

## Congratulations to all members who earned their CMA Certifications and CSCA Credentials during this quarter:

- 1- Mr. Mahesh Puthucode Ramachandran, CMA
- 2- Mr. Tharamel Hafiz Mohamed, CMA, ACCA
- 3- Ms. Johan Intes Nillas, CMA, CPA
- 4- Mr. Walid Ben Terdayet, CMA
- 5- Mr. Jawwad Abbas, CMA
- 6- Miss Mary Grace Vergara, CMA, CPA
- 7- Mr. Abhishek Surana, CMA
- 8- Mr. Leandro Olayta Parcia, CMA, CPA
- 9- Mrs. Sara Basel Hudali, CMA
- 10- Mr. Sakkariya Elayedath, CMA
- 11- Ms. Lorelyn Magistrado Bea, CMA
- 12- Dr. Belal Fayez Omar, CMA
- 13- Mrs. Edralyn Rivera, CMA
- 14- Ms. Zhao Yanan, CMA
- 15- Ms. Jamila Ahmed Alzarooni, CMA
- 16- Mr. Fayaz Nazir Srmbikal, CMA
- 17- Mr. Osama Hassan Ahmed Abdelrahman, CMA
- 18- Ms. Marybeth Lising Junio, CMA
- 19- Ms. Lez Arly Omega Magdadaro, CMA
- 20- Mrs. Francis Medalyn Rose Catacutan Navacilla, CMA

## Your Chapter's Board Members for 2019-2020:

- Chapter President & Webmaster: Mohamad Bachar Saidi, CMA, ACMA, CIPP™
- Deputy President: Seetha Menon, CMA
- VP – CMA Program & Professional Education: Rana Mohammed, CMA
- Director of Initiatives, Projects & Board Secretary: Amer Al Ahababi, CMA, CFE
- Director of Communications: Mohammed Herzallah, CMA
- Director of Events: Colin Mark D'Souza, CMA
- Director of Memberships and Social Media: Nida Saleem, CMA

We are always here to help you, if you have something in your mind, please don't hesitate to contact us on [info@imaabudhabichapter.org](mailto:info@imaabudhabichapter.org)

You can get more information about the Chapter and the Board Members on our website: <https://abudhabi.imanet.org/>

## President's Message:

Dear IMA Abu Dhabi Chapter members,

I am glad to share with you our third edition of IMA Abu Dhabi Chapter Quarterly Newsletter "**Expand your knowledge, Know Your Community**", which represents another successful milestone in IMA Abu Dhabi Chapter journey.

We had amazing speakers in December, during our super event, "**Accounting Symposium**" where Mr. Rishi Malhotra, Academic & Community Relations Manager, Middle East & Africa- IMA, delivered an informative session to our members around CV writing and Emotional Intelligence "Future proof your CV and Emotional Intelligence". Mr. Rishi discussed tips and tricks to write an attractive CV. In addition, he highlighted the emotional intelligence by explaining how to work with lots of different kinds of people and how to improve self-awareness.

Mr. Halil Erdem from PWC ME Academy provided a comprehensive session about the recent VAT updates and developments in the UAE and VAT consequences of public certification issued by the Federal Tax Authority.

Mrs. Fareeha Hussain, PWC ME Academy, delivered the final session around Ethics- Cyber-crimes plus conventional challenges, where she shared with us her experience on types of cybercrimes and how to be protected against them.

During the event, we presented Certificates of Appreciations for our new CMAs and CSCAs. I also presented Appreciation Certificates to Abu Dhabi Chapter Board Members for their dedication to serve IMA community in Abu Dhabi.

I am thrilled to announce that on 19th January 2020, the Institute of Management Accountants and Abu Dhabi University, signed a memorandum of understanding, to establish a student chapter and make the IMA's body of knowledge available to the students.

Finally, I would like to thank all Abu Dhabi Chapter Board for their efforts in creating and editing this edition of our newsletter.

Stay tuned for lots of interesting activities to come.

**Mohamad Bachar Saidi, CMA, ACMA, CIPP™**  
Chapter President & Webmaster  
[president@imaabudhabichapter.org](mailto:president@imaabudhabichapter.org)

# Expand Your Knowledge

## “Count Me in” Podcast:

Another quarterly newsletter and another set of IMA’s podcast highlights. Episode 17 titled “[Career Development and Leadership](#)” had us listen to **Ginger White** as she shares her experience in moving up the accounting career ladder that spans more than twenty years, she had been with Cummins Inc. for almost twenty two years and now is serving as Chief Operating Officer at the American Accounting Association.

