

IAPA-The future



Martin Clapson

IAPA Global Vice-Chairman



IAPA-The future



Martin Clapson

IAPA Global Vice-Chairman

Not CEO nor Global Chairman

IAPA Growth: The last 12 months

EMEA

- Spira, Twist & Associates, France
- Acconsis, Germany
- BONJOUR Audit, Hungary
- Vulpoi & Toader Management, Romania
- MENA Audit & Advisory, Tunisia
- Baraki Chartered Accountants, Saudi Arabia
- Ibrahim Alaziq, Saudi Arabia

Canada

- Lacharite McComber Kuczynski, Montreal

Latin America

- Landa Auditores SpA, Chile



Asia Pacific

- U.S. Gandhi Group, India
- ZhenQing CPA Co Ltd, China
- Yong Tan & Co, Malaysia
- SWT Associates, Sri Lanka
- Muhammad Shadeedullah & Co, Bangladesh

Losses: Argentina, Australia, UK, USA, The Netherlands, Poland, Germany, Belgium, S.Africa
Expulsions: Gibraltar, Iran, Turkey, Uzbekistan

IAPA Growth: The last 12 months

EMEA

- Spira, Twist & Associates, France
- Acconsis, Germany
- BONJOUR Audit, Hungary
- Vulpoi & Toader Management, Romania
- MENA Audit & Advisory, Tunisia
- **Baraki Chartered Accountants, Saudi Arabia**
- **Ibrahim Alaziq, Saudi Arabia**

