

UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT (USAID)  
**CIPA – UKRAINE PROJECT**

USAID

**CIPA – Ukraine Project**

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**Quarterly Report for the Period:  
July 1, 2006 thru September 30, 2006  
(Third Calendar Quarter)**

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## **SECTION I.**

## **INTRODUCTION**

### **TASK ORDER OBJECTIVES**

Specific task order objectives are:

1. Supporting the professional accountancy association and helping it achieve financial sustainability and to take the lead in accounting reform including transition to IFRS;
2. Helping CIPA training providers strengthen and broaden their network across the country;
3. Helping CIPA-EN establish its operations as an independent and sustainable entity;
4. Increasing public awareness of the CIPA certification among industry and the government;
5. Improving efficiency and transparency of tax administration through tax and financial accounting reconciliation.

### **HIGHLIGHTS OF ACHIEVEMENTS – Third Quarter 2006**

#### **Management Issues**

- Project Harmony sponsors study tour for accounting associations to US, 7 of 10 participants from UACAA, all are CAP/CIPA
- Project successfully negotiated the beginning of CIPA training for the SSMSC
- Project presentation to Ministry of Economy's Mr. Maksiuta
- IFAC Developing Nations Committee head visits Ukraine and hosts round table event
- World Banks Representatives deliver ROSC review questionnaires
- Marketing and Sales training for LTP's increased trainings
- Training for July exams in 18 Oblasts
- UACAA makes application to be represented on the National Standards Methodological Council
- Exam Fee for July exam set at 170 UAH, late registration fee 200 UAH
- CIPA training was supported for 1,734 students for July exams in 18 Ukrainian Oblasts
- UACAA membership 734 members, a 15% increase from previous quarter
- Marketing efforts substantially increased during third quarter.
- 1,600 register for July CIPA Examinations

#### **SPECIFIC ACTIVITIES**

This section covers progress against the five deliverables as stated in the Project scope of work.

##### **1.1 Project Objectives**

The purpose of the CIPA Ukraine project is to enhance the quality of accounting profession with the aim of improving the accuracy and credibility of financial reporting. This will be achieved through the implementation of the CIPA training, examination, and certification program.

The objectives of the project will include: supporting the professional accountancy association and helping it achieve financial sustainability and to take the lead in accounting reform including transition to IFRS; helping CIPA training providers strengthen and broaden their network across the country; helping CIPA-EN establish its operations as an independent and sustainable entity; increasing awareness of the CIPA certification among industry and the government; improving

efficiency and transparency of tax administration through tax and financial accounting reconciliation.

## **1.2 Project Tasks**

### **Task 1 – Strengthen the technical, organizational, and financial capacity of progressive Ukrainian accountancy associations**

The goal of this task is to help the Ukrainian Association of Certified Accountants and Auditors (UACAA) become a full-fledged professional self-regulatory organization that will promote standards-setting, enforcement, and certification functions. The contractor will help it achieve financial sustainability and take the lead in accounting reform, including transition to IFRS, and harmonization of financial and tax accounting.

**Expected results.** At least one professional accountancy association will:

- a) Offer a range of appropriate services to its membership;
- b) Implement IFAC ethics code;
- c) Become a full IFAC member;
- d) Be financially self-sufficient by the end of the contract.

### **Association Development Component Activities**

#### ***Support Strategic Sustainability of UACAA.***

Strategic sessions of the UACAA Secretariat that were held in the Quarter II showed some strong and weak sights of association's management. Among strong sights are:

- Rapid growth of membership;
- Strong position of Accounting Resources Centre among other CIPA LTPs;
- Strong potential to develop new types of services for members and to achieve sustainability in one year period.

Among weak sights are:

- Lack of activity among Committees;
- Lack of services for members;
- Lack of promotion of UACAA and no clear plan for new member's attraction.

In order to use the strong sights of Association and to eliminate its weaknesses executive management of UACCA has concentrated on the following activities:

- Reorganization of the UACAA executive team structure;
- Development of a database of membership;
- CIPA promotion and development of new fund generating activities;
- Lobbying system improvements in the tax legislation of Ukraine.

#### ***Capacity Building***

The Secretariat Bylaws of UACCA was adopted on the Board meeting that was held on September 21. According to this document a new organizational structure of Executive Direction was set up in QIII.

A new full time employee was hired for the position of PR and Marketing Specialist. The Main functions of this person will be: implementation of a Media Plan for 2006 -2007; creating of a “Sponsor Package”; on-going activity on the promotion of UACAA and CIPA; development and implementation CIPA presentations for corporate clients; development of new services for UACAA.

Another new position is opened according to a new structure. It is Coordinator of Committees. The work of this position is to activate and push forward work of all Committees.

Inga Gruzdeva, PR and Marketing Specialist, participated in the Marketing and Sales training that was organized for LTPs in September. She gained a new marketing approach to client oriented marketing process and practical tools that enable her indicate target audiences, distinguish features and benefits of CIPA product and use this approach while selling CIPA programs. A set of Power Point Presentations for the different target groups of CIPA program was delivered to her on the training. Thus, UACAA Training Centre will continue promotion of its product using public presentation tool more intensively.

### ***Legal support***

CIPA-Ukraine provided legal support of the UACAA activities. Particularly consulting was delivered in the areas of:

- taxation of lease operations;
- taxation of training activities;
- fund-raising activities;
- copyright law issues related to IFRS and printing;
- labor law.

Ruslan Kundryk took part in the UACAA Board meeting. He gave clarification on many juridical points raised during the discussion of the drafts of the following documents:

- Board of Trustees Bylaws;
- The Secretariat Bylaws;
- Cooperation agreement with training providers.

These documents were approved on the Board meeting conducted on September 21<sup>st</sup>.

### ***Operational Activity***

Three Board meetings were conducted in this quarter. Meeting that was held on 26<sup>th</sup> of July was devoted to admission of new members.

