



New Year, Brand New Look

On behalf of my fellow Board members, management and staff, I wish you a very Happy Chinese New Year.

As many of you may have already observed, IIA Global has undergone a total rebrand to better reflect the progression of the internal auditing profession and the valuable contributions it offers to organisations. This rebranding comes with a brand new logo for implementation worldwide, which coincides with IIA Global's digital transformation. Learn more [here](#).

IIA Singapore is sporting this new logo that provides a fresh new look depicting confidence and yet maintaining the rich tradition and equity in the current IIA style. The new tagline featuring 'Elevating Impact' means IIA is "elevating impact" of its members through a vast network of professionals, sharing of knowledge & expertise, training & development, and recognition of certifications, globally. The internal audit profession is "elevating impact" in organisations around the world by delivering value and providing insightful advice to drive success.

The task in the upcoming weeks will be to update all our collaterals, business cards, website, etc., with the new logo. Changing a logo is a process that can involve many steps and take some time, so we will finalise it gradually.

Behind the new look, we are still the same professional body and team who remain committed to continuously enhancing our services, and supporting our members in their professional development by equipping them with future-ready skills to keep them relevant. Given the critical role of internal audit in addressing pandemic-related disruptions in the public sector, internal auditors need to be equipped with the latest knowledge, skills and tools to perform their jobs better. Our upcoming *Public Sector Internal Audit conference* on **21 April 2022**, aptly themed "Positioning Internal Audit for the Future" calls on public sector internal auditors who are uniquely positioned to play an active role in providing objective assurance, advice and insights. Save the date and join us to glean new insights. Find out more [here](#).

2022 is the Year of the Tiger. It symbolises great strength and tenacity. The internal audit profession must remain just as agile in its response when dealing with uncertainty and disruptions. With IIA Singapore standing as a beacon of resilience behind each and every member of our community, you will have the sure-footed assurance to soar higher, and roar louder!

I wish you all a very happy Year of the Tiger.

Yours sincerely

Koh Chin Beng, CIA
President
The Institute of Internal Auditors Singapore