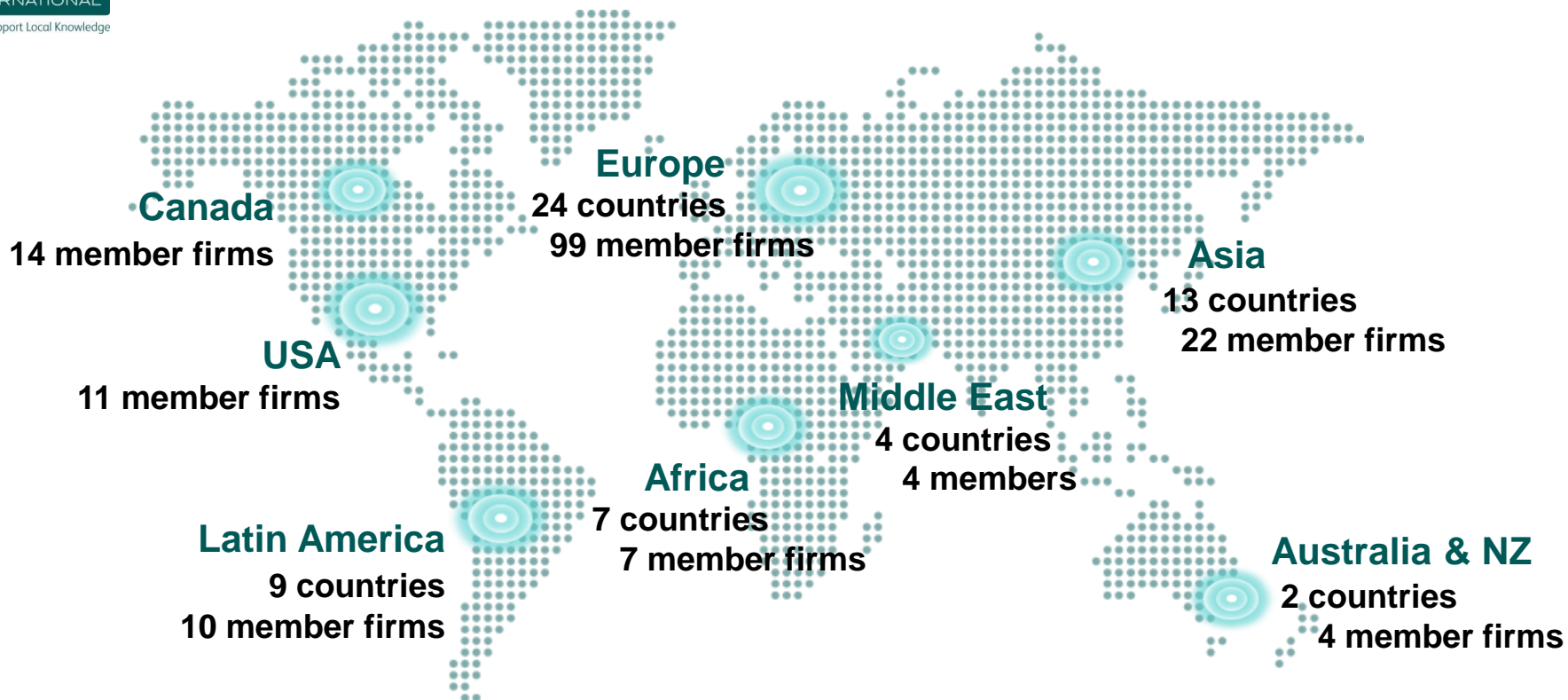


IAPA-Update



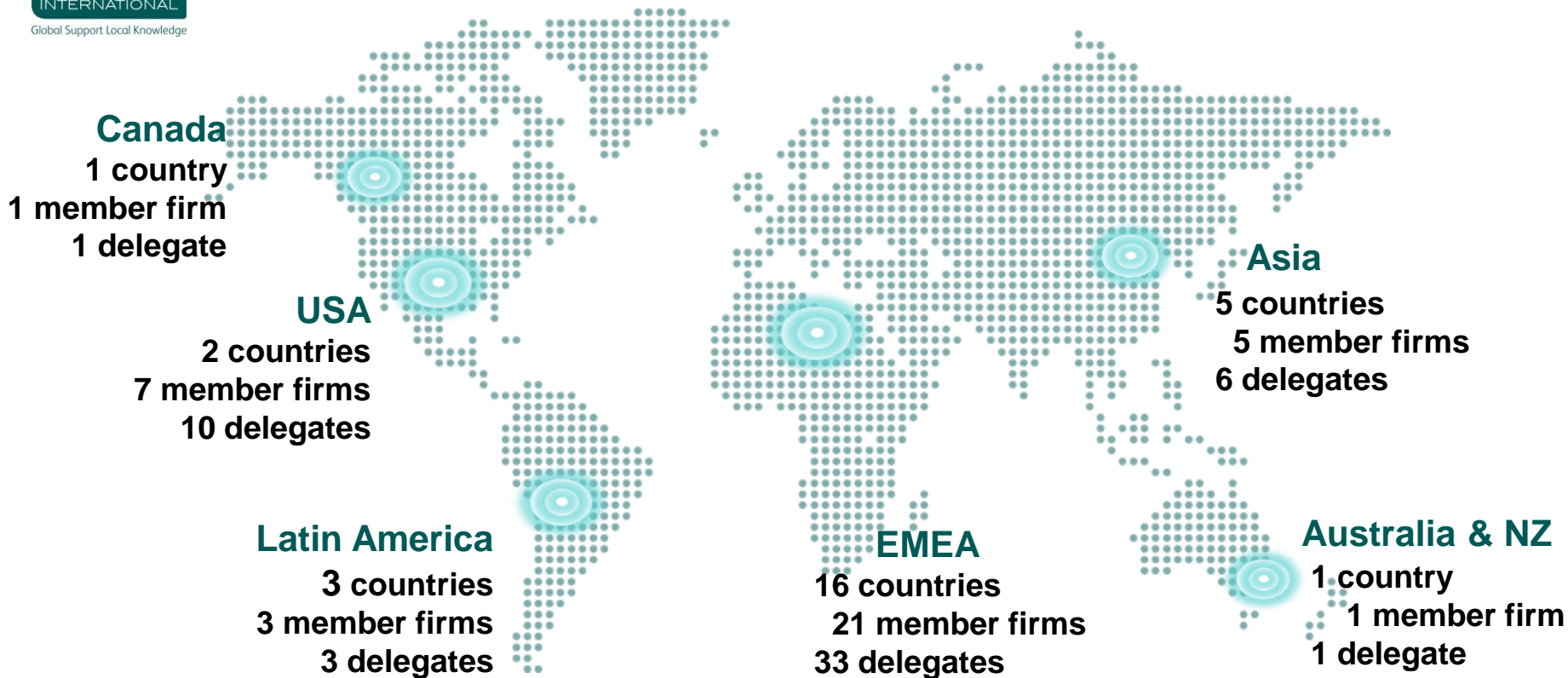
Martin Clapson
IAPA Acting Global Chairman





IAPA – a quick reminder





The International Board



Martin Clapson
Acting Global Chairman



John Campbell
Treasurer and Canadian
Representative



Ramon Gonzalez
Latin-American Regional Chair



Mohd Noor Abu Baker
Asia-Pacific Regional Chair



Scott Minnig
USA Regional Chair



Ozgur Demirdoven
EMEA Regional Chair



Kimberley Muir
Finance & Office Manager



Joy Lord
Events Manager/
CEO Executive Assistant



Louise Norbury
Head of Communications and
Member Services



Future leadership



IAPA: The last 12 months

Latin America

- Landa Auditores SpA, Chile



EMEA

- Vulpoi & Toader Management, Romania
 - MENA Audit & Advisory, Tunisia
 - Ibrahim Alaziq, Saudi Arabia

