



The Association of
Accountants and
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IMA Middle East Focus

Ella Suponitskiy tours the Middle East with 'CMA Exam Tips' sessions



IMA® (Institute of Management Accountants) Middle East recently organized three 'CMA Exam Tips' sessions conducted by Ella Suponitskiy, Director of Exam Operations and Grading, aiming to provide CMA students and potential candidates with a profound understanding of the CMA certificate and exam structure.



The sessions took place from September 24 -26, in Dubai, Kuwait, and Qatar, and were attended by a total of 350 attendees from different regions. Attendees were presented with comprehensive information on the CMA exam structure, tips and strategies in preparing for the exam, and thorough understanding of the nature and benefits of CMA Certification.

During the sessions, attendees were given the opportunity to ask questions, and share their personal experience and exam tips with others, which allowed all clarifications and concerns to be responded to and addressed.

IMA Middle East offer industry professionals an insight on “Strategic Cost Management”

As a part of our ongoing efforts in supporting accounting and finance professionals, IMA® (Institute of Management Accountants) Middle East recently organized two CFO round table discussions hosted by Mr. Larry R. White, CMA, CFM, CGFM, CPA and Executive Director of the Resource Consumption Accounting Institute.



The separate events took place on the 25th and 26th of September in Kuwait and Qatar, and included 20 of the top finance professionals in the region. During the discussions, Mr. Larry White shared with attendees his insight on the role of Strategic Cost Management in an organization with a focus on:

- The differences between Strategic Cost Management and costing for traditional financial reporting
- Learning the risks to the organization of not adopting a focus on Strategic Cost Management.
- Learning about new guidance and references on Strategic Cost Management.
- An overview of Strategic Cost Management techniques and exploring some examples of good and bad practices

The interactive discussions allowed finance experts to share their visions and thoughts on current industry trends and challenges, which concluded to be a positive experience to all attendees.

IMA Middle East Chapters Event



On the 24th of September, IMA® (Institute of Management Accountants) Middle East invited all Chapter presidents and delegates from across the Middle East to come together in a Regional Chapters Meeting hosted in Dubai.

The event included a morning session conducted by Mr. Larry White, CMA, CFM, CGFM, CPA and Executive Director of the Resource Consumption Accounting Institute, discussed "Improving Financial Processes", which allowed attendees to :

- Learn the various roles of the management accountant in strategy development and attainment.
- Learn various leadership techniques relevant to changing management accounting processes.
- Learn process improvement techniques such as lean and six sigma
- Participate in a case study on initiating financial processes

This was followed by a number of sessions by IMA Middle East executives updating Chapters with upcoming events and projects, emphasizing the great role played by the Chapters in implementing IMA's vision towards supporting accounting and finance professionals in the Middle East.

During the sessions, each Chapter president shared a presentation highlighting their major activities, updates, plans and challenges, which was a great opportunity for all Chapters to share their ideas and recommendations in different areas.

The event was a great success with a positive feedback from all attendees. Another event next year is planned.

The IMA Student Case Competition 2017 is here!



Following the success of the Student Case Study Competition 2016, we are inviting universities from the Middle East and Africa region to take part in this exciting and challenging opportunity. For more information click [here](#).

Jeff Thomson recognized in *Accounting Today's* "Top 100 Most Influential People in Accounting" List



Jeff Thomson, President and CEO of IMA® (Institute of Management Accountants), was recently included in *Accounting Today's* list of "100 Most Influential People in Accounting" list for the fifth consecutive year.

The article highlighted Jeff's remarkable efforts in helping the organization define the changing roles of management accountants and fending off current competition, whilst hitting a major milestone of 50,000 CMA credential holders earlier this year.

For more information , check the list here [A supplement to accounting today The Top 100 Most Influential People](#)

MA Launches Integrated Ad Campaign Highlighting the Value of the CMA

IMA® (Institute of Management Accountants) launched a creative advertising campaign this month in the US, including commercials on -"The Tonight Show with Jimmy Fallon," among other unexpected media outlets. The multi-year campaign, targeting millennials and finance professionals under 40, points to the CMA (Certified Management Accountant) certification – the world's leading management accounting credential – as the solution to confronting the skills gap in the finance and accounting profession.

The campaign, titled "You've got to earn it," was created in partnership with The Gate | New York. The multi-channel campaign will include TV, radio, print and digital ads, a new website experience, paid search, and integrated communications. Visit <https://youtu.be/8fMMpSriGqc> to see the 30-second TV spot

Chapters Events

Cairo Chapter



On August 23, the IMA Middle East Cairo Chapter conducted a workshop titled "Financial Statements Analysis as a Tool of Management + Success without Compromise (Ethics)".

The event was attended by 90 participants, and included two sessions; a discussion on financial statement analysis and how it is used as a management tool, and another on ethics, and how to be successful without compromise.

Jordan Chapter

The IMA Middle East Jordan Chapter (JAMA) held its 9th event of the year on the 29th of August with a workshop on "Budgeting"



The workshop was led by Mr. Nasim Qarmash, and attended by 28 participants, during which Mr. Qarmash tackled various topics including :

- The Role of budgeting in overall company strategy
- Budgeting methodologies
- Budgeting cycles & participants
- Budgeting preparations and modeling
- Budgeting among different industries.

Participants were satisfied with the information shared and the overall outcome of the event was very successful.

Alexandria Chapter



The IMA Middle East Alexandria Chapter conducted a session on the 20th of August titled " Financial Analysis and Leadership -The Golden Rule" and was attended by 40 participants.

Attendees were able to refresh their knowledge on financial ratios and the various ways to apply them using spreadsheet tools, as well as learn leadership and communication skills by applying the 'Golden Rule'.

CMA RAFFLE

Congratulations to the winner of this month's CMA surprise drawing: Devarajan Narayanaswamy, CMA, from India. 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.

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