

## The Emerging Strategic Role of the Management Accountant

Programme Code: W101018

<b>Speaker</b>	<b>Mr. Aubrey Joachim</b> Mr. Joachim, CIMA's 2009/2010 Global President, has 30 years in various finance roles in the private and public sectors in Sri Lanka, Dubai, Singapore, UK and Australia and is now a well respected and in-demand public speaker and conference presenter across Australia, New Zealand, Singapore, Hong Kong, Malaysia, Thailand, China, Vietnam, India, Dubai, Southern Africa and the UK. Mr. Joachim is a management coach, mentor and management training provider. He is contracted to leading global conference and seminar companies as well as professional bodies to provide training programmes. Mr. Joachim has a MBA degree and is a graduate of the Australian Institute of Company Directors. He has been a prolific presenter and conference speaker for over 14 years, has authored various articles on current management topics, which have been published in professional journals, financial management magazine, and also on the CIMA website.
<b>Date</b>	Monday, 18 October 2010
<b>Time</b>	6:30 p.m. – 9:30 p.m.
<b>Venue</b>	Hong Kong Institute of CPAs Training Centre, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
<b>Enrolment fee</b>	HK\$750 for HKICPA member or student; and CIMA member or student; and IA/ HKIAAT's member or student HK\$1,500 for non-member
<b>Language</b>	English
<b>Format</b>	Workshop including recent examples and cases
<b>Competency</b>	Leadership and Business Strategy*
<b>Rating</b>	Intermediate Level* - Sound understanding of the knowledge area. The ability to apply knowledge and skills to a range of situations and able to deal with new situations.
<b>Target audience</b>	Professionals working in accounting and finance related roles
<b>CPD credit</b>	3 hours

### About the programme

The role of the finance professional is rapidly transforming. There are strategic expectations of finance professionals from senior management as well as their peers across the organisation. No longer can finance professionals only be expected to be preparers of accounts or auditors. They have a more important role to play within their organisations. The post global financial crisis demands on the finance function and the finance professional will be significant. In addition, from the perspective of the Asian finance professional, the global economic shifts to the east and the emerging economic power of Asia will demand a broader strategic view. In this 3-hour session the speaker will discuss:

- The transformation of the finance function;
- How finance can shift its focus to strategic business issues;
- The required competencies for next generation finance professionals;
- Finance as strategic business partners;
- What finance professionals in leading edge organizations are doing.

### Qualification to become a Chartered Management Accountant

Under the Mutual Examinations Paper Exemptions agreement that the Hong Kong Institute of CPAs signed with CIMA in September 2006, all Hong Kong Institute of CPAs members are exempted from 13 out of 15 papers of CIMA examinations. HKICPA members are only required to sit 2 papers (P3\* and the Test of Professional Competence in Management Accounting) for the purpose of acquiring the CIMA qualification and becoming a Chartered Management Accountant. More information can be found at [www.cimaHongKong.com](http://www.cimaHongKong.com).

\*P3 Management Accounting Risk and Control Strategy exam has been changed to P3 Performance Strategy exam, which has been examined from May 2010.

**HONG KONG INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS**

**CPD ENROLMENT FORM**

**To confirm your CPD booking,  
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Operation & Finance Department,  
Hong Kong Institute of CPAs,  
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Payment & Enrolment Status Enquiry: 2287 7381  
e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
Fax : 2893 9853

Course Information Enquiry: 2287 7386  
e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

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**Deadline: 7 working days before the date of the programme**

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<input type="checkbox"/> Cheque (payable to "Hong Kong Institute of Certified Public Accountants")																					
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- Notes:**
1. Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  2. Please put a "✓" in this column to indicate you wish to register by Computerized Ticketing System. Instead of a ticket you will receive a confirmation receipt by post. Details of the system can be found at <http://www.hkicpa.org.hk/membership/cpd/ticket.php>.
  3. All applications are on a first-come-first-served basis. In the event of over-subscription, priority will be given to members and students of HKICPA.
  4. Application by fax will ONLY be accepted when payment is made by Visa/Master credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  5. Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
  6. Successful applicants will receive admission ticket or confirmation notice (for those who opt for Computerised Ticketing System) at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  7. NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
  8. All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  9. The Institute reserves the right to change the venue, date or speaker of the event due to unforeseen circumstances.
  10. All personal data collected from the enrolment process, and administration of the CPD Programmes will only be used for the purpose of the administration of the course on which members are enrolled.

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