She talked how her progress in her career was not always planned or expected as much as opportunities arose and she was there ready to grab them, while at the same accepting change, adapt to it, and allow her perspective to change. But as you listen, you will find that there is one constant and that is learning. She joined Cummins Inc. to help her get her Master's Degree. As she worked in Cummins, she understood the importance of cost accounting. So she joined the IMA. This mentality culminated up with her having a Masters in Business Administration, a Master of Science in Strategic Finance, a Six Sigma Black Belt, a CMA, and a CSCA. There is no need to mention the different positions she has held, as I am sure they were never the goal.

A lot of momentum has been building up for the subject of business partnering and “Count Me In” were there to get us up to date with Episode 19 titled “[Business Partnering](#)”. Business partnering is a term more common in human resources function, but gained its place in Finance recently. The podcast’s guest **Ben Wann**, started by answering the question “What is Finance Business Partnering?” to which he answered that it is about making our presence more valuable by giving information that goes beyond the numbers and give more meaning to it, through having a kind of “partnership” that makes more integral to operations or supply chain’s work.

FBA is a part of the ongoing evolution of our function, as more of our transactional work becomes automated, the onus of proving our value and changing in a way that help us deliver this value in the best way possible. This line of thinking has been iterated multiple times whether in previous podcasts, webinars, or chapter events. But this is due to the importance of the subject rather than simple redundancy.

On a last note, Ben Wann is the Co-founder of The Numbers Guys website <https://www.the-numbers-guys.com/>. It has articles on the accounting and finance function, which I believe would be useful and valuable.

As part of our evolving function and understanding the business environment we are in, we have to be on the lookout for new functions in different fields, one crucial field is Data. If there is one essential driver for the changes we are facing, it is the availability of data and the drive to get more. In Episode 41, **Ivailo Sokolov**, Data Office Division Co-Lead at BAWAG P.S.K. talks about “[Data Engineering](#)”

He points out that for finance it is important to get data out quickly, while maintaining quality. This is an issue all accountants grapple with everywhere. We try to balance completeness, timeliness, and relevance of our financial statements reports, but then, Ivo, goes further by stating that it is of equal value to be able to make sense of the data quickly. For this, a lot of areas must be considered and understood for the proper action to be taken, such as where are the data stored? Does each function have their own data warehouse? How does data flow? What BI and analytical tools available? Who is responsible for data control and governance? ...etc. This may seem foreign to accountants, but consider our work with trial balances, accounts reconciliations and analysis, tracking sheets, and how frustrating to know that you are not working with the most updated data, or how risky if management took a decision based on outdated sets. Then go further and imagine how useful it would if customer information available and those with sales team in their CRM were integrated!

Ivo concludes with stating that changing a company to be properly data engineered, and its data properly governed, is not only about tools but also that policies, organizational design, and process are all part of the transformation.

You can get all there is to know about “Count Me In” on this link: <https://podcast.imanet.org/>  
Expand your knowledge, get counted in.



## Drive your career forward with [Career Driver](#):

[Career Driver](#) is a tool developed by the Institute of Management Accountants; the tool aims at helping us draw a career path, and decide on the skills that need development in order to progress down the identified path.

It starts off with an assessment step, and as it is a self-assessment, which notes two important pieces of advice:

- 1- Be honest.
- 2- Use your best judgement.

And a list that defines five levels of skill proficiency: limited knowledge, basic knowledge, applied knowledge, skilled knowledge, expert knowledge.

You can pick your current role or a role you seek, and assess yourself against the expected skill sets that should be available for the incumbents of these positions. The assessment is done by answering thirty-three statements and choosing the most accurate description of your proficiency level (remember the above pieces of advice). All the described skill sets fall under one the competencies in IMA's Management Accounting Competency Framework.

I have assessed myself for my targeted role of "Financial Controller (large company)", and below is an example of the questions I answered for each competency (as I perceived them, since the questions are not categorized):

- 1- Strategic Planning and Performance:
  - Assess key business factors, and drive value through strategy and operating plan development and execution.
- 2- Reporting and Control:
  - Implement procedure and processes that ensure data security, protect an organization's assets, and meet legal and reporting requirements.
- 3- Technology and Analytics:
  - Extract, transform, and analyze data to gain insights, improve predictions, and support decision making.
- 4- Business Acumen and Operations:
  - Serve as a valuable business partner to operational units outside the accounting/finance function.
- 5- Professional Ethics and Values
  - Identify ethical conflicts and lapses in the workplace, and take appropriate action.

Once done with the assessment, a report is created that highlights your strengths, and the areas that need development in terms of the targeted level, then proceeds to exhaustively lists all of your answers and charting them against the targeted skill level.

The next step would be creating a development path. You will be asked first to pick a completion deadline, and then proceed to set a deadline for each of your development areas. Once this step is done, your path is clear, you have a target to achieve, and a deadline to stick to. You just have to figure out how to gain these skills, how to actually move forward along this path.

