



The Association of
Accountants and
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in Business

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IMA Middle East Focus

**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

Intercontinental
RIYADH - KSA
Gate 2-Main Ballroom

الهيئة السعودية للمحاسبين القانونيين
S O C P A

ima
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Area - King Fahd International Stadium

LADIES ARE WELCOME TO ATTEND

IMA 4th Middle East Conference 2016

Gearing up towards our first conference to take place in Riyadh, KSA, we are very excited to share that **ladies are welcome to attend the IMA 4th Middle East Conference 2016**. The conference is being held in collaboration with the Saudi Organization for Certified Public Accountants (SOCPA) and will take place on April 13-14 at the Intercontinental Riyadh, Gate 2 - main ballroom.

Book your seat today to meet industry experts and leaders 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. Highlights include:

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

Learn more and register **here** www.imamiddleeastconference.org.

In a time when companies struggle to keep pace with complexities and costs of daily technological changes, choosing the right technology is nothing short of a challenge. The world of finance is experiencing its very own technological boom where the course of doing business is changing rapidly

Share your thoughts at **#IMATechnoFinance**.

“This conference will provide an opportunity to learn from and connect with experts on a variety of topics, including leadership, enterprise risk management, corporate governance, cybersecurity, performance improvement, and more,” said Benjamin R. Mulling, CMA, CPA.CITP, chair of IMA.

For his part, Dr. Ahmed bin Abdullah Almeghames, Secretary General of SOCPA, said, “This event aims to highlight the important role played by the accounting and auditing profession in enhancing the fundamental elements of the economy and its institutions, in strengthening the role of the profession in controlling business activities of various kinds, and in providing adequate information that can help managers and clients of those entities make the right decisions and consequently ensure the continuation of good performance of such entities to achieve their objectives.”

A quick look back at the IMA 3rd Middle East 2015 conference in Dubai, UAE:

EMBEDDED VIDEO

(<https://www.youtube.com/watch?v=MFibPK-Z0-8>)



The 3rd IMA Middle East Conference 2015 – Dubai, UAE

IMA's 2015 Global Salary Survey

IMA Global Salary Survey Reports Substantially Higher Salaries for Certified Management Accountants

For many years, IMA® (Institute of Management Accountants) has conducted a salary survey of its members, enabling them to not only compare their compensation to others, but also to assess the impact that other

MEDIAN BASE SALARY BY MANAGEMENT LEVEL

\$103k
TOP MANAGEMENT

\$72k
SENIOR MANAGEMENT

\$55k
MIDDLE MANAGEMENT

\$31k
LOWER MANAGEMENT/
ENTRY LEVEL

\$19k
ACADEMIC POSITION IN
COLLEGE/UNIVERSITY

Compensation in the Middle East/Africa varies tremendously, with declines ranging from 13% to 18% compared to last year. This is likely a reflection of the economic impact of ongoing conflict in the region and the sharp decline in the price of oil. The only country to show an increase is Lebanon, which saw median total compensation increase 20% to \$31,800. That amount, however, is still well below its value from two years ago (\$50,711). The results for respondents in Egypt are again the lowest in the region. The median salary is similar to last year (\$6,576 this year compared to \$6,829 last year), while the total median compensation at \$8,252 declined further from last year's \$9,379. At \$50,369, Saudi Arabia (KSA) has the highest median total compensation in this region, unseating Qatar, which has a significantly lower median total compensation this year (\$40,626) compared to last year (\$64,000).

MEDIAN SALARY AND TOTAL COMPENSATION BY REGION, CMA VS. NON-CMA

| | CMA | | NON-CMA | | CMAS AS % OF NON-CMAS | |
|--------------------|-------------|--------------------|-------------|--------------------|-----------------------|--------------------|
| | BASE SALARY | TOTAL COMPENSATION | BASE SALARY | TOTAL COMPENSATION | BASE SALARY | TOTAL COMPENSATION |
| All Countries | \$61,116 | \$68,400 | \$38,003 | \$42,440 | 161% | 161% |
| Americas | 103,314 | 125,000 | 90,000 | 102,697 | 115% | 122% |
| Asia | 32,991 | 39,275 | 20,423 | 23,566 | 162% | 167% |
| Europe | 79,315 | 88,511 | 60,900 | 70,000 | 130% | 126% |
| Middle East/Africa | 35,089 | 41,746 | 25,584 | 29,794 | 137% | 140% |

Learn more about the CMA® (Certified Management Accountant) premium in IMA's 2015 Global Salary Survey, available at <http://goo.gl/zk1YE1>.