Canada

- Lacharite McComber Kuczynski, Montreal

Latin America

- **Landa Auditores SpA, Chile**



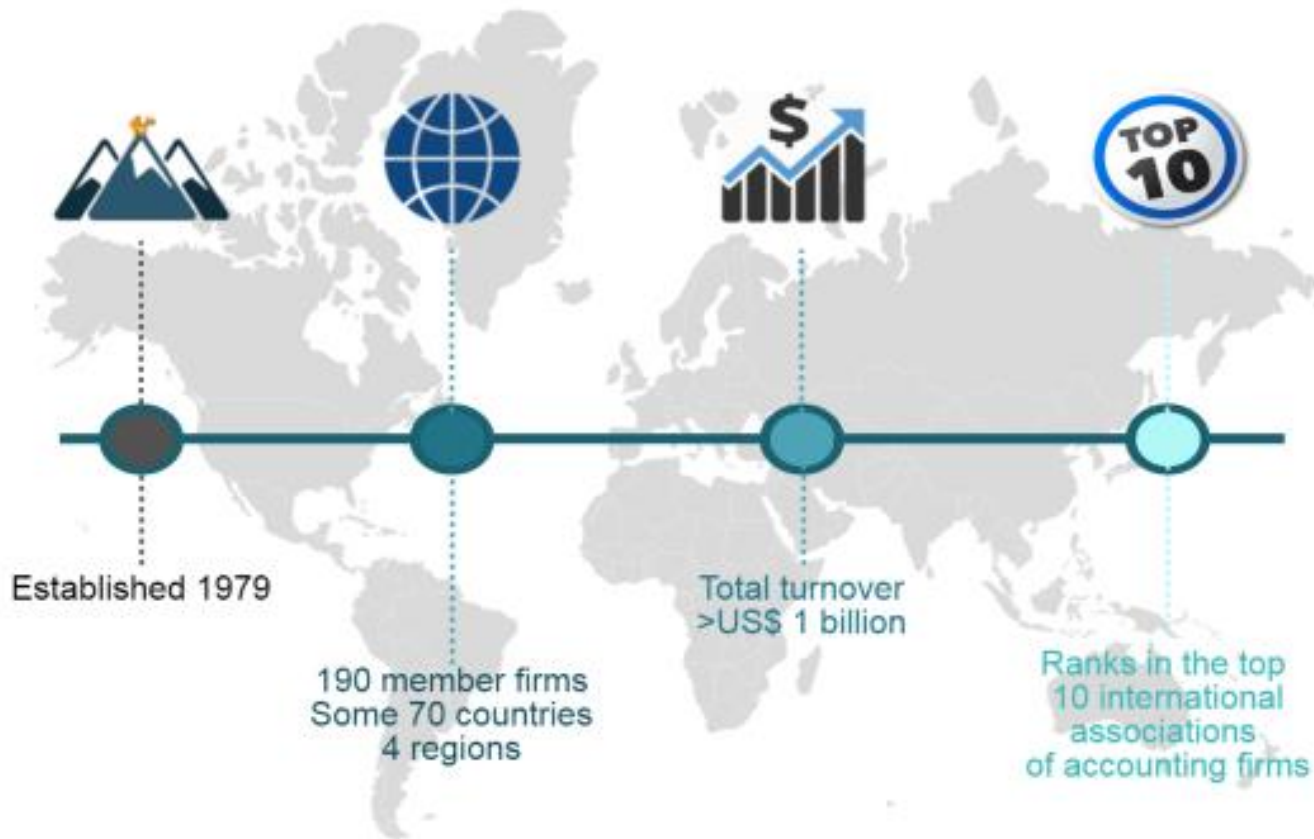
Asia Pacific

- U.S. Gandhi Group, India
- ZhenQing CPA Co Ltd, China
- Yong Tan & Co, Malaysia
- **SWT Associates, Sri Lanka**
- **Muhammad Shadeedullah & Co, Bangladesh**

Losses: Argentina, Australia, UK, USA, The Netherlands, Poland, Germany, Belgium, S.Africa

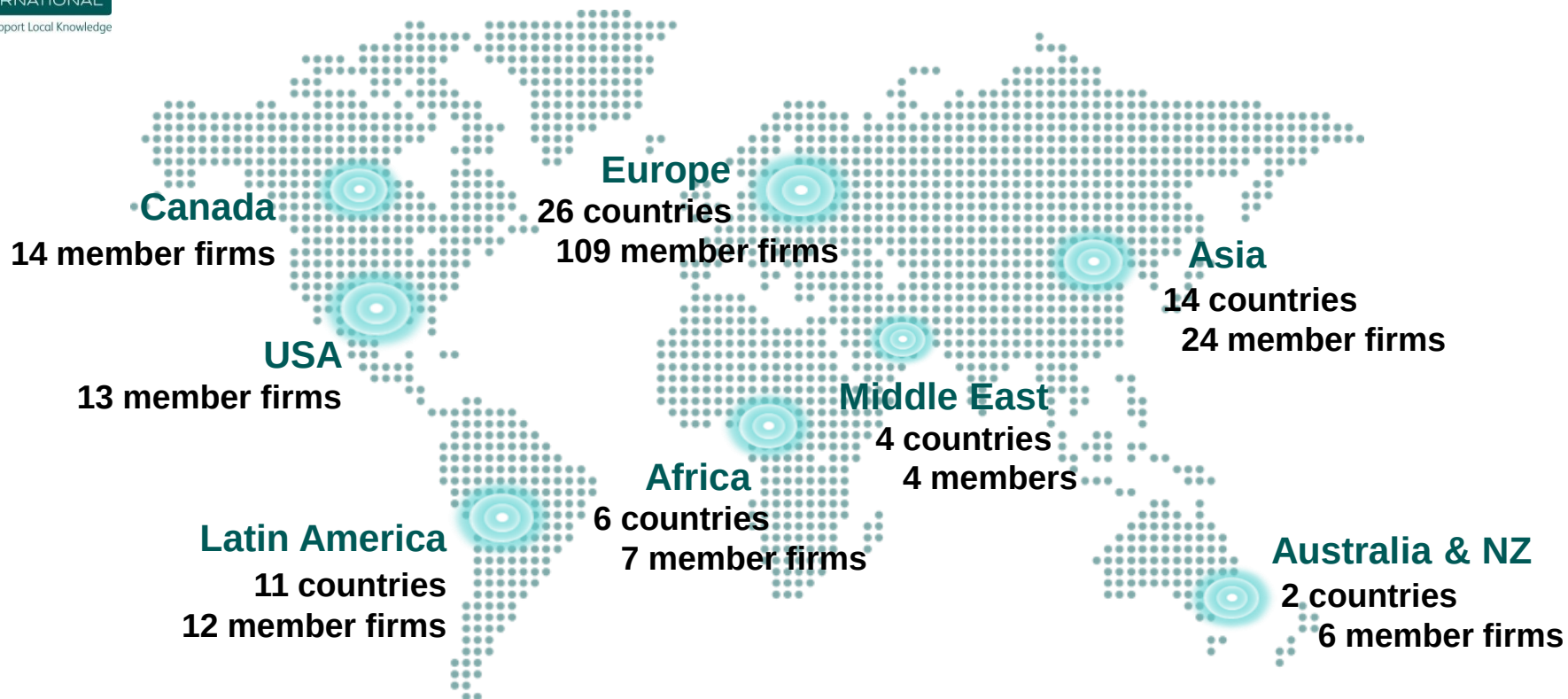
Expulsions: Gibraltar, Iran, Turkey, Uzbekistan