Extra ordinary meeting of UACAA Board was held On September 11<sup>th</sup> as Neil Wallace, Technical Manager of IFAC Committee, and Patrick Corrigan, member of working group of the ROSC review conducted by the World Bank. The following questions were discussed by Board members:

- Realization of the plans during second quarter;
- Implementation of the main tasks goals for 2006;
- Set of issues concerning current and perspective tasks of Association.

Neil Wallace presented IFAC entrance criteria, membership requirements and activity of the Emerging Countries Committee. Patrick Corrigan outlined main goal of the World Banks ROSC review as an important component of strengthening Ukraine’s financial structure. Mr. Corrigan distributed a questionnaire of the World Bank’s ROSC review to be filled by UACAA and assessed by World Bank for the Report of Observance of Standards and Codes (ROSC).

UACAA continued modernization of its web sight. Technical Tasks on web portal and development of the membership base were underway. According to the plan modernized web sight will be installed till the end of October 2006.

Currently UACAA offers following services to its members:

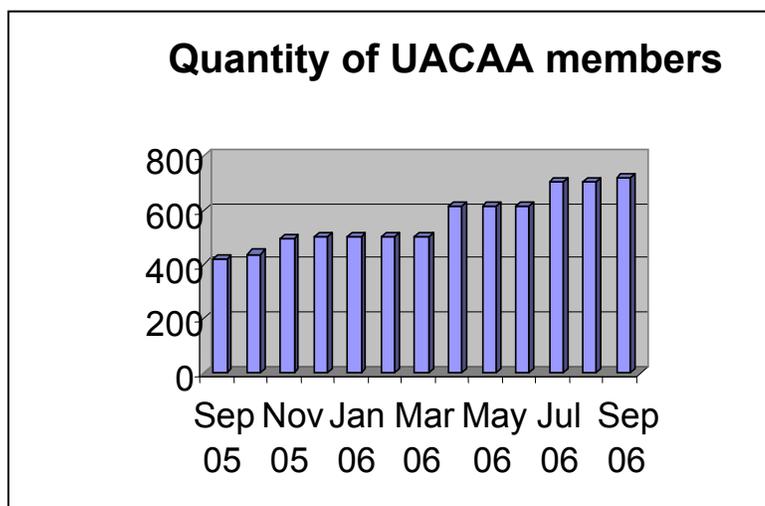
- CIPA trainings;
- Selling books;
- Informational seminars;
- Public events;
- Publishing news letter “Tribune”;
- Informational and congratulatory mailing;
- Informational support through web sight.

UACAA Board President, Vadim Linnyk, has developed a version of Regulation on Accreditation of Training Centres and in the close cooperation with Viacheslav Skobara, Head of Chamber of Professional Accountants and Auditors from S. Petersburg, submitted it for the consideration to UACAA Board.

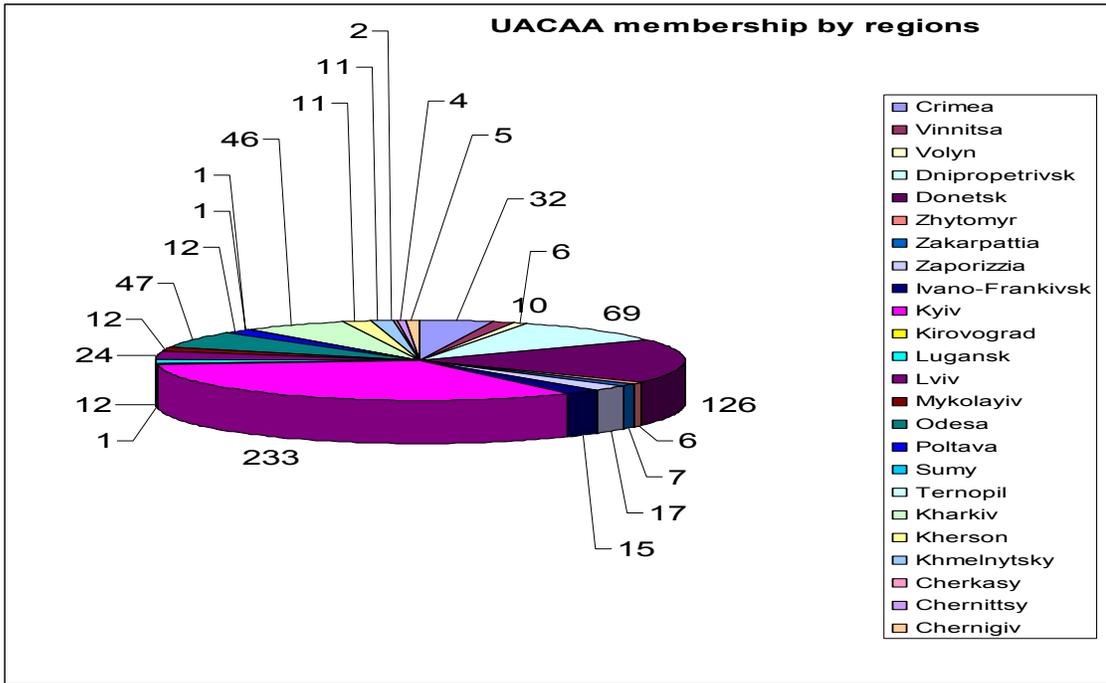
UACAA recommended some of its members for participation in “Project Harmony”, study tour to the USA. Support of Association was very important during the candidates’ selection process. Thus 7 participants of the study tour out of 10 are members of UACAA: Olena Stoyan from Donetsk, Sergey Okhotnik from Dnipropetrovsk, M. Vasiloy from Chernivtsy, S. Nazarenko from Zaporizzia, N. Antonyuk from Kherson, A. Azeran from Kyiv, O. Gramotenko from Kyiv.

Agreement with High Educational Institutions was developed. UACAA views HEIs as its strategic partners for CIPA promotion. Thus Association in the partnership with HEIs plans to conduct regular presentations for students, to organize common seminars, round tables and other events, to create a discount system for students of CIPA program, and to develop system of on job practice on the enterprises where CAP/CIPA work.

