

# ASEAN REGIONAL SMALL & MEDIUM PRACTICES CONFERENCE 2016

## EQUIPPING SMALL & MEDIUM ACCOUNTING PRACTICES FOR THE ASEAN ECONOMIC COMMUNITY (AEC)

The formal commencement of the ASEAN Economic Community (AEC) in 2016, and the progressive implementation of the ASEAN Mutual Recognition Arrangement (MRA) on Accountancy Services, will present an increasing number of cross border opportunities to accounting practices located in the region. While larger accounting firms belonging to international networks will typically already be well placed to benefit from this emerging dynamic, there exists varying degrees of preparedness in the small and medium practices (SMPs) sector.

SMPs are a critically important part of the accounting profession and they constitute the vast majority of accountancy practices worldwide employing the majority of professional accountants working in practice in Australia and Asia. Furthermore, SMPs typically serve small and medium sized entities (SMEs), commonly referred to as engines of growth and innovation, contributing significantly to countries' gross domestic product (GDP). SMEs are crucial to the health, stability, and sustainable economic growth of both developed and developing economies.

It is well recognised that professional accountants are often the preferred source of advice for SMEs, typically forming long-term relationships founded on trust.

SMPs can provide a range of high-quality professional services to their SME clients, including tax, audit and expert business advisory services.

To be prepared for opportunities as they materialise, many SMPs will require assistance and guidance in forming linkages and alliances with international SMPs, as well as export advice pertaining to pricing and secured payments.

In the 2015 International Federation of Accountants (IFAC) survey of Small to Medium Practices, 52% of all respondents identified that servicing clients internationally was the biggest challenges they faced. Interestingly the survey also highlighted that 46% of SMEs clients' profits had decreased in Asia and the Middle East, the highest of any regions.

Against this backdrop, CPA Australia presents a tailored one day regional conference aimed at assisting SMPs to equip themselves for opportunities that will arise across the region. In addition to its developmental focus, the conference would also provide the opportunity for SMPs from across the region to network and potentially form linkages with other ASEAN-based accounting practices.

### EVENT DETAILS

Thursday 20 October 2016

Registration  
8.15am – 9.00am

Conference  
9.00am - 5.15pm

Networking Cocktail  
5.15pm - 6.30pm

Venue  
Amari Watergate Bangkok  
847 Petchburi Road,  
Bangkok 10400,  
Thailand

Fee  
AUD150  
(\*Participants are to cover  
their own costs for flights &  
accommodation)

CLAIM UP TO  
8 CPD HOURS

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## CONFERENCE PROGRAM

**Date:** Thursday 20 October 2016  
**Conference venue:** Amari Watergate Bangkok

8.15am – 9.00am	<b>Registration</b>
9.00am – 9.10am	<b>Welcome remarks</b>
9.10am – 10.30am	<p><b>Panel Discussion 1 – Working in the ASEAN Economic Community: Opportunities for SMPs</b></p> <p>How can SMPs take advantage of the commencement of the ASEAN Economic Community to better support their clients and drive growth? What are the opportunities out there that SMPs can tap on?</p> <p>Hear the latest insights on ASEAN opportunities for SMPs through a facilitated panel discussion with government, practitioners and representatives in key ASEAN roles.</p>
10.30am – 11.00am	<b>Networking Break</b>
11.00am – 12.00pm	<p><b>Panel Discussion 2 - Building partnerships, international linkages and global alliance networks</b></p> <p>The world has become a global market place with technology enabling every business size to source goods and services from around the world. As a result, clients want advisers that can help them navigate the challenges related to doing business across borders tapping into local expertise.</p> <p>Professional networks and alliances can help to grow your business and ensure the work complies with the statutory framework of the appropriate jurisdictions, but sometimes you need a little more help. Learn how you can navigate trade barriers with government expertise.</p> <p>Hear from a panel of practitioners who have taken the leap forward, their experiences, the successes and challenges faced.</p> <p>Gain insights from an ASEAN trade expert on the latest opportunities coming from the region.</p>
12.00pm – 1.30pm	<b>Networking Luncheon</b>
1.30pm – 2.30pm	<p><b>Developing Customer Driven client solutions</b></p> <p>It has never been more crucial for accountants to build deep, strong and lasting relationships with the clients. The practice of the future will be based on value-added advisory services, whether tax or business for financial advice. Compliance services are still important as a lead-in process but compliance looks at the past and advice looks at the future.</p> <p>The masterclass will share the latest insights into the state of SMPs internationally and explore regional government regulations, market factors and how to work in a borderless economic community.</p> <p>Learn ways to know your clients better, be more proactive, provide a wider scope of services, communicate more often and take corrective action early.</p>

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2.30pm – 3.30pm	<p><b>Technology options in Public Practice</b></p> <p>Technology continues to change the way practitioners interact and do business. It provides an opportunity to automate processes, reduce costs, improve productivity, predict client needs and deliver a better client engagement experience.</p> <p>From implementing back end office management to front end client management solutions, explore the various options SMPs can leverage on to equip themselves as a firm for the future and manage risk.</p>
3.30pm – 4.00pm	<p><b>Networking Break</b></p>
4.00pm – 5.00pm	<p><b>Dealing with economic downturn - Transforming the SMP landscape</b></p> <p>The fear of financial difficulties itself can lead to more difficulties; feeding on itself, creating a self-perpetuating cycle and creating pressure for practitioners to lower fee.</p> <p>Examine the best way to allay your clients' fears during a downturn and do remarkable things based on the right advice. Learn how you can use your staff and technology capacity to raise productivity and expand into new services.</p>
5.00pm – 5.15pm	<p><b>Closing Remarks</b></p> <p>Lessons learnt from the most recent IFAC Global SMP Survey 2015 and launch of the new Guide to Practice Management for SMPs.</p>
5.15pm – 6.30pm	<p><b>Networking drinks with a difference - A global passport to speed dating</b></p> <p>Interactive Networking Cocktail based on regional themes. All participants have a passport – the challenge is to see how many Visa's they can obtain via regional contact.</p>
6.30pm	<p><b>Close</b></p>

*\*Disclaimer of liability: CPA Australia reserves the right to alter any part of this program at any time without notice.*

## REGISTRATION

[Click here](#) to register and pay with your credit card in AUD.

### Contact details

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Supported by:



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### Contact details

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