IAPA – a quick reminder



IAPA statistics – your global resource

Date: March 2017



IAPA – NEW marketing initiatives *connecting globally*



HOME ABOUT US WHY IAPA FIND A FIRM NEWS EVENTS CONTACT

BECOME A MEMBER

Why Join
the benefits of IAPA membership

Find a Firm
discover our international membership

Twitter
Great success @IAPAGlobal 1st leadership forum Coaching IAPA firms' future leaders. Engaging & though provoking. Read <https://t.co/U7wGc3K0S>

Latest News
16/09/2017 IAPA's first Leadership Forum, Amsterdam. A great Read More >
09/02/2017 IAPA delighted to confirm its second commitment in...

Upcoming Events
conferences across the globe

Working Together.
Read about the benefits of IAPA membership

MARKETING PACK

NEWSLETTER
203 member firms
The IAPA quarterly newsletter is an excellent opportunity for members to share news about their firms or particular insights into service sectors or industry niches. This provides an opportunity for member firms to raise their profile within the association and increase chances of referral work. Please do send through any articles or updates to the Centre and we will include these in subsequent publications. Previous editions can be found [HERE](#).

KEY STATISTICS

- One of the Top 10 global associations
- Over 200 member firms, covering 300 offices, in some 70 countries worldwide
- Almost 40 years in operation
- Turnover of members of over USD 1.1bn

CASE STUDIES AND MEMBER TESTIMONIALS
Examples of how IAPA member firms have worked together to assist clients with their global business can be found [HERE](#). These may be particularly useful when pitching for new work.

OUR ONLINE COMMUNITY
We are active on [Twitter](#), [LinkedIn](#) and [YouTube](#).

BROCHURE
We have produced a short e-brochure that can be sent to your clients to explain your offering as a member of IAPA International. This can be found [HERE](#).

PRESENTATIONS
We have provided PowerPoint slides for inclusion where relevant in your presentations to promote your membership of IAPA International. These can be found [HERE](#).

PUBLIC RELATIONS
If you are speaking to journalists, please mention your membership of IAPA International. Remember to include it in any information you provide with press releases.
If your firm gets any coverage in the press, please let us know so that we can promote this on the IAPA website and social media.
If you have any press releases that you would like distributed to relevant media outlets, please email these to [Stephen Hamlet](#).

PROMOTING IAPA ON YOUR WEBSITE
As a member, it would be advantageous to both the association and to your firm for you to have on your website:

- The IAPA logo
- Some text about the association:

IAPA International is one of the Top 10 global accounting associations and represents the combined strength of over 200

Find out more about IAPA conferences/ events
Watch IAPA TV:



IAPA TV
news from around the world



DISPATCHWORK
IAPA's Quarterly Newsletter

IAPA – NEW marketing initiatives

connecting globally



Home
My Account
Marketing and PR
Newsletters
Current Events
Historic Events
Photos
Resources & Useful Links
Articles and Regulations
Minutes (BOARDS ONLY)
International AGM

Member Search

Member Communication

This is for Group Mailings between members, where you have a request for assistance and it does not specifically relate to one individual member or location.

Enter the Subject of your message, with content below in the Message box. Select the regions and/or countries with which you would like to communicate, and click Send Message. You can attach a document if required.

To communicate with individuals, please use the Member Search facility to locate contact details and liaise by email and/or phone in the normal way.