During third quarter membership increased from 628 to 723, 15% growth. According to the forecast of UACAA Executives in the fourth quarter expect to have 20% growth which will give 150 new members. The dynamics of membership quantity is shown on the chart below.

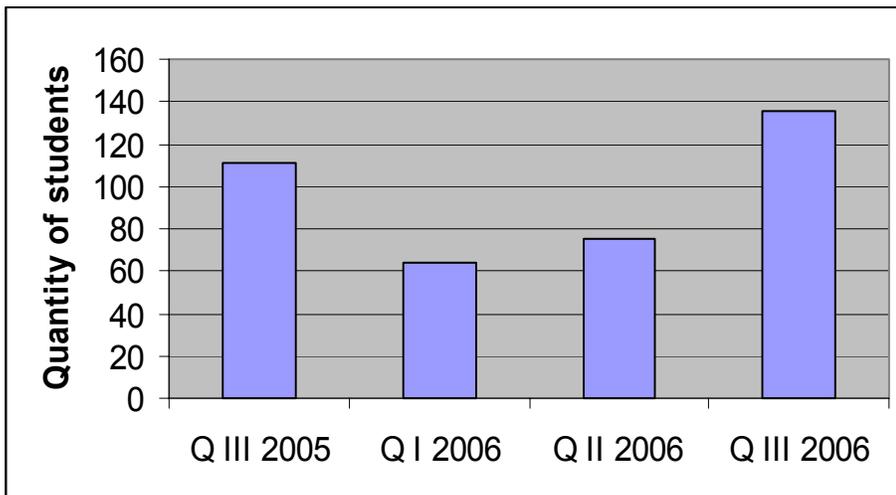


The pie chart below demonstrates the structure of UACAA membership by regions.



**Activity of Accounting Resource Centre**

The quantity of students is consistently growing. Comparing to the last quarter ARC almost doubled the numbers. The total number of students in September is 136. The chart below shows absolute numbers of students trained by ARC in the third quarter of 2005, first, second and third quarter of 2006. In comparison to the same period of 2005 the number of students in this quarter increased by 23%. Analyzing recourses revealed ARC has a need for more qualified CIPA teachers. Thus 2 new teachers on “Tax and Law” course and “Financial Accounting” started to work for the Centre. Main Education specialist of ARC will continue to increase database of potential CIPA program teachers in order to be more flexible in the forming of student’s groups in future.



Aiming to systemize the educational process of all LTPs that are related to UACAA, Agreement between Association and LTP was developed and approved by the Board meeting.

A special accent in this agreement was done to the promotion of UACAA. According to this agreement relationship between LTPs and UACAA will be based on a mutual commercial interest. Association will provide LTPs with the educational and methodological support. On the payable base LTPs will receive from UACAA:

- Manuals;
- Informational support (information on web sight, etc.)
- Issuing specific documents with UACAA logo which will serve as an evidence of participation in the training.

Another focus was made on the planning, evaluation and reporting of the trainings. ARC improved its Training Evaluation Questionnaire. In a new template several questions were added in order to attract maximum new members to UACAA.

### ***Marketing and PR***

In the third quarter UACAA organized 3 public events devoted to Accountant Day. These events were conducted in Dnipropetrovsk on July 6<sup>th</sup>, in Kiev on July 11<sup>th</sup>, and in Donetsk on July 12<sup>th</sup>. These events combined festive ceremony of issuing CAP and CIPA certificates and celebration of the professional holiday of accountants.

Radio broadcast was conducted on September 5<sup>th</sup> on Era Radio station with Natalia Vasylenko, UACAA Board member and Head of Education Committee. Taking into account that this radio program was organized at the beginning of academic year, Vasylenko focused her talk on the issues of advanced training of accountants, auditors and financial specialists. She raised the following questions:

- Importance of post graduate advanced training;
- How professionals can prepare themselves for CIPA certification;
- Originality of CIPA certification.

In August Executive Director of UACAA and representative of CIPA-Ukraine made presentation about CIPA certification and UACAA for accountants. This event was organized by Municipal Tax Administration.

Marketing and PR Specialist started in August to work under the marketing and media plan for the last quarter of 2006 and for year 2007. This plan will be incorporated into the general business plan of UACAA.

### **Task 2 – Strengthen and broaden the network of CIPA training providers across the country**

The purpose of this task is to strengthen the capacity of the CIPA training providers to offer high-quality CIPA training services.

**Expected results.** All CIPA courses will be offered on a commercial basis in at least 16 oblasts.

The analysis of training providers that was done in the previous quarter showed that majority of LTPs lack of marketing approach in their activity and sales skills. Thus training “Marketing and sales for CIPA training providers” designed by Elena Amerova was conducted for two groups on 6th and 13th of September in Kiev. Total number of trainees is 37. Below is a list of LTPs that took part in the trainings.

### List of participants of Marketing/Sales Trainings

City	LTP	Quantity of trainees
Odessa	Mahaon	1
Odessa	Odessa National Economic University	2
Dnipropetrovsk	Elkon	2
Dnipropetrovsk	PE Cvyatoduh	1
Zaporizhia	Institute of Economics and Informational Technologies	2
Kyiv	YTIQ «Profit»	2
Kyiv	“Znanie”	2
Kyiv	“Maxima – Inform”	1
Kyiv	UACAA	1
Kyiv	FABF	1
Kyiv	BEA	2
Kyiv	KIBIT	1
Kyiv	University of Trade and Economics	1
Kyiv	International Institute of Business	1
Kyiv	“Shid – T”	2
Donetsk	Nika-Audit	1
Donetsk	International Educational Centre “Business-obrazovanie”	1
Donetsk	Ukravostokaudit	1
Donetsk	Donetsk National Technical University	1
Lugansk	KIBIT	2
Sevastopol	Lek - Service	1
Nikolayev	KIBIT	1
Nikolayev	Golv-Audit	1
Uzhgorod	“Svitanok”	1
Poltava	Poltava University of Consumer Cooperation	1
Chercassy	“Credit-Service-Club”	1
Kharkiv	Agency for International Cooperation	2
Kharkiv	Business Centre “Inzhek”	1
Total		37



Marketing/Sales Training held on September 6.

