



PRESS RELEASE (January 2020)

AFA relaunches the AFA website as www.afa-accountants.org

Further strengthening its position as the regional body for the profession, AFA rebrands the AFA website as part of the Federation’s network of connection and communication platforms

JAKARTA, 27 January 2020 –Technology continues to reshape how businesses and organisations are connecting with their stakeholders. Social media becomes a platform for not only communication with a large group of stakeholders, but also a cost effective and efficient promotion and communication network with potential for exponential reach.

Building on recognition as an IFAC Network Partner achieved in 2019, the ASEAN Federation of Accountants (AFA) continues to strengthen its brand as the regional body for the ASEAN accountants. AFA recognises the need to further enhance its presence, particularly online, and expand its reach in promoting the ASEAN accountancy profession.

AFA is proud to relaunch its website as www.afa-accountants.org. The new website name represents the “AFA” branding and further highlights the Federation’s association with the accountancy profession regionally and globally. In addition to the website, AFA is also pleased to share its new email address, afa@afa-accountants.org. Both the website and email will continue to serve as AFA’s main platforms for communication, supplemented by its social media (Twitter, LinkedIn, and Facebook).

The relaunch is a step towards implementation of two of the Federation’s strategic thrusts for 2020-2023, leveraging technology and promoting the AFA brand. Under the leadership of President Wan Tin (2020-2021), AFA looks to continue its collaborative efforts with the AFA member organisations and key stakeholders in the region to build the ASEAN accountancy profession.

About AFA (ASEAN Federation of Accountants)

AFA was organised in March 1977 to serve as the umbrella organisation for the recognised national Professional Accountancy Organisations of the Association of Southeast Asian Nations (ASEAN) member states. Through its Primary Members, AFA has a regional network of more than 200,000 accountants in the ASEAN region, supported by a global network of Associate Members with more than 2.5 million members worldwide. AFA is an accredited Civil Society Organisation of the ASEAN recognised under the ASEAN Charter and an IFAC Network Partner.

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ASEAN FEDERATION OF ACCOUNTANTS
Accredited Civil Society Organisation of the ASEAN



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Tags: **#afaaccountants, #aseanaccountants**

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