

Think Ahead

ACCA

Be a part of the Africa Members Convention 2017

6 – 8 DECEMBER 2017
ADDIS ABABA



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Africa Members Convention 2017

When: 6–8 December 2017

Where: The United Nations Economic Commission for Africa
Conference Centre (UNECA), Addis Ababa

About the conference

Known as the cradle of mankind, with some of the oldest humanoid fossils discovered there, it is fitting that Ethiopia will host ACCA's inaugural members convention in the historical city of Addis Ababa in December 2017.

The convention is themed, **'The impact of socio-economic trends on the future of finance and business in Africa'** and is based on the premise that the future role and relevance of the practice of accounting in Africa will be impacted by the shifting paradigms of social expectations and economic focus underpinned by rapid digital transformation. Some of Africa's most illustrious finance and business leaders including the rock star of public speaking – Vusi Thembekwayo who will be delivering the key note address – will lead panel discussions and breakaways sessions such as 'Ethics in a digital world', 'Managing and navigating the new economy', 'Leadership – redefining the new order of the profession' amongst others.

The Africa Members Convention is the landmark African event on the ACCA calendar, bringing together up to 1,000 distinguished ACCA members from all spheres of finance and business, within the public and private sectors, to tap into a wealth of resources, knowhow, inspiration and unparalleled insights.

About ACCA

ACCA (the Association of Chartered Certified Accountants) is the global body for professional accountants. We aim to offer business-relevant, first-choice qualifications to people of application, ability and ambition around the world who seek a rewarding career in accountancy, finance and management.

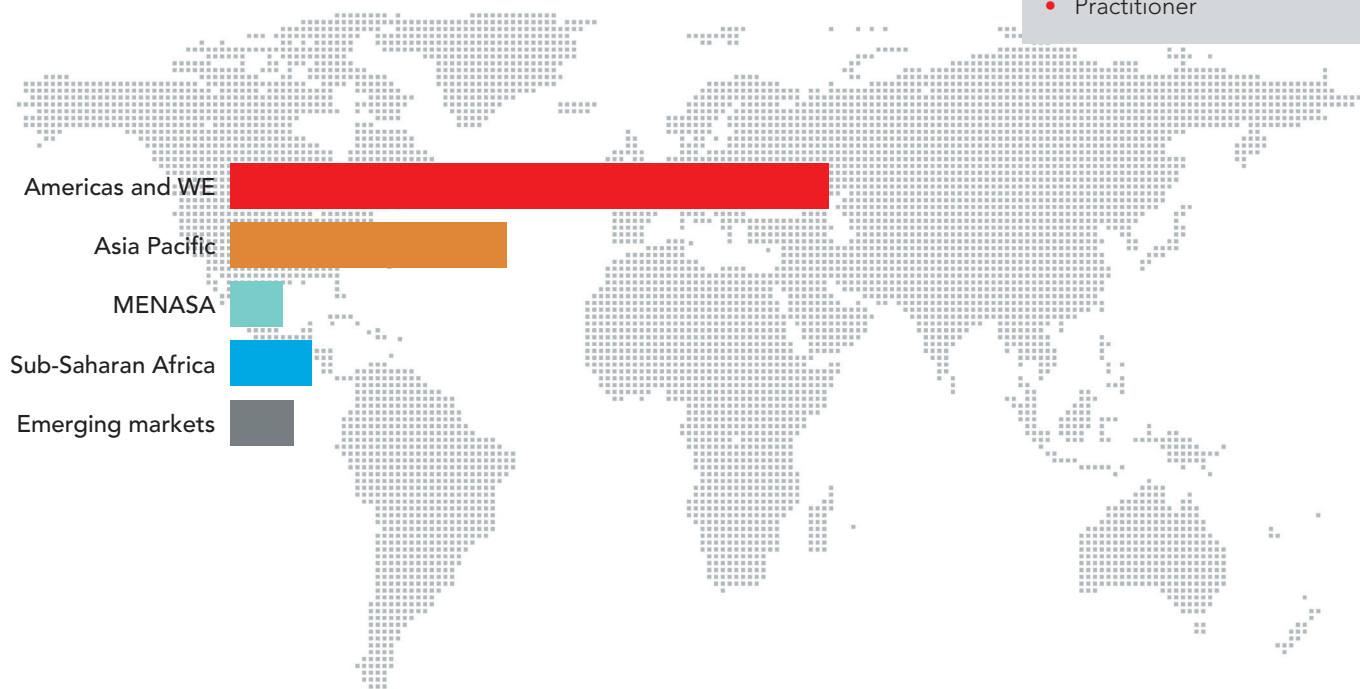
Founded in 1904, ACCA has consistently held unique core values: opportunity, diversity, innovation, integrity and accountability. We believe that accountants bring value to economies in all stages of development. We aim to develop capacity in the profession and encourage the adoption of consistent global standards. Our values are aligned to the needs of employers in all sectors and we ensure that, through our qualifications, we prepare accountants for business. We work to open up the profession to people of all backgrounds and remove artificial barriers to entry, ensuring that our qualifications and their delivery meet the diverse needs of trainee professionals and their employers.

