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The Association of
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IMA Middle East Focus

Early Bird Registration for IMA's 4th Middle East Conference 2016 is Now Open

**The Techno-Finance Era
Today's Driver Of Change**

IMA 4th Middle East Conference
in partnership with Saudi
Organization for Certified Public
Accountants (SOCPA)

April 13-14, 2016
Riyadh, KSA

الهيئة السعودية للمحاسبين القانونيين
S O C P A

ima
The Association of
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in Business

**EARLY
BIRD!**

Area: King Fahd International Stadium

Meet industry leaders and experts as they share their expertise on future pathways to finance leadership, emerging business models, cybersecurity, Big Data, regional economic outlook and challenges, and many other trends shaping the future of the techno-finance era.

- A two-day conference featuring regional and global finance leaders
- 10+ sessions with the opportunity to earn more than 20 CPE credits
- The chance to connect with your peers and further your professional network

[Register NOW](#) to catch the Early Bird!

JEFF THOMSON'S MIDDLE EAST VISIT

Senior IMA® (Institute of Management Accountants) leaders Jeff Thomson, CMA, CAE, president and CEO, and Jim Gurowka, CAE, senior vice president of global business development, visited the region on an eight-day tour

to Cairo, Egypt; Dubai and Abu Dhabi, United Arab Emirates (U.A.E.); Riyadh, Saudi Arabia; and, Amman, Jordan.

The first stop was in Cairo at the 1st IMA Middle East Career Fair held at Al Hambra Intercontinental Citystars Hotel , Mr. Thomson had the opportunity to network with more than 30 senior recruitment executives and CFOs participating in the Career Fair as well as CMA members attending the event for new career opportunities. Mr. Thomson delivered a presentation on The Key Influences Shaping The Future Role of the CFO and Tomorrow's Finance Interprise.



Jeff Thomson, CMA, CAE, IMA president and CEO, talking about the importance of CMA certification at the Job Fair in Cairo.

At the end of the first day, Mr. Thomson was hosted by CBC with Majdy Aljallad on "The Lazem Nefham Program." The 60-minute live interview included discussions on the role of CMAs in driving business performance and, as a result, the economy as a whole. In addition, Mr. Thomson gave his insight and assessment on timely business challenges facing the Egyptian economy.



The next stop was in the U.A.E. Mr. Thomson delivered a presentation on Innovation at the Workplace at the RTA, Road and Traffic Authorities, part of a half-day event jointly organized by the IMA Dubai Chapter and the RTA. In Abu Dhabi, the pair spoke to the local IMA chapter on the topic of innovation, while Mr. Thomson was featured on another live TV broadcast, where he discussed IMA's role in the growing accountancy profession in the region.

The visit in Saudi Arabia included an event SABIC where over 78 employees including the CFO attended the event by the title "Strategic Finance & innovation, Exclusively Tailored to SABIC Employees in Relation to the Saudi Economy", as well as a presentation at Alfaisal University on the topic of making the transition from an oil-based economy to a knowledge-based one. More than 270 attendees, including 60 women, attended this talk. Mr. Thomson, on behalf of IMA, also discussed implementation plans for a recently signed agreement with PwC to become an approved CMA review-course provider in Saudi Arabia as well as the U.A.E. and Jordan.

Finally, the trip concluded with a stop in Jordan, which included a CFO roundtable discussion, organized in partnership with JAMA on the topic of innovation, governance, and the role of the CFO. The roundtable was attended by 30 CFOs from leading companies in Jordan, such as PepsiCo, Aroma, Grand Hyatt, Zara Investment Holding, just to name a few.

During the time in Amman, Mr. Thomson also delivered a related presentation to IMA's local chapter, JAMA

"For nearly a decade, IMA has experienced unprecedented growth in the Middle East region, particularly for our CMA certification. Looking at the numbers of new CMAs and CMA candidates, we've seen a clear uptick in this

part of the world, evidence of the high demand for skilled management accounting professionals. As the economy of the Middle East continues to expand and the importance of a knowledge-based economy gains momentum, we expect this trend to continue. IMA is clearly committed to this region, and our staff offices in Dubai and Cairo are empowered to serve our members, potential members, and partners with local relevance," said Mr. Thomson.

GARY COKINS INDIA TOUR

Today's Management Accountants for Tomorrow's Challenges



Gary Cokins
CPIM, IMA Executive-in-Residence

February in India: 22 Delhi . 24 Chennai . 26 Bangalore

**India
Exclusive**

IMA Middle East is very excited to host our CPIM, Executive-in-Residence Gary Cokins in India this month. Mr. Cokins will tour three cities and will be talking about Enterprise Performance Management (EPM), business analytics, customer value and profitability analysis, and management accounting.

This tour is sponsored by our IMA partners Miles and Wiley.

STAY TUNED for more on Gary Cokins' tour in our next newsletter!

COURSE PROVIDERS



King Saud University ([KSU](#)), established in 1957, is the largest and oldest university in the Kingdom with more than 50,000 students. Under the esteemed [Deanship of Skills Development](#), KSU recently was accredited as an IMA Wiley Authorized Approved Certified Management Accountant (CMA) Course Provider. On Jan. 26, , 2016, Mr. Jeff Thompson, IMA CEO and president, jointly signed the agreement with the Dean of Skills Development Department, Dr. Mohammad Al Harthi.



CMA RAFFLE

Congratulations to the winner of this month's CMA surprise drawing: Mrs. Noor N Nijm Al Deen, CMA from Palestine. You have won a free one-year IMA membership. Please contact us at imamiddleeast@imanet.org or +971 4 429 6017 to claim your prize.

JOB PICK

Visit <http://careers.imamiddleeast.org> to apply for these popular positions by entering the job reference number:

Senior Audit Manager-I-Expatriate Ref. JB3446881

Chief Financial Officer-Centaur Asset Management Ltd. Ref. JB3444655

Senior Auditor/External Auditor-PKF Bourseli & Co. Kuwait Ref. JB3325873

CV Writing Service by Bayt.com for IMA members

Available 20% discount on Bayt.com's CV writing services.

Visit <http://www.bayt.com/en/cv-writing/> and enter the voucher code **wgb4OSbo** to qualify for the discount.

VOLUNTEERING OPPORTUNITY

A volunteer, compensated opportunity to represent IMA at an educational four day exhibition in Riyadh, Kingdom of Saudi Arabia, from April 4 through April 7, 2016. Interested applicants should e-mail amkhattati@imanet.org.