☐ Asia Pacific

☐ Australia
☐ Japan
☐ Philippines

☐ Vietnam

☐ Bangladesh
☐ Malaysia
☐ Singapore

☐ China
☐ Mauritius
☐ South Korea

☐ Hong Kong
☐ New Zealand
☐ Sri Lanka

☐ India
☐ Oman
☐ Taiwan

☐ Indonesia
☐ Pakistan
☐ United Arab Emirates

in YouTube Twitter Search
WELCOME LOUISE NORBURY
LOGOUT PORTAL ▶

HOME ABOUT US WHY IAPA FIND A FIRM NEWS EVENTS CONTACT



Home
My Account
Marketing and PR
Newsletters
Current Events
Historic Events
Photos
Resources & Useful Links
Articles and Regulations
Minutes (BOARDS ONLY)
International AGM

Member Search
Member Directory (PDF)

Member Communication

Online Payment Facility

IAPA – the benefits

- IAPA is a member-led association
- Like minded, independent firms
- One member, one vote
- An entrepreneurial spirit
- Truly international network
- Connected face to face at regional and global events
- Sharing of technical knowledge / best practice
- Offers quality, timely solutions for your global business needs





Ambitions for IAPA in 5 years' time:

- increased business opportunities
- new members
- more evenly represented globally
- increase interaction amongst members



Membership online survey



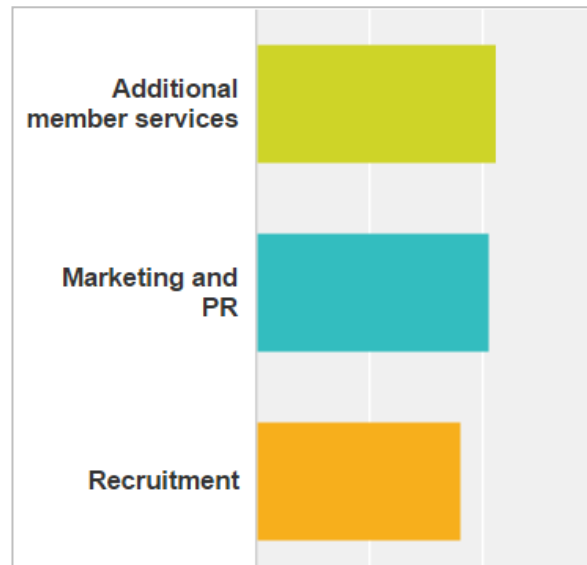
- Sent to 136 member firms
- 69 replied
- Across all 4 regions

Membership survey results

almost
 $\frac{2}{3}$

64% feel you get value for money for your IAPA membership dues

In order of priority, what would you like the extra dues' revenue to be spent on?



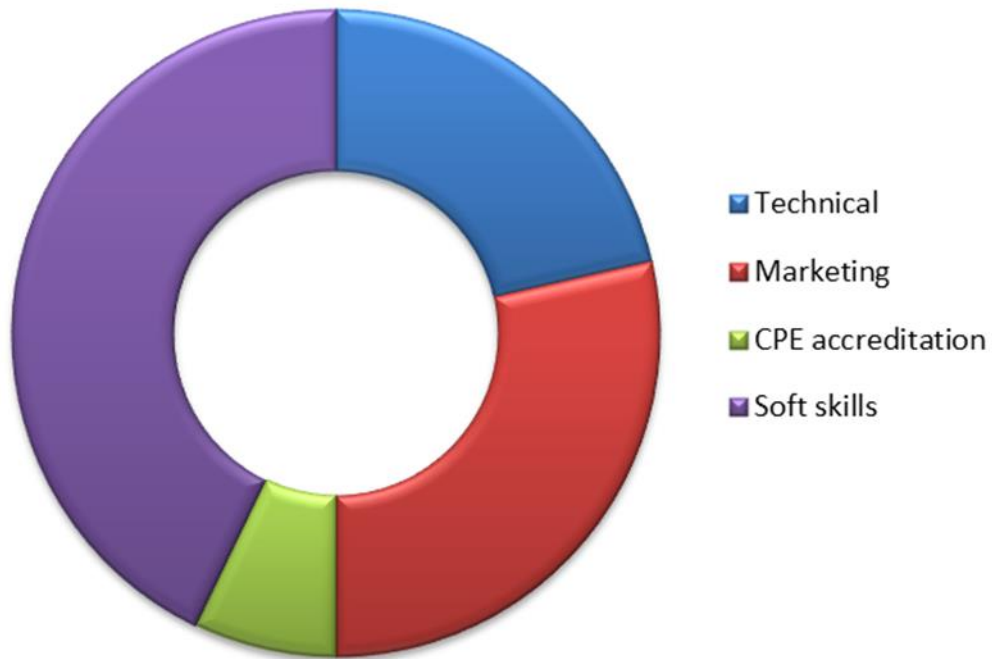
Preference for additional member services