Asia Pacific

- R. Arora & Associates, India
- SWT Associates, Sri Lanka
- Muhammad Shadeedullah & Co, Bangladesh

Losses: Argentina, Australia, Austria, Belgium, France, Germany, Italy, Mexico, The Netherlands, Poland, S.Africa, Switzerland, UK, USA, Vietnam
Expulsions: Gibraltar, Iran, Turkey, Uzbekistan

IAPA: The last 12 months

Latin America

- **Landa Auditores SpA, Chile**



EMEA

- Vulpoi & Toader Management, Romania
 - MENA Audit & Advisory, Tunisia
 - **Ibrahim Alaziq, Saudi Arabia**

Asia Pacific

- R. Arora & Associates, India
- **SWT Associates, Sri Lanka**
- **Muhammad Shadeedullah & Co, Bangladesh**

Losses: **Argentina**, Australia, Austria, Belgium, France, Germany, Italy, **Mexico**, The Netherlands, **Poland**, S.Africa, **Switzerland**, UK, USA, **Vietnam**
Expulsions: Gibraltar, Iran, Turkey, Uzbekistan

IAPA: Potentials we know about

Latin America

- Argentina, Buenos Aires (here today)
- Brazil, Sao Paulo
- Brazil, Rio de Janeiro
- Mexico, Mexico City



