



More Than a New Boilerplate

Our global expansion is on target and is proceeding at a rapid pace. From new CMA® exam candidates to new chapters and members, we are advancing the management accounting profession around the world.

You may have noticed something different in the “About IMA®” section of our press releases and other public communications. Although this paragraph, known in the trade as a “boilerplate,” might seem redundant and easy to gloss over, it actually demonstrates a significant strategic shift in how IMA perceives its priorities. Take a close look, and you’ll notice the change: We now mention our offices outside the United States, which are located in Zurich, Dubai, and Beijing.

This change in our boilerplate reflects a broader recognition of the strength of IMA’s global initiatives and our commitment to the management accounting profession worldwide. Consider how some of the following initiatives from this past year point to IMA’s expanded international outlook.

For example, I recently returned from an extended trip to the People’s Republic of China, where some senior IMA leaders and I met with leading educational institutions, government organiza-

tions, review-course providers, and state-owned and multinational companies. We also had the pleasure of awarding CMA® (Certified Management Accountant) certificates to the newest class of CMAs in Beijing and Shanghai. I was both inspired and encouraged by the enthusiasm of the professionals we met.

The demand for CMA-certified professionals has grown dramatically in China, where more than 3,500 exams have been given over the past 12 months. This represents a 70% increase from last year. There also are more than 4,000 individuals currently enrolled in the CMA program, an increase of almost 50% from 2010. That number is expected to expand even further, given the recent announcement by the ICMA® (Institute of Certified Management Accountants) about its decision to translate the two-part CMA exam into Simplified Chinese. To help coordinate these activities, we recently doubled the size of our Beijing office.

Also in the Eastern half of the world, our office in Dubai, UAE, continues to serve the growing number of management accounting and CMA-certified professionals in the Middle East. Last spring,

we hosted a well-attended international conference in Dubai that featured business and government leaders from across the Middle East and China. We also launched new IMA chapters in Abu Dhabi, UAE, and in Egypt.

IMA chapter activity outside the U.S. has been particularly strong this year. In May 2011, we inaugurated a new chapter in Moscow, Russia’s most populous city and its financial center, which is home to a large number of IMA members. The chapter, our first ever in Russia, already has more than 300 members, most of whom are either CMAs or in the process of becoming certified.

Also, we now operate three chapters in Europe: in Zurich (our newest) as well as in Stuttgart and Munich, Germany. The latter two are undergoing significant revitalization. The activities of these chapters are coordinated through our Zurich office, which this past summer and fall sponsored several CPE gatherings that attracted management accounting professionals who work for prominent multinationals and who are interested in advancing their careers through CMA certification and IMA membership.

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We expect to continue our broadened global view. IMA's Global Board of Directors recently decided to increase funding for international marketing efforts. We anticipate that these funding increases will pay off handsomely as we seek to ensure that IMA is the go-to organization for management accounting professionals around the world.

I welcome your thoughts on this or any other topic. Please share them with me at bmcguire@imanet.org. **SF**