Each organization - training provider had opportunity to train two employees. It was recommended to train mainly contact personnel who are responsible for organization, administration, and selling CIPA programs.

Trainings aimed to give participants:

- client oriented approach to their business processes,
- comprehending of current tendencies in marketing,
- multi level concept of CIPA product,
- realizing of peculiar properties of products in services, particularly in the sphere of education and training,
- Understanding of main steps in sales process.

Trainings were conducted in an interactive manner which gave possibility to share thoughts and disseminate ideas among participants. Each training block finished by practical exercises focused on imitation of real business situation.

After the training participants suppose to:

- be able to indicate their target audiences,
- distinguish features and benefits of CIPA product and to base on the benefits while selling,
- design presentations according to target segments,
- Organize active selling process of CIPA programs.

Training evaluation was done after both trainings. Participants filled in questionnaires that demonstrated their evaluation of:

- training curriculum;

- correspondence of the training to their expectations;
- new skills gained on the training;
- Atmosphere on the training.

The results showed that 51% of respondents evaluated training curriculum as “Very good”, 42% - as “Good”. The majority of trainees answered that their expectations were fulfilled and they gained such new skills as telephone selling and presentation of the product’s benefits to a potential client. Everybody noticed very warm and constructive atmosphere on the trainings. All participants expressed their desire to participate in the future trainings that eventually will be organized by CIPA – Ukraine.

During the third quarter trainings were delivered in 18 oblasts (see Attachment 1). During the third quarter training were started in 2 new oblasts (Sumy and Chernigov) a revitalization of training activity in Lutsk, Khmelnytskyi and Ivano-Frankivsk. We expect the growth of number of participants in these regions for the next session.

In total, 1734 students took CIPA training courses in preparation for July 2006 exams - 1535 in three CAP subjects and 199 students in four CIPA subjects with some form of project support (see Attachment). This compares to 1099 for July 2006 (835 CAP and 264 CIPA).

The increase in CAP Training is due to increased number of Local Training Providers that joined the CIPA Program and also increase of number of trainees by the existing Training Providers.

During the third quarter 6 new LTP started to deliver CAP level Trainings:  
2 audit firms in Kyiv and 4 HEI as following:

- Odessa State Economic University ( started to deliver all 3 CAP level subject (total 45 trainees)
- Poltava University of Consuming Cooperation ( started to deliver FA1 and MA1 (total 81 trainees)
- Zaporizya Institute of Economics and Information Technology ( started to deliver FA1 (25 trainees)
- Chernigov branch of Kyiv Business School KIBIT (started to deliver FA 1 (small group of 3 people)

Project signed Protocol of Partnership with Odessa State Economic University and Zaporizya Institute of Economics and Information Technology during the third quarter.

Presentation of CIPA Program was made for teachers and students of Economics and Accounting department of Kyiv National Trade and Economic University. As the result Protocol of Partnership was signed with this University.

Both Universities are going to start CAP training for the March 2007 exam session.

During the third quarter Project supported 21 training providers in 9 oblasts with a library of textbooks. This quarter Project supported LTP with 2 new books for Financial Accounting 1:

- upgraded edition 2006 of Gray, Needles “Financial Accounting”
- “Financial accounting 1” by Tilli Jensen (General Accountants Association of Canada).

The library is meant to be loaned to students; those capable purchase textbooks and the LTP can replace the books by purchasing additional books from vendors (see attachment)

All CIPA Training Providers were polled to determine their need for additional ToTs, to increase the depth of the trainer pool. As the result, 3 ToT were delivered (MA1, MA2, FA2)

MA 1 ToT was delivered in August. Fourteen trainers from 10 cities (Kyiv, Kharkiv, Chernigiv, Odessa, Zaporizhya, Simpheropol, Sevastopol, Donetsk, Lviv, Dnipropetrovsk) participated in this training. Almost all of them are teachers of Universities and Business schools including:

- Kharkiv Politechnical University
- Odessa State economic University
- Kyiv National Economic University
- Lviv Commercial Academy
- Chernigiv branch of KIBIT
- Zaporizhya Institute of Economics and Information Technology
- Zaporizhya National University
- Simpheropol University of economics and management
- Dnipropetrovsk National Mining University
- Sevastopol Business School OSBI

As the result of training 9 out 14 deliver MA 1 training for November session. Others are preparing to take MA1 exam by themselves in November and are going to deliver MA1 for March 2007 session.

FA2 and MA2 ToT were delivered in September.

Fifteen trainers from 10 cities (Kharkiv, Kryvyy Rig, Kyiv, Chernigiv, Sevastopol, Donetsk, Lugansk, Lviv, Dnipropetrovsk and Odessa) participated in MA 2 ToT



Participants of MA2 ToT

Twelve trainers from 7 cities (Kyiv, Kryvyy Rig, Donetsk, Lugansk, Lviv, Dnipropetrovsk and Odessa) participated in FA 2 ToT delivered by Nataliya Vasylenko.



FA 2 ToT training

All participants of CIPA level ToT were CIPAs, CAPs or at least past FA1 or MA1 and deliver CAP level trainings through existing Training Providers. All of them registered to take FA2 or MA2 exam in November.

### **Task 3 – Establish CIPA-EN operations as an independent and sustainable entity**

The purpose of this task is to continue support of the Ukraine branch of the CIPA Examination Network while helping it to become financially sustainable.

**Expected results.** CAP/CIPA exams will be conducted in accordance with the established exam schedule, while CIPA-EN Ukraine will be fully self-sustainable and cover its operational costs, royalties and fees out of the exam charges.