Gary Cokins Completes India Tour

IMA works aggressively to develop, certify, connect, and support India's accounting and finance professionals on a global platform



Gary's trip was organized in partnership with Wiley, global publisher of IMA-licensed study materials for the CMA program, and Miles Professional Education, IMA and Wiley's platinum training partner for the CMA program in India.

Cokins is a thought leader in enterprise and corporate performance management (EPM/CPM) methods, advanced cost management, and business analytics. During his India trip, which took place February 22-27, 2016, Cokins presented seminars in Delhi, Chennai, and Bangalore on the topic of "preparing today's management accountants for tomorrow's challenges." These seminars were attended by thought leaders and practitioners from leading corporations and academic institutions from India.

"Managers today are drowning in data but are starved of information," said Cokins. "Too many companies are doing the right things, such as profitability analysis, balanced scorecard, strategy maps, and business analytics, but they are doing them in isolation. EPM is about bringing it all together with a focus on predictive accounting. With many companies in India now working with teams across the globe, getting this right has become a strategic imperative."



Cokins also presented seminars in multi-national corporations across India, including Accenture, Genpact, Xerox, American Express, Capgemini, Maersk, Honeywell, Wipro, VMware, Caterpillar, IBM, and Infosys. These seminars were attended by finance and accounting professionals from these corporations and covered a variety of topics including top trends in management accounting and analytics-based enterprise performance

To support the growing demand for CMA certification in India, IMA expanded its volunteer chapter base in India last year. IMA currently operates chapters in Bangalore, Chennai, Hyderabad, Kochi, Kolkata, Delhi, Mumbai, and Pune. IMA also has an active Mutual Recognition Agreement with the Institute of Cost Accountants of India (ICAI).

IMA Student Case Competition 2016 – India

The student case competition was launched for the first time in India, with 93 teams from 43 universities participating in the competition. Students were asked to showcase their analytical skills by solving a real-life management accounting case through a project that was submitted for evaluation, with the top four teams selected to present their case study to a panel of industry experts. Entrants were judged on their ability to develop and clearly articulate an appropriate business strategy, as well as the suggested actions, impact, and resources used.

The Three Winning Teams!

All analysis submissions went through a preliminary evaluation and the top 25 teams were selected. Each of these teams went through another evaluation and the top 10 teams were selected and called up to present their case live at Christ University on February 27, 2016. The winners were:

1. First place: USD \$1500 - Symbiosis College of Arts and Commerce, Pune
2. Second place: USD \$1000 - Christ University, Bangalore
3. Third place: USD \$500 - J D Birla Institute, Kolkata



The first, second, and third place winners will receive engraved plaques with their college/university's name and each team member's name, in addition to the monetary award. The top three teams will also receive a certificate of achievement and get a free CMA scholarship, which includes a one-year IMA student membership, CMA exam entrance fee, and a one-time exam fee.

Said one of the judges, president of the Bangalore Chapter, "Lean, as the topic for the case study, is not familiar terrain for even experienced management accountants. The case threw the young teams at the deep end of the pool and they performed well, despite most of these students having a limited exposure to the case-study method of learning."

real-life management and management accounting problems usually do.”

Chapters

JAMA Chapter

JAMA conducted a “Communication Skills” workshop lead by Mr. Ammar Khayyat. In his talk, Mr. Khayyat elaborated on the five skills that every professional should have in order to succeed at work. This event was held at the V Business Center in Amman, Jordan. Forty members attended the event which was endorsed with 3 CPE credits.



Effective communication helps us to better understand people and situations, resolve differences, build trust and respect, and create environments where creative ideas, problem solving, affection, and caring can flourish.

CMA RAFFLE

Congratulations to the winner of this month’s CMA surprise drawing: Raafat E. Elsayed Ahmed Hashem, CMA, CPA, from UAE.

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:

- Director of International Cooperation, Planning & Monitoring- Social Fund for Development Ref. JB3456857
- Senior Project Manager– Projacs Qatar Ref. JB3451594
- Finance Manager– Al Manara Holding Ref. JB3444068

CV Writing Service by Bayt.com for IMA members:

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