

By Jeffrey C. Thomson



# IMA Is Broadening Its Global Presence

IMA just finished its 4th Annual Global Conference that delivered a wealth of professional development opportunities and strengthened many alliances in China. Now we're poised for growth in many new areas.

## Dear IMA Member:

In September I took part in an important and exciting event for our global profession: IMA's 4th Annual Global Conference. For the first time, the Institute of Management Accountants (IMA®) held the Conference in Shanghai, mainland China's largest commercial hub. After three years of hosting this event in Dubai, which was very enjoyable, we decided to broaden the venue, and I was pleased to welcome IMA members and other professionals to this vibrant new destination.

Nearly 200 accounting and finance professionals and academics joined us for two days of informative sessions covering leadership, risk management and internal controls, sustainability reporting, strategic cost management, ethics, and other value-creating activities. I thank Jeff Song, CEO from Ingersoll Rand China; Bennett Stewart from EVA Dimensions; and Li Yu Huan, deputy director of the Ministry of Finance, for participating as

keynote presenters.

The Global Conference was not only an event in which IMA delivered professional development—it was an opportunity to strengthen our alliances with some of China's leading corporations, government oversight agencies, and academic institutions. While in China, I had the opportunity to meet with two new Certified Management Accountant (CMA®) review course providers, a group of CFOs of Chinese State-Owned Enterprises at Xiamen National Accounting Institute, the Chinese Ministry of Finance, the State Administration of Foreign Experts Affairs (SAFEA), and Sino Audit, the training arm of the Chinese National Audit Office. There's a great need—and opportunity—in China to grow the profession of management accountancy as Chinese State-Owned Entities and multinational corporations seek to achieve transparent and sustainable growth using principles of risk management, etc.

The organizations we met—and others—recognize the importance of enhancing the core competencies of their accounting and finance staffs with proper training and certification. Partnerships with these organizations have

resulted in double-digit membership and CMA candidate growth in China. IMA is the only management accounting association in the world that offers local Chinese resources and expertise, including a translated CMA exam and learning system, a website, research, a student case conference, and networking through local events.

Many of you in the U.S. may be wondering how IMA's international development efforts “help” our U.S.-based members. Put simply, our profession is a global profession, and IMA serves members in more than 125 countries. A vast majority of our recurring activities and strategic investments in new products and services support and enable members in organizations of any size, any structure, anywhere in the world. We are making great inroads in the U.S., including double-digit CMA candidate growth this past fiscal year along with some exciting new products and services.

The strategy is straightforward: Management accountants can have greater influence in their organizations—and in advocacy with global regulatory bodies—with a much larger base of

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members and CMAs. We aspire to grow wherever we can, and, based on this past year's financial performance, we are poised to achieve sustainable growth everywhere in the coming years. We appreciate you as members of this proud association, and we thank you for doing your part to recognize and grow the influence of management accountants around the globe.

Sincerely,

**Jeff Thomson**

*IMA President and CEO*