Exam fees were raised from \$32 to \$34 for the July session and for the first time, an increased fee was established for late registration. This increased late registration fee was \$40 and applies to the last two weeks of the registration period. Another first is that exam fees were collected directly by CIPAEN and deposited directly to CIPAEN’s bank account. Additionally, it is now possible for examinees to make online payments for their exams with VISA, MasterCard, e-money (Pycash), or Webmoney. Previously, CPSD was collecting exam fees on behalf of CIPAEN.

There is a growing trend in the increase in number of candidates registering for exams directly with CIPAEN, rather than through “coordinators”. These exam registration coordinators include LTPs and the regional chapters of the UACAA and UFPAA. Out of 1600 candidates who registered for the July session, 847 (53%) registered with coordinators and 753 registered directly with the CIPAEN office. Of those who registered directly with CIPAEN, 544 registered online and 209 registered by mail or fax.

This growing trend of direct registration is evidence of CIPAEN’s reduced dependence on CPSD. CPSD is no longer collecting exam fees for CIPAEN, and is no longer proctoring alone. In 7 out of 8 sites for the July session, CIPAEN staff proctored exams alongside CPSD contract proctors.

CIPAEN has an “on demand” policy for the establishment of additional exam sites. If there are approximately 30 examinees per exam day registered in a location that is not normally an exam site, then additional exam sites may be established at those locations. For the July session, this happened in Simferopol and Mariupol.

CIPAEN Proctors now have Proctor’s uniforms. This blue vest with the CIPA logo on the front and CIPAEN name on the back is part of the CIPAEN corporate branding strategy and enhances the professional image of the CIPAEN exam administration process.

Two members of the Ukrainian securities and exchange commission (SSMSC) observed the July exam administration. Yana Luppova, from the CIPAEN Headquarters in Moscow, was also present at the July exam session and was conducting a routine audit of the exam administration procedures. CIPAEN HQ audits approximately 6-8 exam sites each exam session as part of their quality control procedures.

New, visible security measures have been instituted, designed to further enhance candidates confidence in the secure and confidential nature of the exam administration process. These include exams being delivered to the exam site in branded, secured bags that are sealed with zip ties containing a unique serial number. A candidate is invited to witness the breaking of the seal and opening of the exam packets and answer modules. After the exam, candidate “witnesses” are again involved in the process of packaging the exams and answer modules for delivery to the grading center and sealing these packets. The seals are signed by the witnesses.

CIPAEN continued the practice of disseminating materials from all four professional financial associations who are ECCAA members. These materials were disseminated at all exam sites.

#### **Task 4 – CIPA Public Awareness and Promotion Effort**

The goal of this task is to help the CIPA program gain recognition by the profession, businesses, investors, and government.

**Expected results.** A minimum of an additional 3,000 CAPs and 200 CIPAs will be produced by the end of the project.

#### **Marketing and PR:**

##### Table of Contents:

- Direct Mail
- Advertising
  - CIPA Image Campaign
  - Topical Plan for Educational and Informative Advertising
  - Outputs:
    - Press
    - Internet
- Press and Public Events
  - HR Relations Development
- Informational resources
  - Toll-free hotline 8 800 502 47 20 (8 800 50 CIPA 0)
- Incentive Program for Participants

##### Summary:

Marketing and promotional activities for CIPA Ukraine in the 3<sup>rd</sup> quarter of 2006 were consistent and synergic. The main media channels utilized were press, internet and direct mail. A new CIPA image campaign was designed and launched, media support for LTPs was arranged, and educational articles about the need for IFRS, continuing professional development, and accountant certification were prepared and published.

Approximately 17,200 mailings were sent out to Ukrainian enterprises and CIPA program participants. Total declared circulation of the publications in press for the reporting period is **2,304,770** copies. As measured by independent media researchers, this coverage can be broken down into different target groups: **796,000** accounting specialists aged 25-45, **161,000** managers aged 20-55, and **2,535,000** people total (without target group specification).

The total number of advertisement “hits” in the 3<sup>rd</sup> quarter of 2006 through the internet was measured at **2,451, 236**. The total number of website **visitors** increased by 60% in September 2006 compared to May 2006, by 127% comparing to February 2006, and by 157% comparing to September 2005, as a result of promo campaign on the web; and reached its historical maximum (**8748** visitors/hosts and 54330 page views/hits for a month). In September 2006 the number of calls to the toll-free hotline (**8 800 50 CIPA 0**) increased by 30% comparing to May 2006, and almost tripled comparing to February 2006.

Numerous activities were also arranged in partnership with CURE (Center for Ukrainian Reform Education). One live call-in radio talk show was arranged on Radio Era FM in September 2006, seven regional press club meetings were conducted in July 2006, and eight regional press club meetings in September 2006. A special round table with professional associations and governmental bodies was organized on occasion of Neil Wallace’s (IFAC) visit to Ukraine (September 12, 2006). There was also a business lunch for HR specialists, were benefits of CIPA certification was explained took place in August 2006.

Also, an incentive program was carried out for CIPA program participants: “register and pay for one exam and get one free”. The CIPA Ukraine project sent out 915 personalized letters to CAP-qualified program participants.

## Direct Mail

- During September 2006 three direct mailings were carried out to the following target groups:
  - 6,280 participants of the CIPA program
  - 915 CAP-qualified participants, who were sent an offer to have one CIPA-level exam paid by CIPA-Ukraine project
  - 10,000 big enterprises of Ukraine (“marketing” direct mail)
- Materials sent: newsletter, registration card, LTP contact list, motivational leaflet etc.