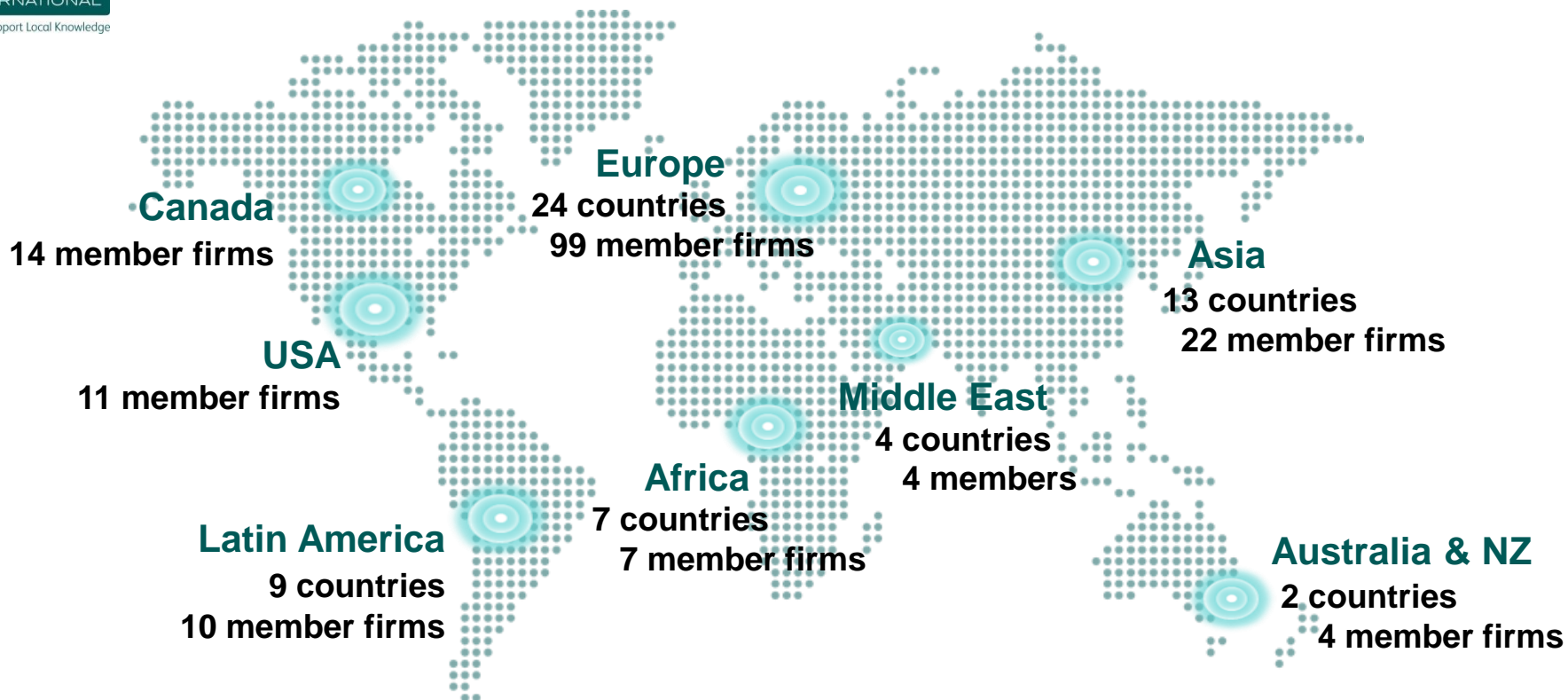
EMEA

- Germany, Munich (here today)
- Netherlands, Amsterdam
- Luxembourg, Bereldange

Asia Pacific

- India, Pune
- India, Vadodara





IAPA: The last 12 months

- Other associations
 - Many have reached out with a hand of friendship
 - AGN International
 - DFK International
 - Morrison KSI
 - Abacus Worldwide
 - Avrio Advocati
 - Partnerships with law firms?
 - Partnerships with other professional firms?
 - Potential mergers?
- Important to keep all options open. We are attractive





IAPA Strategic Review 2016. Purpose and Objective:

To maintain and enhance a leading global association of quality independent accountancy and business advisory firms, providing a full range of professional services to clients with international needs.

In essence: to create value for all member firms



Strategy to achieve the purpose:

Providing our members with solutions to enable them to service their clients in the best possible way; through

1. Confidence that they have access to reliable resources and trusted advisors around the world
2. Building and raising the profile of the association
3. Facilitating best practices and knowledge sharing amongst members
4. Creating opportunities for members to generate business



Ambitions for IAPA in 5 years' time:

- To increase interaction amongst members
- To have increased turnover of all members
- To have attracted new members
- To have become more evenly represented globally





IAPA – the benefits

- IAPA is a member-led association
- Like minded, trusted independent firms
- An entrepreneurial spirit
- **Friendly, collaborative atmosphere**

- **Truly international association**
- Connected face to face at regional and global events to develop relationships
- Sharing of technical knowledge / best practice.

- Offers quality, timely solutions for your global business needs

- **Creates value for all member firms**



IAPA – connecting globally

*Building strong and trusted international relationships
to help you meet your clients' needs*

See how IAPA adds value to its members...

Yu Weili

Orient Best, China

"Read how Orient Best gained new international business via IAPA..."



Wayne Price

Castletons, Australia

"Read how Castletons benefitted from IAPA's extensive international networking opportunities..."



Martin Clapson

Price Bailey, UK

"Read how IAPA helped Price Bailey expand..."



[READ ALL OUR CASE STUDIES ►](#)



