



The Association of  
Accountants and  
Financial Professionals  
in Business

## IMA French Chapter Newsletter

### From the President

Our mission is to help raise financial controlling and decision support competencies for our members and the financial community at large in France. We aim to achieve this mission by offering quality CPE and networking events to our members and spreading the IMA best practices with member growth among professionals and students.

We now have two years of operations under our belt. So far this year, we have delivered 2 high quality CPE events:

- Straight Out of the Microsoft Toolbox was held in May in Microsoft's French headquarters in Issy les Moulineaux with two first rate speakers: Nicolas Lebon from Omnicom and Arnaud Petit from Microsoft.
- International Observatory of Management Control Global Survey review was held jointly with the DFCG in Paris in June. This event allowed us to share and debate the future of our field of work in a rich discussion with DFCG and IMA members.

We are currently preparing a third event, which we expect to meet or exceed the high quality of our first two events. Best Practices in Third Party Compliance and Controls will be led by chapter member Laurence Houibert of Pentair on Thursday, 24 November 2016. See further details in the "save the date" article in this newsletter.

We continue to pursue our objective of starting a student chapter in French business schools, a key stepping stone to raising management accounting competencies in France. While we have not yet been successful in this venture, I hope to have more to report here in the next 12 months.

We need your help. The chapter incurs a modest amount of expense for website and association expenses. We will be billing full members 20€ annual dues in the coming days. Also, we are always looking for volunteers. If you would like to support a CPE event, help in Corporate outreach or have another idea on how to contribute, please see a board member or me.

President

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### Upcoming CPE Event: Save the Date

**November 24, 2016** , in the evening in central Paris

#### *Third Party Compliance*

Join us on November 24, 2016 in central Paris as chapter member Laurence Houlbart, Third Party Program Leader for Pentair takes us through a 2 hour CPE event on Third Party Compliance. In a world where we are increasingly confronted with cybercrime, supplier fraud and new regulations and laws, we need to continually improve our processes and controls in our dealings with suppliers and customers. Laurence will share her challenges and best practices in Third Party Compliance. We will then have a round table discussion and Q&A with the attendees.

We will post an Eventbrite link in the coming weeks with further details so you can RSVP for what we expect will be an exciting event.

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### CMA Marketing Campaign

***Management Control: more efficient analysis, more effective decision making in the digital age.***

The IMA has launched a new advertising campaign to promote the value of the CMA certification to a U.S. audience. The tagline for the campaign is “CMA: You’ve got to earn it.” The commercial is definitely worth checking out on YouTube here:

<https://youtu.be/8fMMpSrjGqc>. If you like it, please share on your social media with the hashtag #EarnCMA.



IMA Europe



IMA French Chapter



IMA French Chapter Website