



PRESS RELEASE (May 12, 2022)

AFA provides a platform for SMEs and SMPs to talk about sustainability

Sustainability—from reporting compliance to a way of doing business

JAKARTA, May 12, 2022 – Building on key takeaways from the first AFA sustainability webinar in 2022, AFA together with the Association of Chartered Certified Accountants (ACCA) organised a sustainability webinar focusing on Small and Medium Enterprises (SMEs) and Small and Medium Practices (SMPs). The message is clear—there needs to be a sense of urgency from everyone involved, including accountants in the SMEs and SMPs to understand the state of awareness and to identify what needs to be done to respond to stakeholders’ changing demand and expectations.

“Leaders who think about their organisations’ go-forward strategies always incorporate and adapt sustainability to their business operation. Sustainability is no longer good to have, but a must have. Any organisation that does not put this on their agenda may face its own demise, including the SMEs” said Voravit Janthanakul (President, AFA) in his welcoming remarks.

Facilitated by Aaron Saw (Head of Policy and Technical, ACCA Maritime Southeast Asia), an international expert consisted of Aleena Kareem, FCCA (Co-founder, SHAOOR Trainings and Consultancy, Pakistan), Anastasia Chalkidou, FCCA (Director/ Co-founder – Quantum BITS, Greece), Aleksandra Zaronina-Kirillova (Head of SME Professional Insights, ACCA Global), Crissy Guerrero (Senior Adviser for Strategic Programs, NTFP-EP, and Adviser, PARARA Indonesian Ethical Store), Gabriel Tan (Director, Guava Amenities, Singapore), and Chankiroth Sim (Founder & CEO, Banhji, Cambodia) highlighted the importance of embracing sustainability as a mindset and potentially a competitive advantage.

The panel recognised the important role of funding in transition towards sustainability. Targeted funding channelled for example through Fintech can drive business activities towards environmental, societal, and economic sustainability. Accountants with their technical knowledge, ability to analyse and present data, identify and evaluate risks, and advice can play the important role at the centre of change.

Re-live this webinar and watch the recording in our AFA YouTube [page](#).



About AFA (ASEAN Federation of Accountants)

AFA (www.afa-accountants.org) was organised on March 12, 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. Through its ten Primary Members, AFA has a regional network of more than 200,000 accountants in the ASEAN jurisdictions, supported by a global network of Associate Members with close to 3 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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