We support our **198,000** members and **486,000** students in **180** countries, helping them to develop successful careers in accounting and business, with the skills required by employers. We work through a network of **101** offices and centres and more than **7,291** Approved Employers worldwide, who provide high standards of employee learning and development. Through our public interest remit, we promote appropriate regulation of accounting and conduct relevant research to ensure accountancy continues to grow in reputation and influence.

About our members

ACCA has **198,000** members globally and **15,042** members in Africa. The average African member is 40 years old and is a highly qualified professional accountant with a good job and salary and influence over a wide range of corporate buying decisions.

Members by region



Typical roles

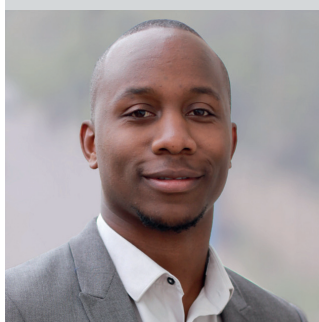
- C-suite executives
- Vice president, finance
- Financial controller
- Business/financial analyst
- Finance manager
- Partner
- Audit manager
- Practitioner

About our members

MORE ABOUT MEMBERS

All over the world, employers seek out ACCA members to lead their business to sustainable success. ACCA members are strategic thinkers with high ethical integrity, strong financial know-how and the right business acumen. ACCA works in the public interest, assuring that its members are appropriately regulated for the work they carry out and, promoting principles-based approaches to regulation. We actively seek to enhance the public value of accounting in society through international research and we take a progressive stance on global issues to ensure accountancy as a profession continues to grow in reputation and influence.

Four members of ACCA



VICTOR KIMANGA NYANGAU
Senior tax associate,
PricewaterhouseCoopers Limited,
Kenya



ABISOLA ADEFARATI
Commercial finance controller,
British American Tobacco Nigeria



LINDIWE MAFAVUNEH
Head of risk management services,
Botswana Development Corporation

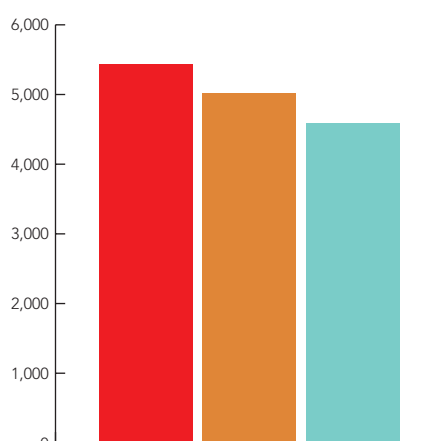


JOSHUA MALUPENGA
Group director – finance and
investments, Zambia State Insurance
Corporation