What we can do:	What we can't do:
Webinars	IAPA structured Audit manual
Regular tax bulletins	IAPA structured AML manual
Doing business abroad	New audit techniques
More regional one day meetings	General technical support
Interactive map of business transactions between members	
List of member services	



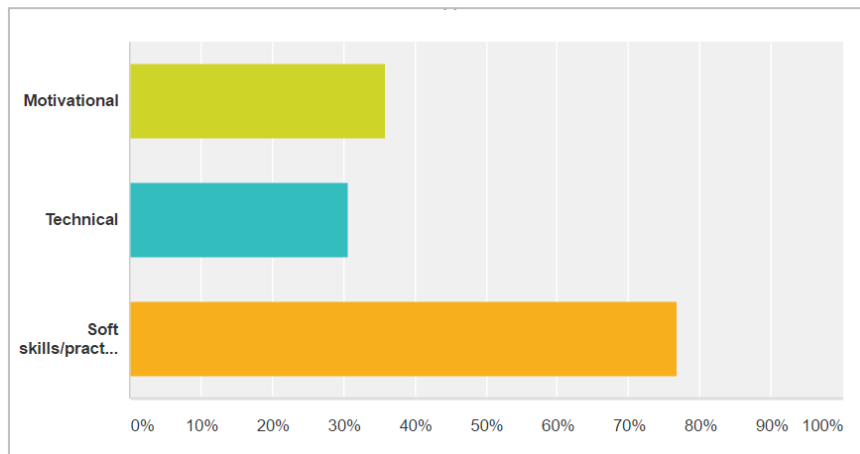
Preference for more member services

Webinars:

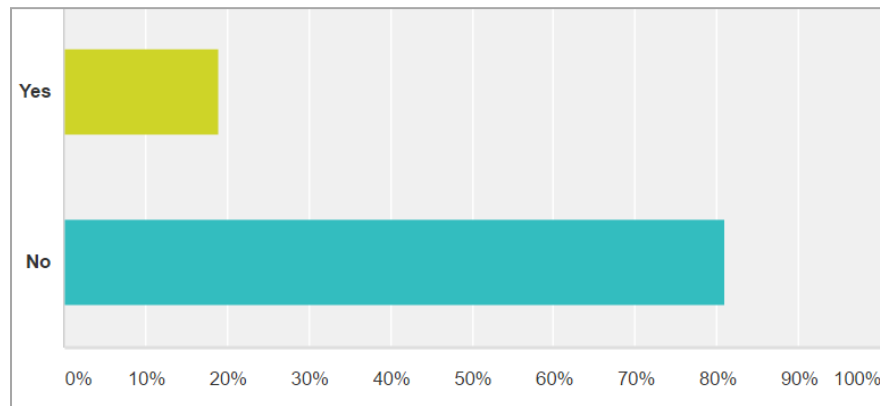


Membership survey results

If you want more external speakers at conferences, which topics?

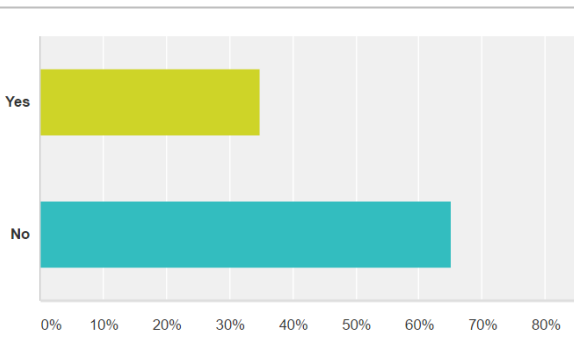


Would you be happy to pay a higher conference delegate fee for external speakers?