Attend events. Face to face connections and knowledge sharing are essential



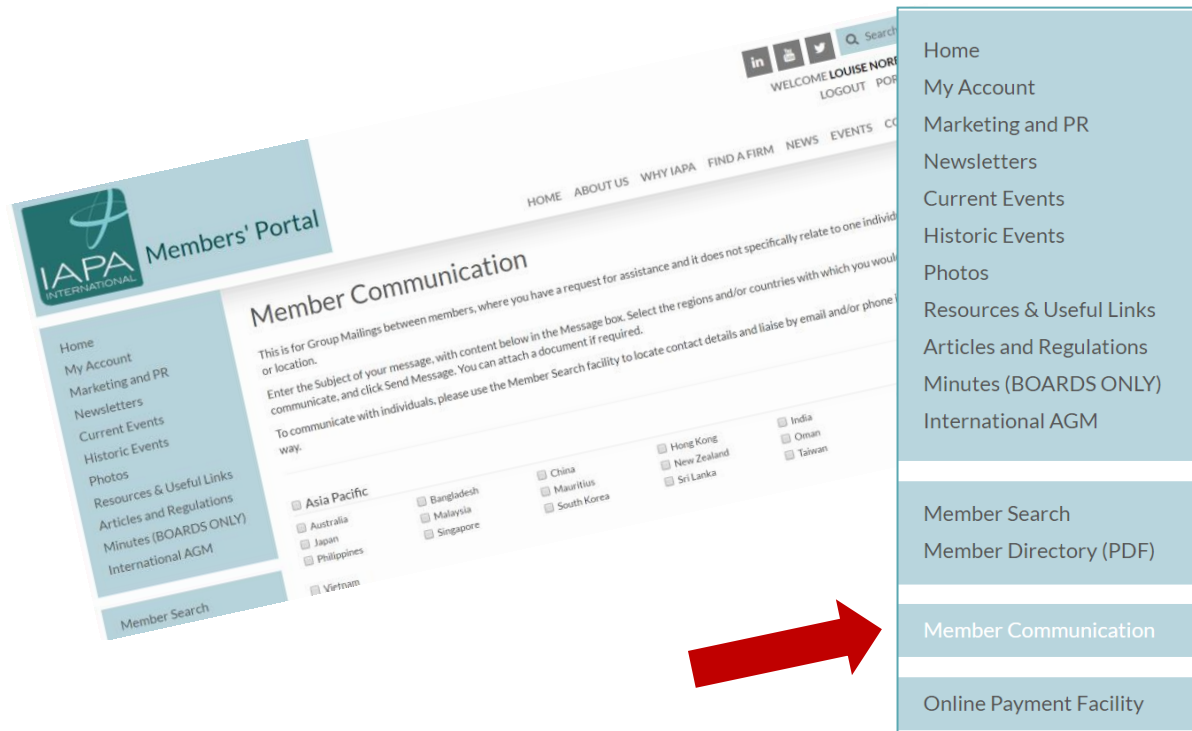
Share your success stories

IAPA – connecting globally. Get involved...



Showcase your expertise in our quarterly publications

IAPA – NEW marketing initiatives *connecting globally*



The image shows a screenshot of the IAPA Members' Portal website. A red arrow points from the 'Member Communication' section of the website to a menu overlay on the right. The menu overlay lists the following items:

- 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

...“It is an excellent channel to communicate with fellow members, however I am not sure if everyone appreciates its potential.”

IAPA – NEW portal homepage

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 Directory \(PDF\)](#)

[Member Communication](#)

[Online Payment Facility](#)

Home



IAPA Resources eg. webinars

[View ▶](#)



IAPA Member Communication

[View ▶](#)



IAPA International Event 2017

[View ▶](#)



IAPA Newsletters

[View ▶](#)



IAPA Digital Marketing Tools

[View ▶](#)

- Home
- My Account
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- Newsletters
- Current Events
- Historic Events
- Photos
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- Articles and Regulations
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- International AGM

- Member Search
- Member Directory (PDF)

Member Communication

Online Payment Facility

Resources & Useful Links



Doing Business In Guides

[Read More ▶](#)



International Tax Statistics

[Read More ▶](#)



IAPA Webinars

[Read More ▶](#)



