



Association
of International
Certified Professional
Accountants™

PRESS RELEASE

Friday, 11 May 2018

CIMA launches prestigious CFO programme in Kenya

[The Chartered Institute of Management Accountants](#) (CIMA) launched its CFO programme in Kenya today. The exclusive programme is open to CFOs, CEOs and senior accounting management who wish to enhance their global professional standing through CIMA. The programme is an esteemed pathway designed to complement the professional's vast experience in finance and business functions as a C-suite executive.

This programme enhances the professional's competencies in leadership, people skills and business acumen. Specific benefits are as follows:

- Drive business success across sectors using data-driven financial insights for strategic decision making that is fit for purpose in the fast-paced digital age.
- Develop broader leadership skillsets to influence and inspire those around you in changing times.
- Equip strategic business partners with enhanced decision-making skill-sets to create sustainable value for the organisation.
- Gain exclusive access to global networking opportunities.

Already present in South Africa, it was designed to give one an unparalleled competitive advantage in the marketplace. Executives who qualify for this programme need only sit one exam and attend a seven day preparation workshop.

“The Association continues to expand in Africa and acknowledges the potential for growth in East Africa specifically. At the moment, Kenya has the most liberal economic system in East Africa, backed by the power of a market-based economy. This system promotes efficiency and attracts foreign investment. Managers who earn the CGMA designation after completing the CFO programme will be sufficiently equipped to drive business success across sectors, gaining the required technical expertise, as well as develop broader leadership skill-sets to inspire those around them, and gain exclusive access to global



Association
of International
Certified Professional
Accountants™

PRESS RELEASE

networking opportunities. This will benefit Kenya by creating new business opportunities,” said Regional Vice President Africa Badi Promesse, FCMA CGMA.

“Even CEOs and CFOs are required to study further and increase their knowledge as the business world is always changing. To avoid becoming stagnant, senior management must improve their skillsets. This applies to CFOs of large enterprises as well as smaller businesses,” he said. “Accounting professionals must commit to continually expanding their knowledge in order to stay relevant, because the future of finance is constantly evolving.”

The Association notes the growth potential in Kenya and potential for creating opportunity for students and employees alike.

The Association of International Certified Professional Accountants (the Association) is the most influential body of professional accountants, combining the strengths of the American Institute of CPAs (AICPA) and The Chartered Institute of Management Accountants (CIMA) to power opportunity, trust and prosperity for people, businesses and economies worldwide. It represents 650,000 members and students in public and management accounting and advocates for the public interest and business sustainability on current and emerging issues. With broad reach, rigour and resources, the Association advances the reputation, employability and quality of CPAs, CGMAs and accounting and finance professionals globally. See: www.aicpa-cima.com

About the Chartered Institute of Management Accountants

The Chartered Institute of Management Accountants (CIMA), founded in 1919, is the world’s leading and largest professional body of management accountants, with members and students operating in 176 countries, working at the heart of business. CIMA members and students work in industry, commerce, and the public sector and not-for-profit organizations. CIMA works closely with employers and sponsors leading-edge research, constantly updating its qualification, professional experience requirements and continuing professional development to ensure it remains the employers’ choice when recruiting financially-trained business leaders.



Association
of International
Certified Professional
Accountants™

PRESS RELEASE

For press enquiries please contact:

Ayodhya Pillay
Marketing and Communications Specialist: Africa
T. (011) 788 8723
E. ayodhya.pillay@aicpa-cima.com

Malikah Rylands
Marketing and Communications Manager: Africa
T. (011) 788 8723
E. malikah.rylands@aicpa-cima.com