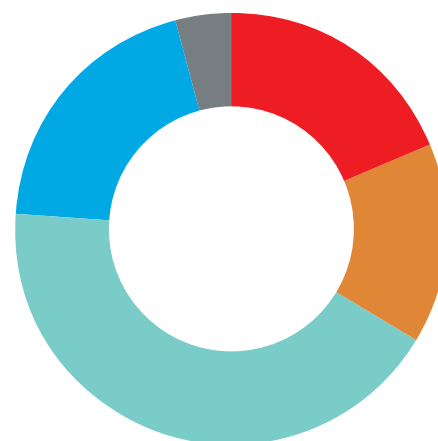
Member age (March 2017)

0 – 20	0%
21 – 30	14%
31 – 40	45%
41 – 50	28%
51 – 60	8%
61+	5%



Length of membership (March 2017)

New members (0–3 years)	5,435
Experienced members (4–9 years)	5,022
Senior member (10+ years)	4,585



Member sector (March 2017)

Practice	19%
Financial	15%
Corporate	43%
Public	20%
Other	4%

AB Africa

Accounting and Business (AB) is our flagship monthly magazine for members, bringing the ACCA brand experience to life by providing an inspirational and information-packed magazine that provides real value.

AB Africa was launched in July 2017 and features global content such as technical articles about international accounting standards, and global trends and developments. This tailored offering features more articles focused on Africa and on the issues affecting our members within the continent.

- Monthly print magazine sent free 10 times a year for members.
- Free-to-air app magazine versions (iOS, Android and desktop), plus pdf versions, available at accaglobal.com/ab
- News, analysis, audit, tax, technology, careers, public sector, financial services, outsourcing, management, strategy and more.



Programme outline

DAY 1

08.00 – 09.00 **Arrival of delegates**

09.00 – 09.30 **Welcome**

Jamil Ampomah, director – Sub-Saharan Africa, ACCA
Brian McEnery, ACCA president
Gemechu Dubiso Godana, Federal Auditor General Ethiopia

09.30 – 10.00 **Keynote address I**

Charles O Boamah, senior vice president, AFDB Group

10.00 – 10.30 **Keynote address II**

Clifford Mpare, CFA – chairman/CEO, Frontline Capital Advisors Ltd

Plenary session 1: Ethics in a digital world – doing the right thing

We live in a digital age where business services delivery is supported by electronic channels. Organisations are getting accustomed to the hazards that come with evolving technology platforms including instant connectivity, managing stakeholder communication expectations, protecting against cyber threats, data protection, and other related concerns. Business models have thus evolved as existing governance processes and structures will struggle to manage the unprecedented ethical scenarios driven by digital transactions and interactions between companies, their stakeholders and the larger public.

The session explores digital themes generally and from the perspective of the role expected of the finance professional and practice of accounting. What are the biggest drivers to impact businesses and the nature of professional stewardship? How ethical dilemmas may arise and how they need to be addressed/ exploring and approaches to doing the right thing and succeeding in the digital era.

Proposed content

Speakers will share regional insights while exploring the themes, challenges, experiences and recommendations. Perspectives will include recommendations on digital and business ethics, and corporate governance in the digital era.

10.30 – 11.00 **Digital evolution and overcoming the business ethical dilemma**

Professor Nii Quaynor, University of Cape Coast

11.30 – 12.00 Health break

12.00 – 13.00 **Corporate governance development**

His Excellency Festus Gontebanye Mogae, ex-President of Botswana
Ambassador Mumba Kapumpa – Zambia
Dr Winifred Tarinyeba-Kiryabwire, Makerere University School of Law, Uganda

Session chairperson: Kholeka Mzondeki, FCCA, ACCA Council member, South Africa

13.00 – 14.00 Lunch

Programme outline

Plenary session 2: Leadership – redefining the new order of the profession and commerce; current thinking challenges and achievements

Measuring value to inform decision making is key to the role of the finance professional who has before now only needed to express value in hard numbers. This approach has worked well for many years since business models have focused on tangible stock and service transactions. The new order of commerce has however seen more business models emerge from digital technology transformation and progressing towards more intangible and futuristic platforms. In the new economy organisations are using their unique abilities to meet the needs of customers, but there is a disconnect when finance professionals continue to measure value and success the traditional way. The new finance professional requires a combination of skills to thrive in the new order of commerce.