Composition of the database for marketing direct-mail program (sent out to enterprises):

- 8,323 – follow-up mailing to those who previously received CIPA direct mail in February 2006
- 1,320 organizations that have more than 100 employees
- 357 companies with highest income

Тип	Наименование	Адрес	Телефон	E-mail
Генеральный директор	Иванов Иван Иванович	ул. Ленина, 10	044 55 12 34	ivanov@company.ua
Заместитель генерального директора	Петров Петр Петрович	ул. Ленина, 10	044 55 12 34	petrov@company.ua
Директор по финансам	Сидоров Сергей Сергеевич	ул. Ленина, 10	044 55 12 34	sidorov@company.ua
Директор по персоналу	Климов Алексей Алексеевич	ул. Ленина, 10	044 55 12 34	klimov@company.ua
Директор по маркетингу	Васильев Владимир Владимирович	ул. Ленина, 10	044 55 12 34	vasilev@company.ua
Директор по производству	Смирнов Дмитрий Дмитриевич	ул. Ленина, 10	044 55 12 34	smirnov@company.ua
Директор по продажам	Попов Павел Павлович	ул. Ленина, 10	044 55 12 34	popov@company.ua
Директор по развитию	Куликов Константин Константинович	ул. Ленина, 10	044 55 12 34	kulikov@company.ua
Директор по качеству	Лебедев Алексей Алексеевич	ул. Ленина, 10	044 55 12 34	lebedev@company.ua
Директор по безопасности	Соловьев Александр Александрович	ул. Ленина, 10	044 55 12 34	solovjev@company.ua
Директор по экологии	Новиков Николай Николаевич	ул. Ленина, 10	044 55 12 34	novikov@company.ua
Директор по социальным вопросам	Воробей Роман Романович	ул. Ленина, 10	044 55 12 34	vorobei@company.ua
Директор по юридическим вопросам	Степанов Евгений Евгеньевич	ул. Ленина, 10	044 55 12 34	stepanov@company.ua
Директор по информационным технологиям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по внешнеэкономическим связям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по кадровым вопросам	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по корпоративным вопросам	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по стратегическим вопросам	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по инновационным вопросам	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по социальным инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по культурным инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по технологическим инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по бизнес-инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по социальным инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по культурным инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по технологическим инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua
Директор по бизнес-инновациям	Савин Александр Александрович	ул. Ленина, 10	044 55 12 34	savin@company.ua



## Advertising

In the third quarter of 2006, a completely new approach to the marketing and promotion of CIPA certification was developed and adopted.

There was standard media presence in trade publications and on the specialized websites in July 2006, as Ukraine's Accountant's Day was celebrated (16<sup>th</sup> of July). Starting from August 2006 a new media marketing strategy was implemented (which spans from mid-August 2006 to early December 2006).

Direct advertising (especially in the trade publications) is considered as one of the key vehicles in promoting CIPA program. LTP representatives vocalized the need for more pro-active advertising of CIPA in press (especially in accounting magazines like *“Все про бухгалтерський облік”*, *“Дебет-Кредит”*, *“Бизнес. Бухгалтерия”*, *“Вісник податкової служби України”*). Almost half of the phone calls to the CIPA hotline were the result from advertising in such press; advertising on the internet resulted in the immediate increase of websites visits, thus increasing awareness about CIPA program dramatically.

Using press and internet together creates a synergetic effect both informing those who don't know about CIPA certification (through press), as well helping those who are looking for continuing professional development and are searching to find the right information (on the internet).

In reference to advertising, two major target audiences were selected:

- a) Accountants
- b) Business managers

The role of the advertisements was aimed to persuade professionals to participate in the program in order to improve and affirm their professional qualifications. Furthermore, the advertisements were also tools to persuade business managers to hire CIPA certified professionals, and also to upgrade skills of existing financial personnel. HR professionals also have to be reached out to in this respect.

In order to have significant results from advertising, it is required to have sufficient:

- a) Reach (the number of people reached by advertising)
- b) Frequency (number of contacts with each piece of advertising)

Media activity in third quarter of 2006 was well planned and systematic. Two specializing media agencies were subcontracted to assist in the placement of advertising materials and monitor the process. Comprehensive media plans (strategic, for the period August-December 2006; and tactical, monthly) were prepared upon briefing by the CIPA-Ukraine Project. Working through agencies is not only efficient, but also cost sensitive, as agencies generally receive discount prices from carriers.

Three main groups of messages that were “broadcast” through media channels selected include:

- **Image** (increasing recognition of the CIPA brand, connecting it to the well-known successful companies were CIPA's work);
- **Educational** (mostly placement of articles explaining the need for certification, IFRS introduction issues, professional associations issues, CIPA success stories etc.);
- **Informative** (advertising for opening/close of the exam registration, LTP contacts etc).

The web component of the advertising also includes interesting and important tool: sponsored links in major Ukrainian and international search engines ([google.com.ua](http://google.com.ua), [search.bigmir.net](http://search.bigmir.net),

**meta.ua, yandex.ru**). The text advertising only appears for web surfers looking for specific keyword. Some search engines (e.g. **search.bigmir.net, meta.ua**) not only provide users with a text link, but also an animated banner featuring CIPA image appears.

# CIPA Image Campaign

The new distinctive feature of the CIPA marketing strategy is combining informational and educational messages in conjunction with building the CIPA brand. The image campaign (though advertising pieces do contain specific information on training, registration, exams) is not expected to produce immediate “payback” in terms of increasing the number of people trained or registered participants for exams, but rather it is aimed to generate longer-term trust in the program, as independent, high-quality, international and reliable certification.

The concept of the new image campaign features photos of CIPA-certified professionals, who work in the well-known, successful companies, and occupy an important and highly demanding position within the company; displaying logos of CIPA and respectful company featuring a short success story of an image campaign participant.

From the technological point of view the image campaign consists of the following stages:

- Selection of the campaign participants (CIPA-certified specialists);
- Conducting professional photo session with each participant;
- Conducting interview with each participant – in which he or she tells about his/her career development, company he/she works in, peculiarities of the job, sphere of responsibilities, importance of IFRS implementation in Ukraine, CIPA certification program, and how participant have benefited from it in terms of continuing professional development;
- Preparation of the layout: photo of a participant, name, title “CIPA”, position, name of the company, company logo, adapted text of the interview, brief information about CIPA certification;
- Placement of the prepared layout in the leading business and trade press of Ukraine, full-page and half-page, full color, cover page where possible;
- Adaptation of the layout for the A4 leaflet format, A1/A2/A3 poster format, printing, distribution among CIPA-Ukraine project partners: HEI’s, business training providers, professional associations, during special events organized by project (prospective).

