



## IMA Middle East Focus

### A Year of Firsts, Plentiful and Promising

As we approach the end of 2014, we cannot but look back at the year and feel a strong sense of pride and gratitude. Proud to belong to an organization like the IMA which continues to actively and strongly contribute to the advancement of the profession of management accounting both regionally and globally; and grateful to our partners, volunteer chapters and most importantly our 72,000 members -12,000 of whom come from the Middle East and Africa region alone. Thanks to them and the trust they have put in our organization and in our certification, we have achieved record growth in 2014 making the CMA the leading global management accounting credential.

Looking closer at the milestones achieved throughout the year, we have grown our network of partners to include LACPA (Lebanese Association of Certified Public Accountants), SOCPA (Saudi Organization of Certified Public Accountants), FAD (Financial Audit Dept), JAMA (Jordanian Association of management Accountants) and last but not least AHRA (Alexandria Human Resources Association). Our volunteer-based chapters continue to play a fundamental role in creating value for CMAs. We have witnessed the setting up of our first student chapters in the region in Egypt and KSA. We have announced IMA's first academic endorsement in the region – Prince Sultan University and have launched in its third year Student Case Competition garnering participation of over 20 universities from across the region including Bahrain, Egypt, KSA, Lebanon and the UAE. And we continue to work closely with our corporate partners, launching for the first time in the Middle East the Finance Team of the Year Award, an award that recognizes top performing Finance teams.

It is therefore not surprising that we look at 2015 with a lot of hope and confidence as we prepare for our 3<sup>rd</sup> regional Middle East and Africa conference. We would like to wish our valued volunteers, members and CMAs all the best in the coming year.

### CMA Raffle

Congratulations to the winner of this month's CMA® (Certified Management Accountant) surprise drawing: Punita Prabhu, CMA, from UAE. You have won a free one-year IMA membership. Please contact us at [imamiddleeast@imanet.org](mailto:imamiddleeast@imanet.org) or +971 4 429 6017 to claim your prize!

## A Successful Regional Tour For Gary Cokins – IMA’s Executive-in-Residence

Gary Cokins resumed his 2-week tour of the region, visiting several key cities including Dubai, Riyadh, Dammam, Cairo, Alexandria and Beirut. Cokins made several appearances in major regional events. On the agenda, the topic of Enterprise Performance Management, a topic that has recently taken on greater importance due to factors such as increased accountability, executive frustration with strategy failure, and the need to make speedy decisions.

“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, strategy maps and business analytics, but they are doing them in isolation. EPM is about bringing it all together. With many companies in the Gulf now competing on the global stage, getting this right has become a strategic imperative.”

Cokins was the Keynote speaker at the 3<sup>rd</sup> Regional MECA CFO Conference in Dubai attended by over 250 CFOs and decision makers. In Egypt, He attended the HR Strategic Day organized by Alexandria Human Resources Association ( AHRA) in Alexandria followed by the Oil and Gas Skills CPE Workshop in Cairo, which brought together over 50 participants from major Petroleum companies like EGPC, GUPCO, Khalda, and Kuwait Energy. Cokins also visited the Saudi Kingdom where he took part in a workshop organized by the IMA and Saudi Organization for Certified Public Accountants ( SOCPA). The event was attended by over 170 professionals. He continued his tour visiting the Eastern Province and spoke at a joint event organized by the IMA Eastern Province Chapter and Morgan International.





## **Chapter Activities**

### **Abu Dhabi chapter**

The Abu Dhabi chapter had organized several events in the month of November; all of which were accredited by 2 CPE credits. All events were well attended and members found these events well informative and educational. List of events conducted in November:

- Government Financial Statistics, by Wael Abou Zaki, director CMAAS at PWC on November 23, 2014
- IFRS PPE & Intangible Assets, by Paul Raftery, senior vice presiden finance at Mubadala on November 26, 2014
- Diversity Making An Inclusive Culture Webinar, by Anjum Israr on November 30, 2014

To learn more about Abu Dhabi chapter, please visit [www.abudhabi.imanet.org](http://www.abudhabi.imanet.org)

### **JAMA chapter**

Due to huge demand, workshop on Business English was conducted twice during November on 26<sup>th</sup> and 30<sup>th</sup>. Ammar Khayyat, CMA, CPA shared his knowledge and tips on how to handle business communications, terminologies and how to continue developing yourself. On December 08<sup>th</sup>, Jamal Abdul Jalil, Jama president organized a session on “Differences & Challenges of Accounting in Theory & Working field” at the Applied Science University, Jordan. To know more about their upcoming events, please visit [www.jordan.imanet.org](http://www.jordan.imanet.org)

## **Course Provider Activities**

### **Oil and Gas Skills (OGS)**

As one of the leading training and consultancy providers in the Oil & Gas industry and an IMA

authorized CMA course provider, OGS is pleased to announce start of 2015-2016 CMA classes on January 19th at Cairo and February 10th at Alexandria. CMA Review Courses are delivered with exclusive benefits, discounts and direct support from IMA to OGS candidates.

Register now to attend free orientation sessions on January 10th at Cairo and January 31st, 2015 at Alexandria. For more information and registration, please contact:

- Cairo: Davina Rashad 01220601878 [drashad@ogs.com.eg](mailto:drashad@ogs.com.eg)
- Alexandria: Belal El Ghamry 01024633961 [belal.elghamry@gmail.com](mailto:belal.elghamry@gmail.com)

### **Job Pick of the Month**

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

- Senior IT Auditor- Axiz Consulting Ref. JB3151256
- Director Internal Audit–Gulf Connexions Ref. JB3146958
- Chief, Maintenance & Office Services Division- Arab Monetary Fund Ref. JB3063178

### **CV Writing Service by Bayt.com for IMA members**

Avail 20% discount on Bayt.com's CV writing Services. Visit <http://www.bayt.com/en/cv-writing/> and enter this voucher code: **wgb4OSbo** to qualify for the discount.

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