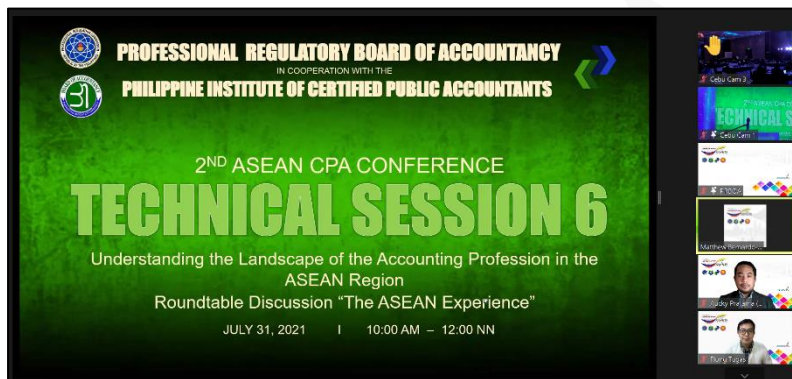




AFA as an accredited ASEAN CPA was invited to participate at the 2<sup>nd</sup> ASEAN CPA Conference, hosted by the Professional Regulatory Board of Accountancy (BOA) in cooperation with the PICPA. Anchored on the theme of “Forging Alliances. Strengthening Links.”, the two-day event was held as a hybrid conference, with physical gathering in Cebu City. The first conference was held in Bali in October 2019, where AFA was represented by Council Member, Prof. Sidharta Utama of IAI.



This year's conference envisions a stronger alliance between ASEAN CPAs aiming for transformative results that will better facilitate mobility of accounting professionals across ASEAN; enhance the current environment for

availability of accountancy services in ASEAN; and exchange information in order to promote adoption of best practices on standards and qualifications. The conference was organised as a platform for ASEAN accountants to meet, forge alliances and strengthen links.

AFA, represented by ED, presented on the topic of “Understanding the Landscape of the Accounting Profession in the ASEAN Region”. The session was aimed to explain the varying accounting frameworks and standards used by different ASEAN Member States and how understanding this can create awareness, improve readiness and equip CPAs with the knowledge needed for a regional and global practice. It seeks to build a deeper understanding of the unique business framework that underlies each ASEAN market.

The session was attended by 570 participants, with a total of more than 600 registered participants recorded for the 2-day conference.

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<b>Key Information</b>	
Event (Date)	2 <sup>nd</sup> ASEAN CPA Conference (July 30-31, 2021). AFA presented at a session on “Understanding the Landscape of the Accounting Profession in the ASEAN Region”.
Representative	Executive Director as presenter.
Objective	To contribute to the conference as the ASEAN’s main platform for networking and sharing for ASEAN accountants. Also, to share about AFA and our initiatives, and how we could contribute to ASEAN’s initiative to facilitate movements of professional accountants in the region.
Stakeholders	ASEAN, ACPACC, PR BOA, PICPA. 570 participants for the session, more than 600 registered participants for the 2-day conference.
Actions	To maintain communication with the ASEAN Secretariat and ACPACC Secretariat and further explore how AFA could contribute to regional initiatives for ASEAN accountants.
<b>Strategic Plan 2020-2023</b>	
Success Outcomes	<b>Focal point:</b> Further strengthen AFA’s position as an accredited CSO of the ASEAN for the accountancy profession and a recognised partner for ASEAN stakeholders in building the capacity of ASEAN accountants.  <b>Recognition:</b> Recognised by ASEAN and stakeholders in the region as a key partner for development of the ASEAN accountancy profession.
Strategic Thrusts	<b>Cooperation:</b> Further strengthen AFA’s cooperation with stakeholders in the region, particularly ASEAN.  <b>Implementation:</b> Promotes the importance of adoption and implementation of international standards.  <b>Brand:</b> Promotes AFA (and the AFA brand) as a key partner for capacity building and development of the ASEAN accountancy profession.

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