ACCA and ourselves, to a degree, is to ensure that accounting professionals are well trained and understand the complexities of managing a company's financial function.'*

Additional topics included a talk entitled 'the Changing Nature of Accounting from a Recruitment Perspective', given by Veronika Melasová from Grafton Recruitment, and 'How to make your finance functions more ethical' given by Bruce Gahir, Associate Head of the School of Business at Prague College.

This was the first time that Prague College has partnered with the Czech-Italian Chamber of Commerce to put on this type of event, but it has a long history of running seminars and conferences itself, particularly its series of 'Master Speaker' events, when the college has regularly hosted high profile speakers from the world of finance, accounting and ethics, including the former Ministry of Trade and Industry, Vladimír Dlouhý, Senior Executive Manager of the Czech Banking Association Tomáš Hládek, former Senior Adviser to the Ministry of Finance, Radek Urban, and economist and author Tomáš Sedláček.

Find out more about Prague College and its upcoming events on [www.praguecollege.cz](http://www.praguecollege.cz).

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#### **Notes for Editors:**

Prague College is a private university based in Vinohrady, offering British degree programmes in three faculties: Business, Art & Design, and Media & IT. In 2017 it became the first independent university with foreign accreditation to have all its Bachelor's and Master's degree programmes officially registered by the Czech Ministry of Education, Youth and Sport. The college has 500 Czech and international students. Classes are taught in English, and degrees are accredited and awarded by Teesside University (UK). Alumni include Jan Rosický, winner of the Royal Society of Arts student design award (2016), and Vit Horký, founder of IT company Brand Embassy.

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