Proposed content

The speaker will deliver a presentation on 'Future proofing your skills and leading generation next accountants'; to set the tone on expectations of the profession, articulate current thinking, challenges and achievements.

14.00 – 15.00 **Future-proofing your skills and leading Generation Next accountants**
Taiwo Oyedele, partner, head of tax and regulatory services, PwC Nigeria

15.00 – 16.00 **Transitioning from intrapreneurship to entrepreneurship**
Dr Nigel M K Chanakira, chairman, Success Motivation Institute (Zim/Africa)

16.00 – 17.00 **Session 3**
Sola David-Borha, chief executive, Standard Bank Group Africa

Session chairman: Jide Ibironke, chairman, National Advisory Committee, ACCA Nigeria

Session 3: Sponsors and practitioner sponsored exhibitions
17.00 – 18.00 Interactive session for member networking and engagement with sponsor exhibitions

19.00 – 21.00 Dinner (dress code: African/smart casual)

Programme outline

DAY 2

08.00 – 08.15 **Welcome remarks, linkage and overview of programme**

08.30 – 11.30 **Breakout session: Managing and navigating the new economy I**

Globalisation, geopolitics and international regulation have defined the economic environment for today's business leaders. Organisations once defined by a single sector, find that business sustainability and growth will be determined by maintaining operations across multiple sectors.

IT transformation has expanded customer and industry expectations for communication and services influencing the spread of smarter platforms and Infrastructure development to support commercial structures, utility and cities of the future.

Grooming the right talent is also not business as usual as technical skills must now be repackaged with a combination of strategic and soft skill competencies not readily available in formal training.

Governance of the new economy is of the essence to ensure consistency in standards and accountability to cross sector stakeholders

Proposed content

Presenters categorized by sector share their goals experiences, and expectations of the profession, highlighting the gaps and areas for future focus.

Industry and commerce – Panel chairman: TBC

- Allan Kilavuka, global operations leader, GE Africa
- Lawrence Gudo, CEO, Tarcon Zimbabwe
- Ken Igbokwe, chairman, Execution Edge, Nigeria

Financial services – Panel chairman: TBC

- Mitchell Elegbe, group CEO, Private Equity Payment Systems, Nigeria
- Risper Mukoto, managing director, Centum, Kenya
- TBC

SMPs/SMEs – Panel chairman: TBC

- Dr Edmund Mndolwa, consultant, Tanzania
- Dr Tagarira Mutenga, CEO, Nash Paints, Zimbabwe
- Gina Oleghe, lead consultant, HR Warehouse, Nigeria
- Bethlehem Tilahun Alemu, founder, SoleRebels, Ethiopia

12.00 – 13.00 Lunch

Programme outline

13.00 – 13.45 **Motivational talk**
Vusi Thembekwayo, South Africa

14.00 – 16.30 **Breakout session: Managing and navigating the new economy II**
Globalisation, geopolitics and international regulation have defined the economic environment for today's business leaders. Organisations once defined by a single sector, find that business sustainability and growth will be determined by maintaining operations across multiple sectors.

IT transformation has expanded customer and industry expectations for communication and services influencing the spread of smarter platforms and Infrastructure development to support commercial structures, utility and cities of the future.

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Governance of the new economy is of the essence to ensure consistency in standards and accountability to cross sector stakeholders

Proposed content

Presenters categorized by sector share their goals experiences, and expectations of the profession, highlighting the gaps and areas for future focus.

