



**MIDDLE
EAST &
NORTH
AFRICA**
WEBINAR SERIES

First installment:

June 21 , 2022
**Connecting the Accountancy
Education Ecosystem**

**Middle East North Africa (MENA):
Connecting the Accountancy Education Ecosystem**

Hosts	IFAC & World Bank
Date	June 21, 2022 at 15:00–17:00 EEST (Amman, Jordan Time)
Language	Simultaneous interpretation will be provided in English and Arabic
Conference information	Location: Zoom Webinar Please register ahead of the event

Time	Session Information
Session 1: Opening Session	
15.00 – 15.10	Introductory Remarks <ul style="list-style-type: none"> • Jens Kromann Kristensen, Practice Manager, MENA, World Bank • Helen Partridge, Accountancy Education Director, IFAC
Session 2: Status of Adoption of 2019 Revised IES	
15.10 – 15.20	<p>This segment will include an overview of IES adoption status amongst IFAC Member Organizations in MENA, challenges reported by professional accountancy organizations (PAOs), and what they can do to support the transition.</p> <ul style="list-style-type: none"> • Bruce Vivian, Principal, IFAC • Dana Jensen, MENA Regional Manager, IFAC
Session 3: Case Studies: Learning from Experiences in a Multi-Stakeholder Ecosystem	
15.20 – 15.30	Australia Case Study <ul style="list-style-type: none"> • Professor Keryn Chalmers, Dean School of Business, Law and Entrepreneurship, Swinburne University of Technology, Melbourne, Australia
15.30 – 15.40	Saudi Arabia Case Study <ul style="list-style-type: none"> • Dr. Mosaab Aljuaid, Executive Director for Membership and Professional Qualification, SOCPA • Dr. Mohammad Nurunnabi, PhD, SFHEA FRSA FAIA (Acad), Chair of the Department of Accounting, Prince Sultan University, Saudi Arabia
15.40 – 15.50	Jordan Case Study <ul style="list-style-type: none"> • Mousa Sindaha, Board Member, Jordanian Association of Certified Public Accountants (JACPA)
15.50 – 16.00	Greece Case Study <ul style="list-style-type: none"> • Panayiotis Alamanos, CEO of SOL Crowe
16.00 – 16.10	United Arab Emirates (UAE) Case Study <ul style="list-style-type: none"> • Amna Abdulaziz Almahri, General Director, UAE Accountants and Auditors Association
Session 4: Panel Discussion followed by Q&A	
16.10 – 16.50	Moderated by Malek Sareddine, Regional Business Development Manager for ACCA Middle East
Session 5: Closing Session	
16.50 – 17.00	Closing Remarks <ul style="list-style-type: none"> • Asmâa Resmouki, IFAC Deputy President

Speakers



JENS KROMANN KRISTENSEN

Practice Manager, Middle East North Africa, World Bank

He works on public sector governance and management as well as fiduciary assurance of the World Bank portfolio in the region. Jens is a senior development professional with 20 years' experience in governance and institutional reform through engagements at the Danish Ministry of Finance, the OECD, KPMG Risk Advisory Services, the PEFA Secretariat and the World Bank Group. He has operational and analytical experience in fragile states and middle-income countries in Europe and Central Asia, East Asia and the Pacific, Sub-Saharan Africa as well as OECD countries and Middle East and North Africa.



HELEN PARTRIDGE

Accountancy Education Director, IFAC

Helen Partridge leads the accountancy education work at IFAC. In this role, she has oversight and leadership of IFAC's global approach to advancing accountancy education working together with the International Panel on Accountancy Education. Advancing accountancy education is integral to IFAC's vision of a dynamic, future-focused global profession that is essential to strong, sustainable organizations, financial markets, and economies. Competent and credible professional accountants, committed to lifelong learning, underpin this vision. Prior to joining IFAC, Helen was an accountant in practice, having spent 16 years in audit, advisory and audit systems design in the US and Asia Pacific. She has also served in the controllership at a large multinational transportation company working with GAAP conversions, financial statement preparations and complex and significant transactions such as business combinations and tax planning. In addition, Helen presently serves two not-for-profit boards and is a CPA licensed in multiple states in the United States.



