



PRESS RELEASE

AFA and TFAC organise the 23rd AFA Conference

ASEAN accountants must embrace change and redefine their skills and competencies to remain relevant

BANGKOK, 26 November 2023 – The business landscape in ASEAN has undergone a remarkable transformation in recent years. In this dynamic environment, digital transformation has emerged as a pivotal driver of competitiveness and efficiency. As the business landscape evolves, ethics and responsible business conduct have gained prominence. Upholding ethical standards and sustainable practices are now seen as prerequisites for long-term success and social acceptance. Understanding the characteristics of our talent—present and future—is the key to redefining the future ASEAN accountants.

Held at the ICONSIAM Bangkok, AFA and the Federation of Accounting Professions (TFAC) successfully organised the 23rd AFA Conference. With the theme "Future ASEAN Accountants: Building a Relevant and Reputable ASEAN Accountancy Profession", the latest edition of the biennial regional conference for the accountancy profession in ASEAN was attended by more than 350 in person participants and more than 150 virtual attendees, including representatives of Professional Accountancy Organisations (PAOs) of the ten ASEAN Member States.

The conference highlighted three important topics of digital transformation, talent, and ethics and governance, inspiringly delivered by panels of regional experts consisted of practitioners from the private and public sector, researchers, regulators, standard-setters, and representatives of the PAOs. AFA collaborated with ACCA to present a panel discussion on attractiveness of the profession with emphasis on talent mobility and with ICAEW on fostering an ethical culture in business.

"Professional accountants play a special role in ASEAN's journey towards a green and digital future. It is accountants who hold the power to guide businesses towards enhanced transparency, integrity, accountability, and capability to adapt to sustainable practices and underpinned by digital technologies as new driver for growth." said Secretary-General of ASEAN H.E. Dr. Kao Kim Hourn in his welcome message, to complement the message for better collaboration between stakeholders of the accountancy profession in ASEAN highlighted by AFA President Voravit Janthanakul and TFAC Vice President Pichit Leelaphantmetha in their respective addresses.

"A future ASEAN accountant is one who can adapt to changes. To stay relevant, future ASEAN accountants must embrace technology, and able to redefine their skills, competencies, and talent. Above all else, a future ASEAN accountant must be able to maintain its integrity and continue to uphold the values of ethics and governance" said AFA President Voravit Janthanakul.

The conference also served as a key milestone for the Federation, with a handover ceremony of the AFA leadership from President Voravit Janthanakul (TFAC) to incoming President Professor Dr. Doan Xuan Tien (VAA) who will commence his 2-year term on 1 January 2024.



About AFA (ASEAN Federation of Accountants)

AFA (www.afa-accountants.org) was organised on 12 March 1977, to serve as the umbrella organisation for the recognised national Professional Accountancy Organisations (PAOs) of the Association of Southeast Asian Nations (ASEAN) Member States. Our ten Primary Members collectively represent a regional network of more than 200,000 accountants in ASEAN jurisdictions, supported by a global network of Associate Members with around 2 million members and students worldwide. AFA is an accredited Civil Society Organisation of ASEAN recognised under the ASEAN Charter and a Regional Network Partner of the International Federation of Accountants (IFAC).

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