Public sector – Panel chairman: TBC

- Ermias Eshetu, CEO, Ethiopian Commodity Exchange
- Richard Byarugaba, managing director, National Social Security Fund, Uganda
- TBC

Practice – Panel chairman: TBC

- David Tarimo, tax partner, PwC Tanzania
- Bukkie Adewuyi, director and partner, SizweNzalubaGobodo, South Africa
- Taiwo Oyedele, partner and head of tax, PwC, Nigeria

Professional development – Panel chairman: TBC

- Bernard Agulhas, CEO, Independent Regulatory Board for Auditors, South Africa
- Admire Ndurunduru, CEO, Public Accountants and Auditors Board, Zimbabwe
- Edwin Makori, CEO, Institute of Chartered Public Accountants of Kenya
- Bruce McKenzie, CEO, W.Consulting, South Africa

16.30 – 17.30 **Session 3: Sponsors and practitioner sponsored exhibitions**
Interactive session for member networking and engagement with sponsor exhibitions

19.00 – 21.00 Dinner (dress code: African/smart casual)

Programme outline

DAY 3

08.00 – 08.15 **Welcome remarks, linkage and overview of programme**

08.15 – 10.30 **Panel discussion: The future of the profession – opportunities across Africa**

Having explored new economic models, governance frameworks and codes to guide industry performance and productivity of organisations, this session brings together perspectives from leaders of industry, professional finance experts and regional regulators to examine the critical issues for professionals in Africa, the trajectory for personal/business/economic growth, and recommendations for sectoral policy.

Panellists

- Professor Lovemore Mbingi, Zimbabwe
- Solomon Gizaw, FCCA, managing partner, HST Consulting, Ethiopia
- Daniel Asapokhai, executive chairman, Financial Reporting Council of Nigeria
- TBC

Chairman: Brian McEnery, FCCA, ACCA president

10.30 – 11.00 Refreshment break

11.00 – 12.00 **Plenary session: Mobilizing the profession to enable regional growth – a call to action**

Speaker TBC

12.00 – 12.30 **Vote of thanks and closing**

Netsanet Tsegaw, market head – Ethiopia, ACCA

12.30 – 13.30 Lunch and opportunity to network

13.30 – 15.00 **Tourist segment: Sights and sounds of Ethiopia**

Sponsorship opportunities

The Africa Members Conference provides a unique opportunity to connect with key decision makers from across the continent. It is a prime opportunity to drive thought leadership within the context of the African finance landscape and increase your brand's awareness by showcasing your products/services across multiple markets.

Sponsors will benefit from comprehensive visibility at the convention (through tailored packages that suit your business objectives) as well as an extensive marketing campaign that will reach over 15,000 members.

Take a look at the sponsorship options available:



SHOWCASE PACKAGE

Investment: 15,000 USD

Elite package for partners who want the highest brand awareness and thought leadership

Benefits

- Presentation/session facilitation
- Exhibition venue branding
- Exhibition space
- Special feature in AB Magazine (distributed to 15,042 members in Africa)
- Branding at conference dinners and cocktails
- Full page advert in event brochure
- Event backdrop co-branding
- Brochure/gift insertion in delegate bags
- Logo placement in all online awareness campaigns



PLATINUM PACKAGE

Investment: 10,000 USD

Thought leadership package that gives your brand comprehensive exposure to delegates

Benefits

- Short video presentation during the event
- Exhibition space
- Special feature in AB Magazine (distributed to 14,300 members in Africa)
- Full page advert in event brochure
- Event backdrop co-branding
- Brochure/gift insertion in delegate bags
- Logo placement in all online awareness campaigns



GOLD PACKAGE

Investment: 5,000 USD

Brand profile package that offers an excellent platform to profile your products/services

Benefits

- Exhibition space
- Special feature in AB Magazine (distributed to 14300 members in Africa)
- Full page advert in event brochure
- Event backdrop co-branding
- Logo placement in all online awareness campaigns



SILVER PACKAGE

Investment: 2,500 USD

Entry level package that offers you the opportunity for face-to-face engagement with conference delegates

Benefits

- Exhibition space



ACCA Approved Employers

Partners on the approved employers programme are encouraged to sponsor their employees who are ACCA members or affiliates to attend the convention at the attendance fee of 325 USD per delegate.

WANT MORE INFORMATION?

Our key contacts will be happy to help – just get in touch with our marketing team directly.

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