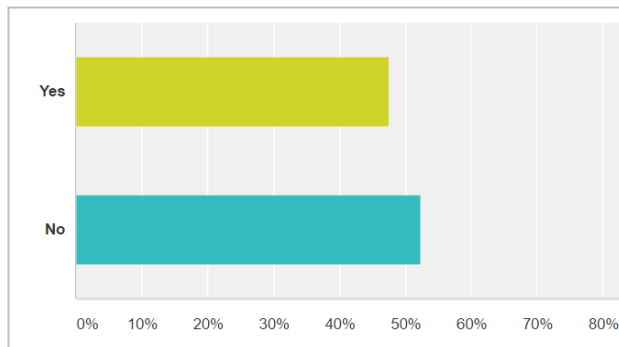


Membership survey results

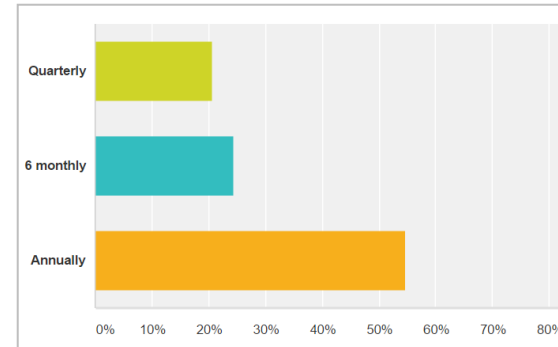
Would you like more sub-regional meetings?



Do you want more niche/specialist groups?



How frequently would you like the specialist groups?

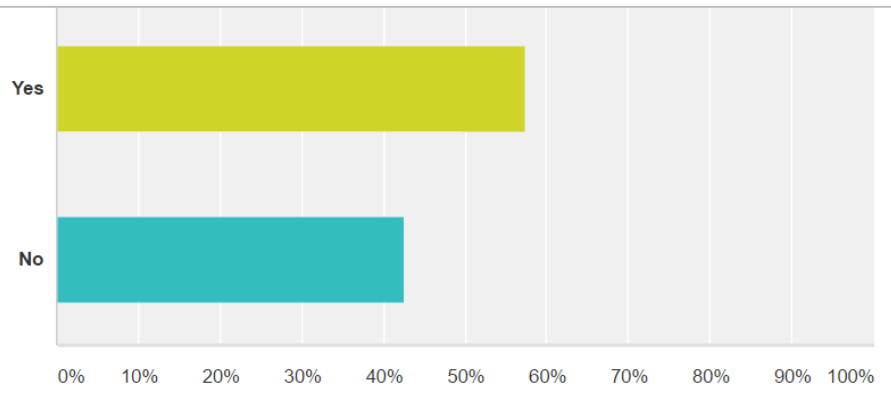


Specialisms to focus on?

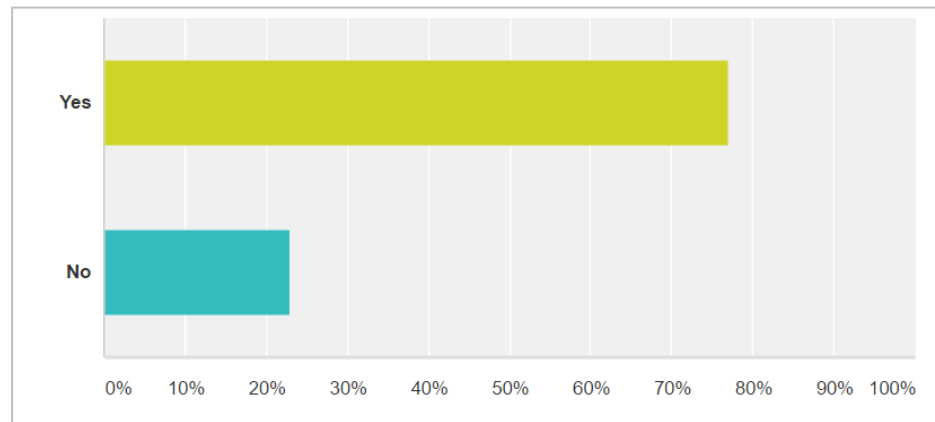
- High end tax advice
- International / Cross border tax
- Audit firms
- Forensic Auditing
- Insolvency Practice
- Investment incentives
- VAT / sales tax
- How to win international business
- Cultural understandings. How to do business abroad

Membership survey results

Would you like IAPA to open membership to law firms offering tax services as well as accountancy firms?