Samples of the image advertising produced so far:

## 1. Oleg Bazaliysky

Mr. Bazaliysky, CIPA, is Financial Director of the leading paint-producing company – Caparol Ukraine, which belongs to the well-known international Caparol concern. Its annual turnover for 2005 estimated 1 bln Euro. He is also a Board Member of the Ukrainian Association of Certified Accountants and Auditors.

The image shows two examples of advertising material for Oleg Bazaliysky, a CIPA-certified professional. The top example is a large poster or full-page advertisement. It features a professional portrait of Oleg Bazaliysky on the right. To the left of the portrait, his name 'Олег Базалийський, CIPA' and title 'Сертифицированный международный профессиональный бухгалтер' are displayed. Below the portrait, there are logos for Caparol, CIPA, and the Ukrainian Association of Certified Accountants and Auditors. The bottom example is a smaller A4 leaflet version of the same advertisement, showing the same layout and content in a more compact format.

## 2. Olena Turiy

Ms. Turiy, CIPA, occupies position of Trainer-Consultant in the Deloitte Academy in Kyiv. She conducts both open and corporate trainings on IFRS both in Ukraine and Russia. Specifically, she is carrying out CIPA program training for TNK-BP financial personnel in Moscow.

**Олена Турій, CIPA**  
Сертифікований міжнародний професійний бухгалтер

Тренер-консультант Академії Делойт в Україні  
Член Української асоціації сертифікованих бухгалтерів і аудиторів (НАСБА)

**Deloitte**

**CERTIFIED INTERNATIONAL PROFESSIONAL ACCOUNTANT™**

**CIPA**

Завдяки Київському офісу Делойт працюють більше 300 асоційованих фахівців Академії Делойт, проводять цілий ряд CIPA і IFRS програм та тренінгів.

Завдяки Київському офісу Делойт працюють більше 300 асоційованих фахівців Академії Делойт, проводять цілий ряд CIPA і IFRS програм та тренінгів.

Регістрація на основі еквівалентної освіти відбувається з 3 вересня по 6 жовтня 2008 року. Участь в одному злитті коштує 100 гривень.

Безкоштовна телефонна гаряча лінія 8 800 502 47 50 8 800 50 CIPA 0

**WWW.CIPA.ORG.UA**  
(інформація про навігацію, історія та сертифікація)

Злиття програм на міжнародні стандарти фінансової звітності  
International Financial Reporting Standards™

## 3. Sergiy Shulga

Mr. Shulga, CIPA, is Merger and Acquisition Manager at the Golden Telecom communications company. He advanced to this position from the Internal Auditor position, when he was implementing SOX 404 requirements. Now he is responsible for compliance with international standards of the newly-bought regional telecom company. He plans to send the financial personnel of this company to CIPA trainings.

**Сергій Шульга, CIPA**  
Сертифікований міжнародний професійний бухгалтер

Менеджер із злиття та поглинання, Golden Telecom

Член Української асоціації сертифікованих бухгалтерів і аудиторів (НАСБА)

**Deloitte**

**CERTIFIED INTERNATIONAL PROFESSIONAL ACCOUNTANT™**

**CIPA**

Golden Telecom — провідний український провайдер інтернетових телекомунікаційних послуг, який входить до складу компанії Golden Telecom Inc. (NASDAQ: GLDN). У 1999 році була заснована компанія Golden Telecom.

Завдяки Київському офісу Делойт працюють більше 300 асоційованих фахівців Академії Делойт, проводять цілий ряд CIPA і IFRS програм та тренінгів.

Регістрація на основі еквівалентної освіти відбувається з 3 вересня по 6 жовтня 2008 року. Участь в одному злитті коштує 100 гривень. До 30 жовтня, після реєстрації CIPA можна завантажити програму.

Безкоштовна телефонна гаряча лінія 8 800 502 47 50 8 800 50 CIPA 0

**WWW.CIPA.ORG.UA**  
(інформація про навігацію, історія та сертифікація)

Злиття програм на міжнародні стандарти фінансової звітності  
International Financial Reporting Standards™

## Topical Plan for Educational and Informative Advertising (August-November 2006)

1. Second half of August – beginning of September: need for continuing professional development of financial and accounting personnel, IFRS introduction
2. End of August – middle of September: general information – what CIPA is about, and how it is beneficial (including success stories)
3. Beginning of September to end of October: registration for November exam session open
4. Middle of September: IFRS in Ukraine and world, self-regulation of accountant's community
5. Middle of September – beginning of October: possibilities of training, preparation for CIPA exams:
  - a. Advertising for specific training providers (placement of ads in regional newspapers)
6. October: exams registration ends
7. November: results of November 2006 exam session, professional associations and their role in development of accounting profession in Ukraine (promotion of membership).

## Outputs

### - Press

In the third quarter of 2006, press advertisement resulted in total of 47 runs of advertising layouts (both image and informative) and educational articles in 21 magazines and newspapers. The total declared circulation of these publications for the reporting period is **2,304,770** copies. Coverage for those publications that are measured by independent media researchers for different target groups totaled **796,000** specialists aged 25-45, **161,000** business managers aged 20-55, and **2,535,000** people total (without target group specification).

The most popular accounting and business publications were selected for reaching target audiences. Also, a range of most popular and suitable regional publications were selected to promote LTP trainings in those regions needing additional impetus.