BRUCE VIVIAN

Principal, IFAC

Bruce qualified as a Chartered Accountant (SA) in 2006 and graduated with a Master of Commerce (Accounting) from the University of the Witwatersrand in 2016. He worked for six years at PwC in assurance before taking a three-year hiatus to serve in his local church as a youth pastor. In 2013 he joined the learning & development unit at the Auditor-General South Africa as a manager for technical learning.

In October 2016 he joined AFROSAI-E where he led the African Professionalisation Initiative in partnership with the Pan African Federation of Accountants (PAFA), the East and Southern African Association of Accountants General (ESAAG) and the Conseil Régional de Formation des Institutions Supérieures de Contrôle des Finances Publiques de l'Afrique Francophone Sub-Saharienne (CREFIAP). Bruce joined IFAC in 2021 as Principal and leads the IFAC PAO Development Advisory Group.



DANA AKIL JENSEN

Regional Manager, IFAC

Dana Jensen is the regional manager for the Middle East and North Africa (MENA) and Caribbean regions under the IFAC Member Compliance Program and the Membership Program to support the adoption and implementation efforts of international accountancy standards and best practices. She holds an MSc from Columbia University (2011) and is currently Prince Sultan University-Banque Saudi Fransi's Fellow in Islamic Finance (2021-2023).



PROF. KERYN CHALMERS

Dean School of Business, Law and Entrepreneurship, Swinburne University of Technology, Melbourne, Australia

Professor Keryn Chalmers is Dean, School of Business, Law and Entrepreneurship at Swinburne University of Technology, Australia. Her previous appointments include Deputy Dean, Faculty of Business and Economics at Monash University, Head of Department of Accounting and Finance at Monash University.

Keryn's expertise is in the financial accounting and financial reporting area, specifically in relation to accounting standards, accounting policy and disclosure choices of management and the economic consequences of regulation. She has numerous academic publications in this area. She is also the co-author of two extensively prescribed accounting textbooks.

Keryn is the current President of the International Association of Accounting Education and Research (IAAER). In this capacity she sits on the International Panel for Accountancy Education responsible for advancing accounting education at the global level. Keryn is also President of the Australian Business Dean's Council. She addresses international and national forums concerning accounting and business school related issues. Keryn's prior service-related roles include Australian President of the Accounting and Finance Association of Australia and New Zealand (AFAANZ), Victorian Divisional Council member of CPA Australia and member of the CPA Australia national education accreditation board, special considerations committee and examination policy advisory committee.



DR. MOSAAB ALJUAID

Executive Director for Membership and Professional Qualification, Saudi Organization for Chartered and Professional Accountants (SOCPA)

Dr. Mosaab Aljuaid is the executive director for membership and professional qualification at SOCPA. Aljuaid, worked as an assistant professor of accounting and governance at Umm Al-Qura University (UQU) since 2012, is the founder of Jadwa, an expertise house for financial consulting. He has acted as general manager for the firm since 2019. He received a bachelor's degree in accounting from UQU in 2008. Then, he was granted a master's degree in accounting and finance from Bangor University in the UK. In 2017, he obtained a Ph.D. in accounting and finance with a focus on corporate governance from Durham University in the UK.



DR. MUHAMMAD NURUNNABI

PhD, SFHEA FRSA FAIA (Acad), Chair of the Department of Accounting, Prince Sultan University, Saudi Arabia

Dr. Muhammad Nurunnabi is the director of the Global Islamic, Finance, Tax, and Zakat (GIFTZ) Center also the Aide to the President on Research, Ranking and Internationalization, and Chair of the Department of Accounting at Prince Sultan University, Saudi Arabia. He is an Academic Visitor (Senior Member) of St Antony's College, University of Oxford, Oxford, United Kingdom. Previously he has taught in University of East London, United Kingdom (UK), University of Bedfordshire (UK), and Edge Hill University (UK). He holds a PhD from the University of Edinburgh, UK. He is a Certified Public Accountant (CPA), a Chartered Management Accountant (CMA), a senior fellow of Higher Education Academy (SFHEA), UK, an academic fellow of the Association of International Accountants (FAIA-Acad), fellow of the Royal Society of Arts (FRSA), and Certified Management & Business Educator (CMBE).