Risk Management Resource

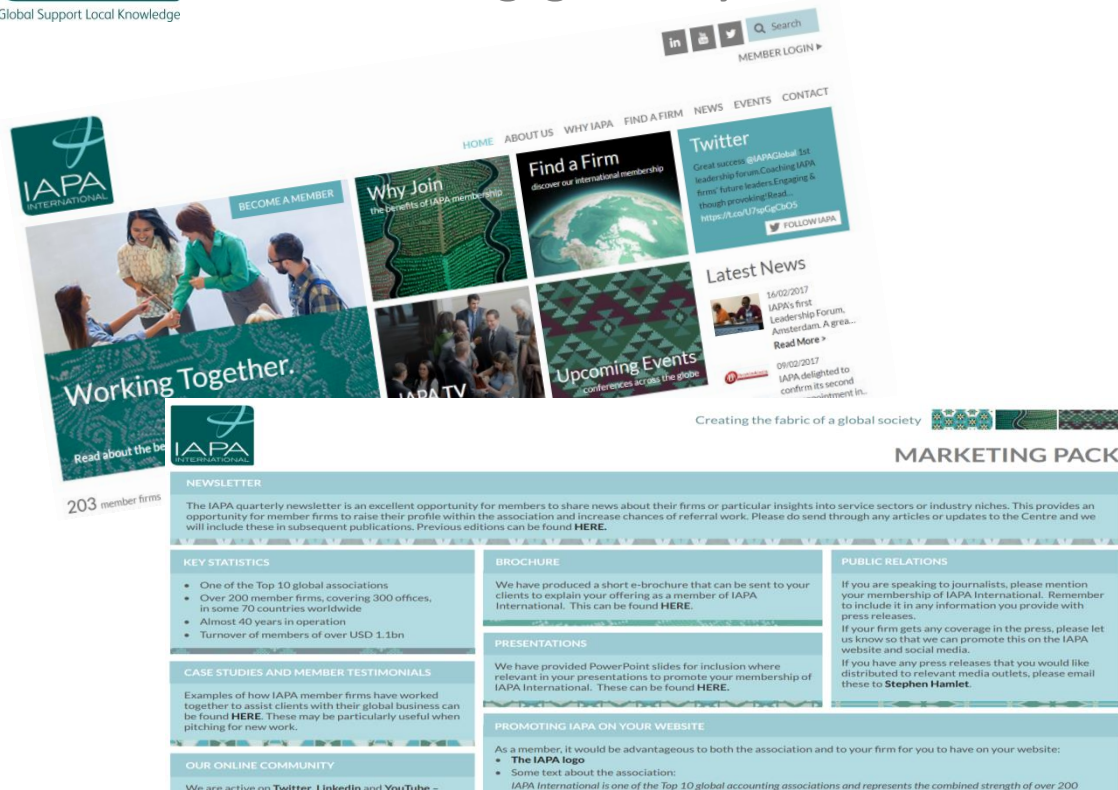
[Read More ▶](#)



Key Links for SMEs

[Read More ▶](#)

IAPA – NEW marketing initiatives *connecting globally*



HOME ABOUT US WHY IAPA FIND A FIRM NEWS EVENTS CONTACT

Working Together.
Read about the benefits of IAPA membership

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 & thorough provoking & read. <https://t.co/0U7wGcX005>

Latest News

16/10/2017
IAPA's first Leadership Forum, Amsterdam. A great...
[Read More >](#)

09/02/2017
IAPA delighted to confirm its second...
[Read More >](#)

Upcoming Events
conferences across the globe

Creating the fabric of a global society

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 – Member firm social media statistics

106 IAPA member firms surveyed

IAPA logo and web link present	No mention of IAPA	Some acknowledgement of IAPA	Social media presence
34	29	43	39
32%	27%	41%	37%



- Highlight your international membership of IAPA to promote your firm and let your clients know about your international offerings
- Connect with IAPA on social media to share our global insights and news



Membership online survey – what have we done?