Thankfully [Career Driver](#) will help with this too, just click on any of the development areas, and you will find an option to select learning resources which would provide a list of suggestions from different sources covering:

- 1- IMA and non-IMA publications, for which links to online stores or where you can read them are provided.
- 2- IMA courses and webinars, again with links to where you can access them.
- 3- On the job activities.

[Career Driver](#) is a great tool, and we would be missing on a lot, as IMA member, if we do not use it.



# Know Your Community

## Future proof your CV and Emotional Intelligence- Mr. Rishi Malhotra, Academic & Community Relations Manager, IMA MEA

This session, conducted by Mr. Rishi, discussed tips and tricks to write an attractive CV as well as common mistakes with CV writing and how to overcome them. In addition, he highlighted emotional intelligence by explaining how to work with different kinds of people and how to improve self-awareness.



## VAT updates in the UAE – Mr. Halil Erdem, PWC ME Academy:

Mr. Halil Erdem from PWC ME Academy provided a comprehensive session about the recent VAT updates and developments in the UAE and VAT consequences of public certification issued by the Federal Tax Authority. He put into practice what he had explained using a range of practical examples. The session includes an interactive competition as well between the members to test their knowledge in VAT using an eponymous app, which create presentations with real time feedback.

## Ethics - Cyber-crimes plus conventional challenges by Mrs. Fareeha Hussain, CFA, PWC ME Academy:

Hackers are not the only form of cybercrime that you need to worry about. Cybercrimes continue to evolve with new threats every day. PWC Academy's professional qualifications trainer, Mrs. Fareeha Hussain, CFA, shared her experience on types of cybercrimes and how to be protected against them.



# Know Your Community

## ICMA's Certificate of Distinguished Performance:

Congratulations to **Ms. Yvette Kristel Aliwalas Jasa, CMA** for being awarded ICMA's Certificate of Distinguished Performance on her performance in **June 2019** testing window [**Scores: Part 1- 440; Part 2- 470**]. IMA Abu Dhabi Chapter Board and its members' wishes you continued excellence in your career.

## Abu Dhabi Chapter's Website:

We would like to assume that all of our Chapter members visit our website: <https://abudhabi.imanet.org/>, regularly, but we also believe that a nudge every now and then, will not do any harm. So we appreciate that you visit our [website](#), where you can find information on:

- 1- Upcoming Chapter Events.
- 2- Monthly announcements of CMA earners.
- 3- Our quarterly newsletter.
- 4- Other news relevant to IMA and the Chapter.

And more importantly you can check the Discussion Board where you can ask questions or answer other members' questions. You can also find all important information relevant to IMA members regarding exams, registration, licensing etc. Discussion Board can be accessed on our website after logging in with your IMA credentials Homepage >> Participate >> [Discussion](#)



This newsletter is presented to you by Mohammed Herzallah, and contributions from Rana Mohammed, Seetha Menon and Amer Al Ahababi.



## Disclaimer Statement:

The views and opinions expressed on the published technical articles are those of the authors and do not necessarily reflect the official position of IMA Abu Dhabi Chapter.

## IMA and Abu Dhabi University cooperating to be future ready accountants:

On the **19<sup>th</sup> of January 2020**, the Institute of Management Accountants, and Abu Dhabi University, signed a memorandum of understanding, to establish a student chapter and make the IMA's body of knowledge available to the students.

Present at the signing were **Ms. Hanadi Khalife**, IMA's Senior Director, MEA & India Operations, **Mr. Amer Al Ahababi**, our Chapter's Director of Initiatives, Projects, & Board Secretary, and **Mr. Rishi Malhotra**, IMA's Academic & Community Relations Manager, MEA. Check out the full announcement [here: https://tinyurl.com/ublpc47](https://tinyurl.com/ublpc47)

Our board member Amer Al Ahababi had an instrumental role in getting to the right people to make this achievement a reality, and we had these questions for him:

- 1- Did you study there?  
**Mr. Ahababi: No.**
- 2- Who did you approach first in Abu Dhabi University?  
**Mr. Ahababi: Prof. Sherine Farouk.**
- 3- Was it hard to get them convinced with IMA's message and vision?  
**Mr. Ahababi: No, IMA's vision aims at creating a better future for accountants by equipping with the right tools, likewise educational institutions aim at the same for their students.**
- 4- Are there other institutions you are going to approach?  
**Mr. Ahababi: Yes, every institution that teaches accounting is one that the IMA considers partnering with, and us, volunteers, will always offer help to achieve this goal; however for now our eyes are currently set on Al Ain University.**
- 5- How do you feel, knowing your contribution is affecting many people, especially students?  
**Mr. Ahababi: Very happy that I'm a part of this success Looking forward to spreading professional knowledge in the Universities and the accounting community.**