MOUSA SINDAHA

Board Member, Jordanian Association of Certified Public Accountants (JACPA)

Mousa is the oldest son of late Michel Sindaha the founder of the firm. After graduation from California State University Beach in 1982, he joined his father to work as a junior accountant. He was qualified to JCPA in 1984 and promoted to partnership. While working and serving the army Mousa got a degree in Law from Beirut Arab University in 1985.

In 1992 Mousa took the CPA exam from the state of Montana USA. He has a license to practice in Montana as well as Jordan. Mousa worked on the training and development of the firm employees; and served as the Chairman of the Training Committee of the Jordan Association of CPA's (JACPA). In 2003 to 2006 Mousa serve as a member of the board of the JACPA. Mousa is the treasurer of JACPA from 2011 to 2014. As of January 1st 2014, Mousa is a member of the Compliance Advisory Panel (CAP) a committee of International Federation of Accountants (IFAC), he was re-elected and his term will finish by the end of 2019.



PANAYIOTIS ALAMANOS

CEO of SOL Crowe

Panayiotis Alamanos is the CEO of SOL Crowe, one of the leading companies providing Auditing and Advisory services in Greece, and one of the top national firms of Auditors in Europe.

Panayiotis became a partner at SOL Crowe in 2010, while in 2011 he became a fellow of the Association of Certified Chartered Accountants. During the period 2014 to 2017, he held the position of the Secretary General of the Economic Chamber of Greece and from 2020 to 2022 he was the President of the Federation of Mediterranean Accountants / Fédération des Experts Comptables Méditerranéens. Panayiotis holds a bachelor's degree in Management Science, from London School of Economics and Political Science and an MSc degree in Shipping Trade and Finance, from Cass Business School, London, UK. He is married and the father of three children.



AMNA ABDULAZIZ ALMAHRI

General Director, Accountants and Auditors Association (AAA) in the United Arab Emirates (UAE)

In 2009, Amna Almahri has a Bachelor of Business Administration from Zayed University, and a Master of Human Resources Management from Abu Dhabi University in 2011. Amna has been the General Director of the AAA since 2020, responsible for leading operational and financial management of the Association, as well as leading its strategic priorities. Prior to this, Amna was the Director of Financial Knowledge and Corporate Affairs Transformation in the Abu Dhabi Department of Finance since 2018. Between 2013-2018, Amna

was the Section Head in HR & Communication at the Abu Dhabi Accountability Authority.



MALEK SARIEDDINE

Regional Business Development Manager for ACCA Middle East

In his role as Regional Business Development Manager for ACCA Middle East, Malek Sarieddine is responsible for leading the organization's public sector strategy in the region, working closely with both public and private sectors to lobby governments and associations. With a dynamic career spanning more than 16 years, 12 of which have been within the education sector, Malek's professional mandate is to create awareness and strengthen the profile of ACCA in the region. Reporting directly to the head of ACCA Middle East, he is responsible for facilitating dialogue on key industry issues with

government entities and educational institutions.



ASMÂA RESMOUKI

Deputy President, IFAC

Ms. Asmâa Resmouki became IFAC Deputy President in November 2020 after serving on the IFAC board since November 2017, originally nominated to the board by the Ordre Des Experts Comptables—Morocco. In her role as Deputy President, Ms. Resmouki chairs the IFAC Planning and Finance Committee having previously chaired the the board's Governance Subcommittee prior to her election as Deputy President. Ms. Resmouki is a Past President of the Pan African Federation of Accountants (PAFA). She served on the PAFA Board since 2011, as vice president and chair of the Planning, Human Capital, and

Financial Committee from 2013 to 2015 and as president from 2015 to 2017. Ms. Resmouki has more than twenty-five years of experience in assurance services, including serving as audit partner in the large auditing firms (Deloitte and EY) in Morocco, where she led auditing in various industry and service sectors, including real estate, mining, pharmaceutical, consumer business, automobile, and tourism. She has extensive experience in other types of engagement, such as due diligence and valuation, agreed-upon procedures, and internal control review. During her career, she was also a finance director for a multinational company.
