

IMA Establishes Chapter in Istanbul, Turkey

BY SELÇUK TÜMAY, CMA, CPA

Globalization has become a driving force in the growth of world economies and businesses in the last 10 years. With the help of technology, doing business in any part of the world has become easier, and the world is becoming borderless.

In recent years, Turkey has been a key market for global investors because of its natural resources, qualified workforce, and geographical location as a link between Europe and Asia. With this increased economic interest in the country comes an in-

creased need for expertise in finance and management accounting. Many Turkish finance and accounting professionals concluded that joining the Institute of Management Accountants (IMA®) and earning the Certified Management Accountant

(CMA®) credential would help them fill this need and create significant value for them and their companies.

Between 2002 and 2006, approximately 200 individuals in Turkey prepared to take the CMA exam. Because of the interest in IMA membership and CMA certification, an official platform was developed to expand the activities of IMA within Turkey. Twelve founding members—prominent finance professionals and academicians—pushed for the creation of an IMA international chapter in Istanbul, Turkey.



Pictured from left to right: Prof. Dr. Noyan Arsan, CMA, CCA; Arda Arat, CMA, CFM; Carl Smith, CMA, CFM, CPA; Prof. Dr. Güler Aras; John Pollara, CMA; Kerim Kazgan, CMA, CPA; Selçuk Tümay, CMA, CPA; Paul Sharman, ACMA; Jim Gurowka; Hüseyin Gürer; Ali Kamil Uzun; and Mesut Aktas.

IMA's executive team approved creation of the IMA Istanbul Turkey chapter on October 16, 2006, an important milestone for the finance and management accounting professionals working in Turkey. The chapter's members feel that this development is going to change the prospects of the profession permanently. It will provide Turkish management accountants with a venue to promote the profession within the country, bring professional standards to the management accounting profession in Turkey, and bring the community together under the IMA umbrella.

Following a careful and detailed plan, and with the support of IMA management, we launched the chapter during the World Congress of Accountants, which was held November 13-16, 2006, in Istanbul. Several members of the IMA leadership—including Paul A. Sharman, president and CEO; John B. Pollara, Chair-Elect; Carl Smith, Chair-Emeritus; and Jim Gurowka, international business development—were present.

During the planning stage, the IMA marketing team assisted us with the creation of a corporate logo and visuals. We also prepared a brochure about IMA, the CMA certificate, and the Turkey chapter and launched our website, www.ufe.org.tr.

We worked with a public relations agency to ensure that the press coverage was extensive. Launching the chapter during the World Congress of Accountants helped us reach our target group faster and gave us the opportunity to introduce Paul Sharman to the press and Turkish finance professionals.

During the World Congress, we reached more than 200 professionals from our target group with the brochures and business cards. We

IMA Istanbul Turkey Chapter Executive Board

Selçuk Tümay	President
Güler Aras	Vice President
Arda Arat	Secretary
Kerim Kazgan	Treasurer
Noyan Arsan	Member
Mesut Aktas	Coordinator

also obtained contact information from many attendees, from whom we later received more than 50 follow-up e-mails.

In line with the PR plan, we organized a press conference, and leaders from both IMA and the Turkey chapter took part in more than 10 meetings with the press. The results: In less than one month, stories appeared in more than 10 newspapers, two monthly magazines, two television broadcasts, and more than 10 Internet news sites. The press coverage of our launch far exceeded expectations.

A dinner was held to give IMA Turkey chapter members the chance to meet and talk with the members of IMA's management team. During this dinner, Paul Sharman also presented the Chapter Certificate signifying the establishment of the Istanbul chapter. Chapter members viewed this unforgettable moment as both a happy end for the launch of our chapter and the beginning of a new period where we need to work very hard to achieve our vision and increase the number of members.

IMA currently has 119 members in Turkey. For 2007, chapter members have planned activities such as seminars, meetings, and review courses. Our goal is that the IMA Istanbul Turkey chapter will have more

than 200 members by the end of 2007. We have even expressed to IMA executives our desire to host the 2008 IMA Global Conference in Istanbul.

We are sure that, as a bridge between two continents, Turkey will continue to attract more foreign investment while Turkish companies become players on the global stage. The founding members of the new chapter are all very excited about the role that our chapter will play for the sustained development of the Turkish economy and expansion of Turkish companies beyond our borders.

We would like to thank the IMA executive team once again for the support they have provided in the formation of our chapter and for sharing our vision of becoming an important player in advancing the finance and management accounting profession in Turkey. ■

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