

■ REPORTING BY THE ACCOUNTANTS TODAY EDITORIAL TEAM

*The key messages of CIMA's special plenary session at the MIA International Accountants Conference 2015 will stress the importance of integrated thinking and integrated reporting for long-term business success, said CIMA Managing Director Andrew Harding.*

# EMBRACING INTEGRATED THINKING



"CIMA is proud to be part of the MIA International Accountants Conference 2015," enthused CIMA Managing Director Andrew Harding in a recent interview. Below, he tells about CIMA's development and how CIMA is contributing to the region's foremost accountancy conference as one of the key partners.



**Please tell us about CIMA and your global presence briefly. Where are you positioned in terms of influence and weightage vis-à-vis other accountancy bodies? How is CIMA endeavouring to build up its own unique blue ocean in the global marketplace for finance and accountancy related education? What are**

**the opportunities, challenges and the disruptions to CIMA's business model of providing accountancy education?**

We are proud of our global presence which covers every continent, and reaches the huge US market through our partnership with the American Institute of Certified Public Accountants (AICPA). Together with the AICPA, we



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currently support and give voice to 150,000 Chartered Global Management Accountants (CGMA) across the globe.

Our unique space is defining our Management Accounting Framework where we ensure our relevance to business needs. We are in constant engagement with employers around the world to ensure that the next generation of talent is well prepared to bring growth and success to the business. We update

the CIMA Professional Qualification every four to five years based on what business needs.

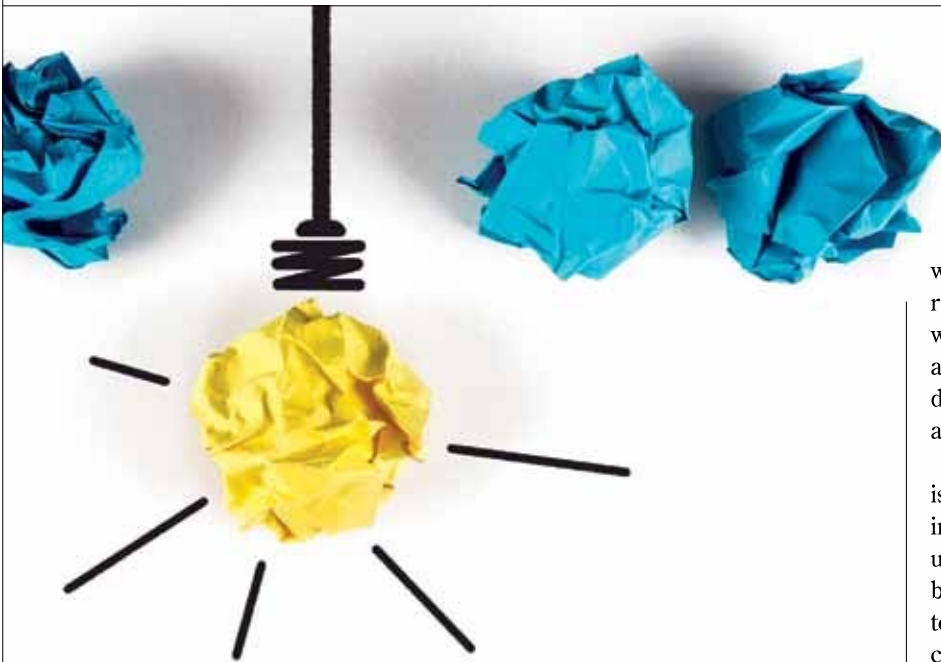
We support our MA Framework through high quality research and thought leadership publications, many in partnership with leading organisations from the public and private sectors. The innovative Global Management Accounting Principles that we launched in 2014, as well as the updated CIMA syllabus and the new computer-based assessment platform, ensure that we continue to create value for both businesses and people in the short, medium and long-term.

We will continue to build close and mutually beneficial relationships with other expert organisations around the world (including national bodies such as the MIA) and through this, we can add significantly to our own resources, abilities and reach in all areas of our operations. A good example is our partnership with the AICPA, with who we deliver the route to the CGMA designation, bringing understanding of the benefits of management accounting to an unprecedented global audience.

**CIMA is a frequent collaborator and partner with MIA. How can CIMA add value to MIA as the local national body for the accountancy profession, and vice-versa?**

Giving career opportunities to talented people and building capacity for the accountancy profession locally is important to CIMA. This is because strong national professions form the basis of developing a strong global profession. A strong accountancy profession in this region is essential to economic development and also economic confidence, both in the

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public and the private sectors.

We are therefore pleased to work with MIA to deliver the CIMA-MIA Strategic Leaders Programme and the Strategic Professional Programme which are fast track routes to the Chartered Global Management Accountant (CGMA) designation and CIMA membership. This is a special route particularly for MIA members to join an international accounting body whose members' skills in finance and business are much sought after by leading employers around the world. As the leading professional body of management accountants and with our footprint in the US via our joint venture with AICPA, we offer a truly global professional qualification for members of MIA.

**What unique role does CIMA play in promoting global business management sustainability and innovation?**

CIMA is a member of the International Integrated Reporting Council (IIRC) that is promoting Integrated Thinking and Integrated Reporting as the way forward for the long-term sustainability of businesses. Apart from being on the Council, our Chief Executive, Charles Tilley, has chaired the IIRC Technical Task

**INTEGRATED REPORTING CONNECTS THE DOTS AND SHOWS THE RELATIONSHIP OF COST, VALUE AND RISK ACROSS THE ORGANISATION.**

Force, the body responsible for developing the first version of the Integrated Reporting Framework. The final Framework was released in December 2013 and we are working alongside the IIRC and local regulatory bodies throughout the world to promote integrated thinking and integrated reporting as critical drivers of sustainable success in private and public sector organisations.

At the core of Integrated Thinking is the business model and as a leader in innovation, CIMA is currently undertaking research on how businesses use their business model to understand and manage their value creation potential.

**CIMA has participated as a major sponsor of the MIA International Accountants Conference over the past years. Could you share the specific value and benefits that CIMA has earned from this participation?**

With over 2,500 delegates attending the annual MIA International Accountants Conference, the conference is one of the largest gatherings of accountants and corporate leaders in the world and CIMA is proud to be associated with this key event with such a great outreach. As a major sponsor of this conference, we have the opportunity to make our voice heard on today's most pressing issues affecting the accountancy profession. Last year I spoke at the conference and it gave Malaysian professionals an early opportunity to view the Global Management Accounting Principles. It was fantastic to see such interest.

**How do you think that the MIA International Accountants**