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

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 additional member services



- 20 July
- 27 September
- 15 November



Doing Business In Guides

Read More ▶

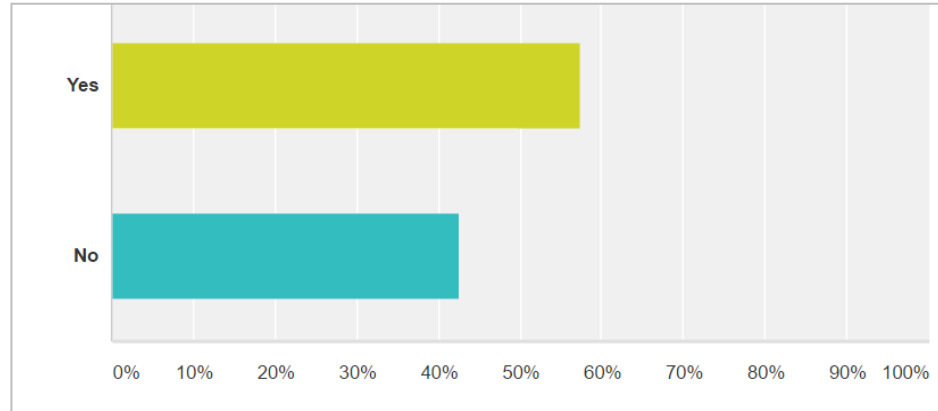
Members' Portal: resources



IAPA new tax bulletin

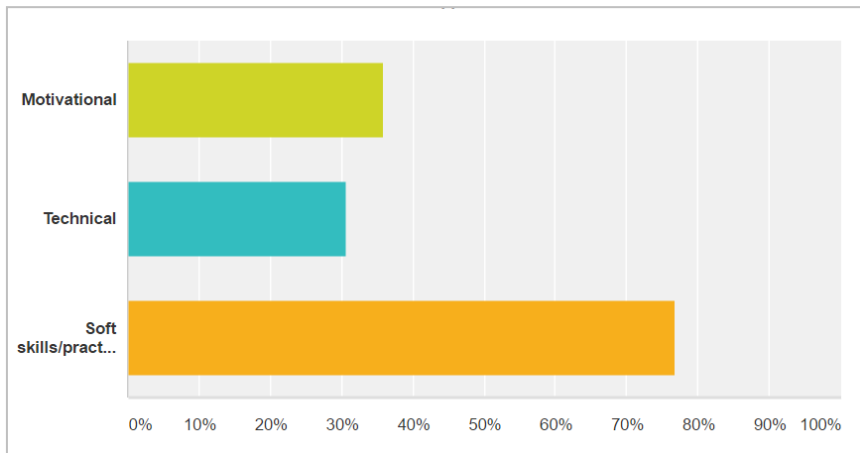
Membership survey results

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