Would you like IAPA to interact with other International Accounting Groups to share expertise and specialisms for the purpose of servicing global clients?



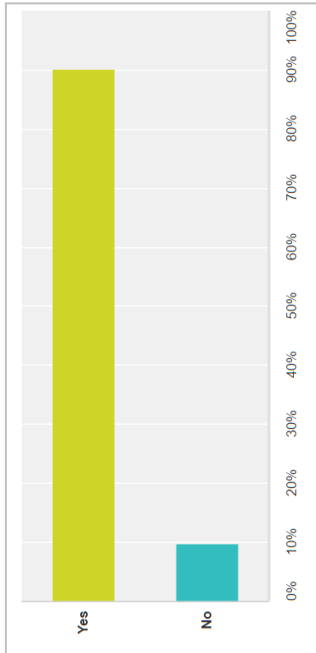
Interacting with other associations...
We already do this:

**IAPA Shadow
List**

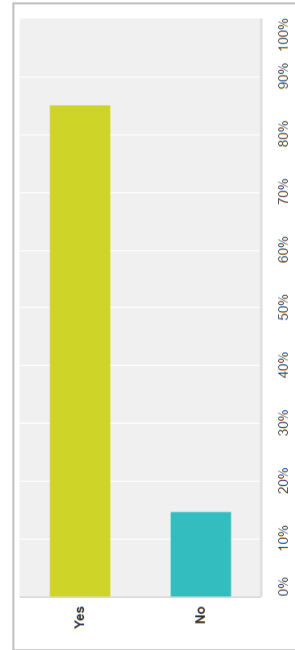


London
Executives

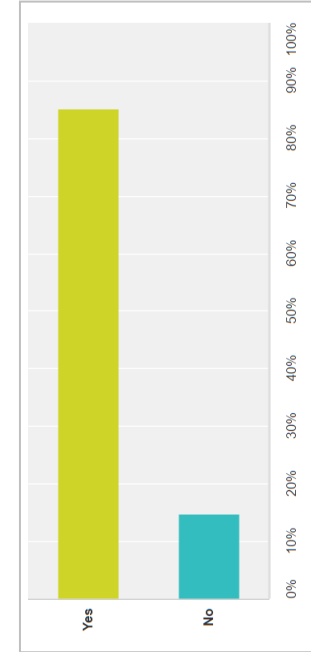
Membership Survey results



Are you happy with the IAPA website and members' portal?

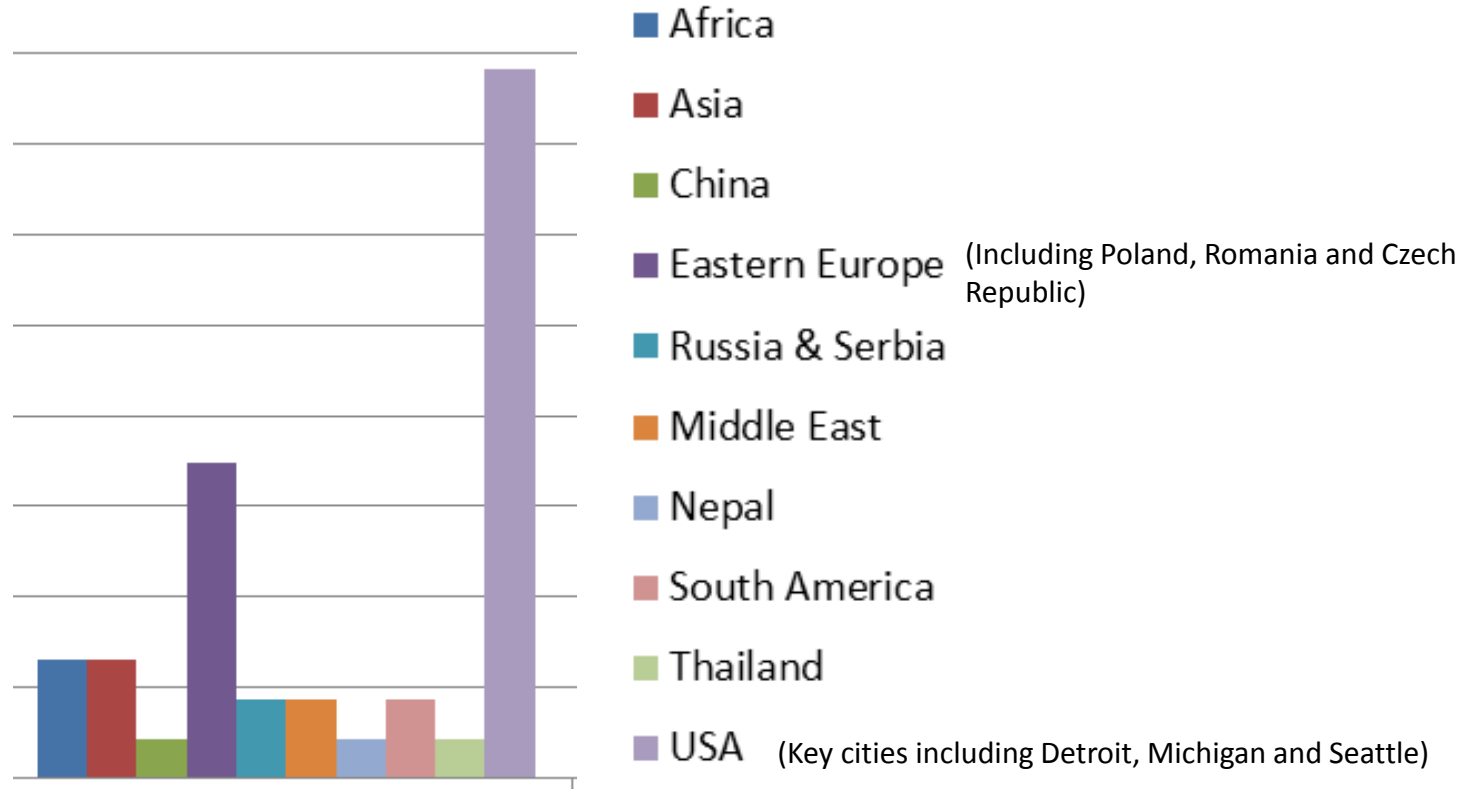


Is there sufficient content on the website and portal?



Do you feel there is sufficient communication from IAPA?

Locations you feel IAPA lacks members



Testimonials

We joined IAPA to ensure that our clients with international needs can receive great service and advice from a trusted firm almost anywhere in the world. This benefits our clients who may otherwise feel they need to find a firm. We have also received benefits from membership as a marketing tool

Global support, local knowledge captures it beautifully. We receive a reasonable amount of referrals and use our membership as a marketing tool

The ability to provide our clients international contacts so that our clients can grow their businesses

...ing tool when discussing our services with potential clients. We can provide them access to professional firms should they want to do business in other countries.

Summary and goals

The majority of members *are happy and feel they get value for money* with their membership.

They are *happy with the communication from the Centre* including the content posted on the website or portal.

Areas to focus on include:

- ❖ Expanding and enhancing member services
- ❖ Raising the profile of IAPA
- ❖ Global coverage / expanding membership whilst maintaining quality
- ❖ Conferences / meetings
- ❖ Open membership up to Law firms?
- ❖ Interaction with other International Accounting Groups to share expertise?

Summary and goals

- This feedback endorses the action in our strategy plan
- We know what you want – the challenge is to make sure we do it properly
- IAPA's regions to be more active via the Regional Boards, assisted by the Centre



Re-cap from Rio



- Summary of events in Rio
- What did our members want?
- Post Rio, what has happened?



Where are we now? The International Board



Martin Clapson
Vice-Chairman



John Campbell
Treasurer and Canadian
Representative



Ramon Gonzalez
Latin-American Regional Chair



Mohd Noor Abu Baker
Asia-Pacific Regional Chair



Tom Rex
USA Regional Chair



TBD
EMEA Regional Chair ?

Where are we now? Future leadership



- IAPA Global Chairman



- IAPA Global Vice Chairman



- IAPA CEO

Discussion....