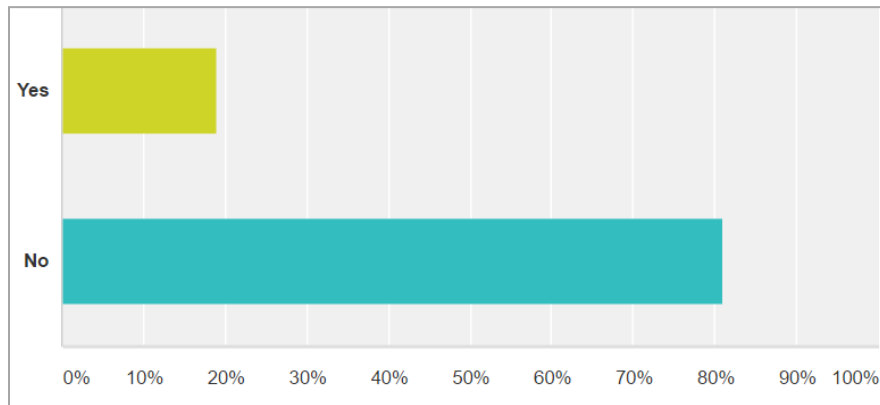


Membership survey results

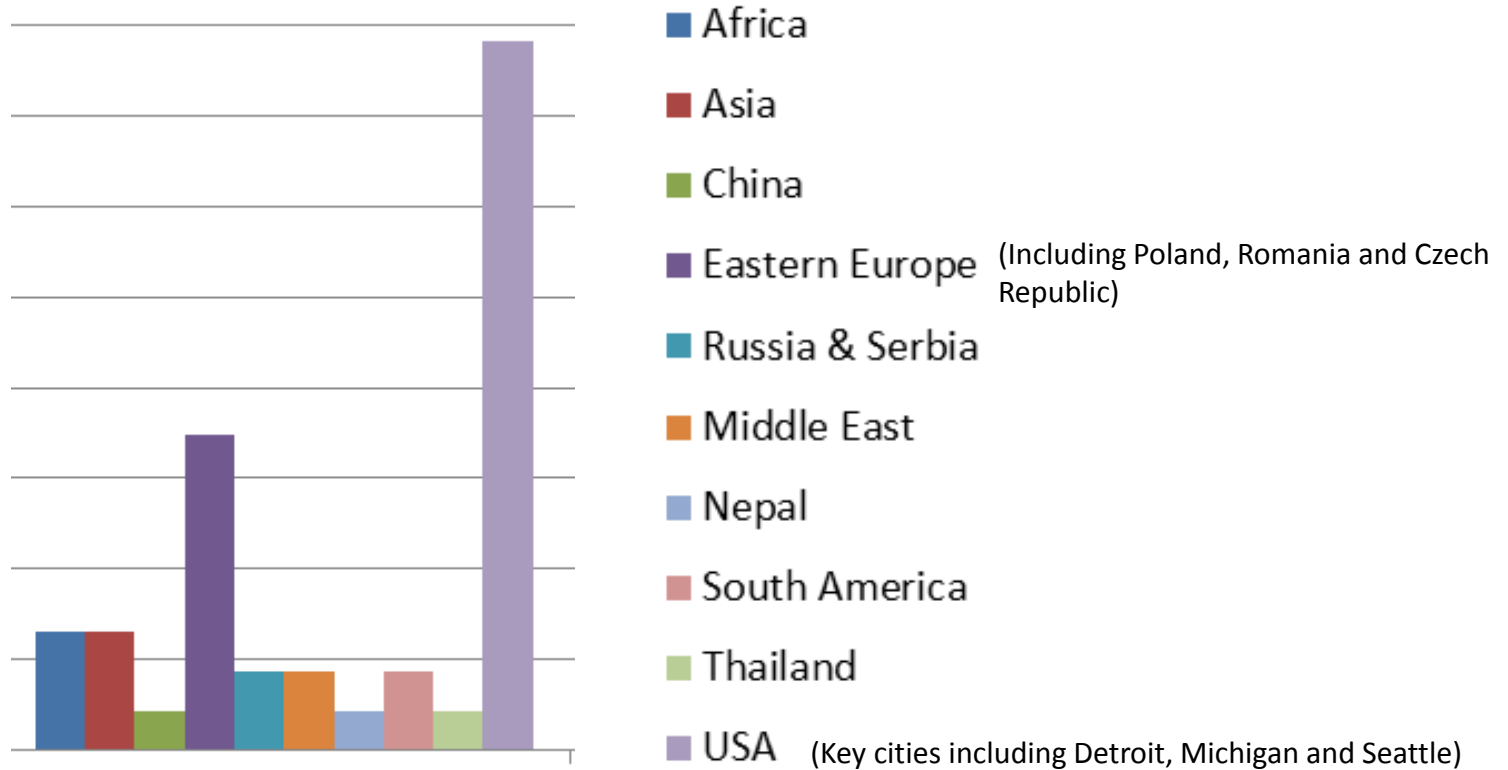
If you want more external speakers at conferences, which topics?



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



Locations you feel IAPA lacks members





IAPA is a great association

#international #networking #collaboration #friendships #accounting



Questions?