### Accounting magazines used

Бизнес.Бухгалтерия
Вестник налоговой службы
Все о бух.учете
Дебет-Кредит
Податки та бухгалтерський облік

### Business publications used

Бизнес
Компаньон
Галицкие контракты
Деловая Столица

### Regional publications used

Податки та бухгалтерський облік	Kharkiv
Гривна	Kherson
Червоний гірник	Kryvyj Rig
Газета по-киевски	Kyiv
Экспресс клуб	Lugansk
Экспрес	Lviv
Приазовский рабочий	Mariupol
Южная правда	Mykolaiv
Деловая среда	Odessa
Вечерняя Полтава	Poltava
Ровно вечернее	Rivne
Слава Севастополя	Sevastopol
Миг	Zaporizhzhya

The press media plans for 3<sup>rd</sup> quarter of 2006 are attached.



## Outputs

### - Internet

Placement of advertising and PR materials (articles, press releases) on the popular websites:

- Business and finance ([liga.net](http://liga.net), [times.liga.net](http://times.liga.net), [finance.ua](http://finance.ua), [bin.com.ua](http://bin.com.ua), [ufs.com.ua](http://ufs.com.ua))
- Employment ([rabota.com.ua](http://rabota.com.ua), [ukrjob.net](http://ukrjob.net), [headhunter.com.ua](http://headhunter.com.ua))
- Accounting ([buhgalteria.com.ua](http://buhgalteria.com.ua), [DTKT.com.ua](http://DTKT.com.ua), etc)
- General interest ([korrespondent.net](http://korrespondent.net))
- Placement of web banners on the websites
- Placement of news on financial, business-related websites
- Use of direct e-mail services of those websites
- Context advertising in search engines

#### July 07 – July 23 2006, General campaign stat:

Estimated number of ad hits: 64,000	Real number of ad hits: 59 198
Estimated frequency of ad hits: 2,56	Real frequency of ad hits: 3,06
Estimated coverage of target audience 25 000	Real coverage of target audience: 19 320

#### August 14 - September 03 2006, General campaign stat:

Estimated number of ad hits: 293 350	Real number of ad hits: 654 840
Estimated frequency of ad hits: 8,38	Real frequency of ad hits: 16,37
Estimated coverage of target audience: 35 000	Real coverage of target audience: 40 000

#### September 04 - October 01 2006, General campaign stat:

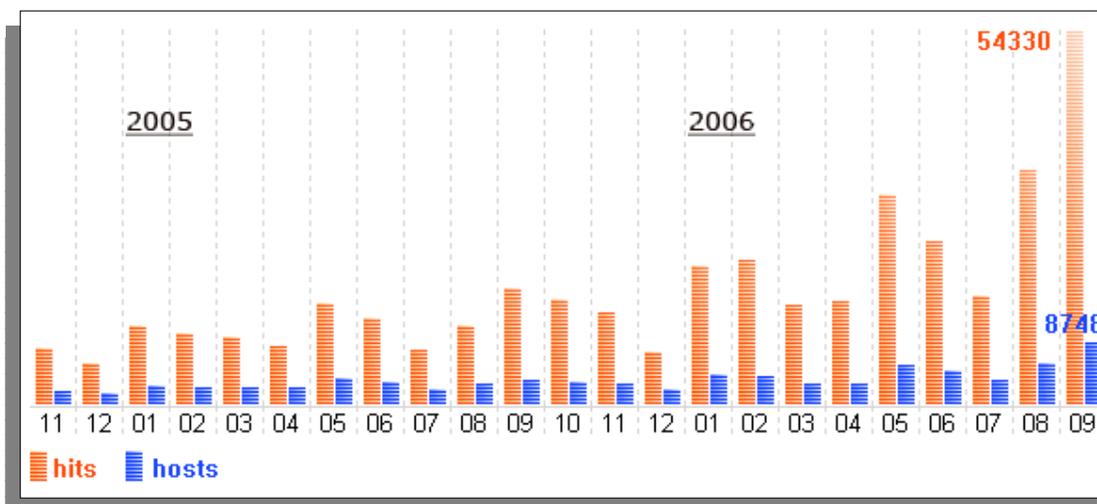
Estimated number of ad hits: 699 500	Real number of ad hits: 1 737 198
Estimated frequency of ad hits: 7,00	Real frequency of ad hits: 11,58
Estimated coverage of target audience: 100 000	Real coverage of target audience: 150 000

Total number of ad hits in 3<sup>rd</sup> quarter of 2006 through advertising in the internet is **2,451,236**.

The web media plans and reports for the 3<sup>rd</sup> quarter of 2006 are attached.

### Results of the promotion campaign:

Number of website visitors increased by 60% in September 2006 comparing to May 2006 , and by 127% comparing to February 2006 as a result of a web-based promotional campaign; and reached its historical maximum (**8,748** visitors/hosts and 54,330 page views/hits for a month).



# Samples of web promotion materials (screenshots)

The collage consists of several overlapping screenshots from different websites:

- Top Left:** A browser window showing a job portal with a search filter for "Бухгалтери, аудиторы" (Accountants, auditors) and a list of job listings.
- Top Middle:** A screenshot of the "Український Фінансовий Форум" (Ukrainian Financial Forum) website, featuring news and articles.
- Top Right:** A screenshot of "Корреспондент.net" (Correspondent.net) website, displaying a news article and a sidebar with various categories.
- Middle Left:** A screenshot of "bigmir.net" search results for "финансы" (finance), showing a list of search results.
- Middle Right:** A screenshot of a Deloitte advertisement for "Олена Турій СІРА" (Olena Turii CIPA), a trainer and consultant.
- Bottom Left:** A screenshot of the "Ді-Кі" (Di-Ki) website, which is a portal for accountants and auditors, featuring a registration banner and various news items.
- Bottom Right:** A screenshot of a computer hardware store website, listing various products like monitors and laptops.

## Press and Public Events

In the third quarter of 2006, CIPA-Ukraine project organized a number of public events in cooperation with partners, specifically with CURE (Center for Ukrainian Reform Education, which is implementing USAID grant Ukraine Reform Education Program) and LTP's.

One live call-in radio talk show was arranged on Radio Era FM.

**Date:** September 5, 2006.

**Participants:** Nataliya Vasylenko, CIPA, CIPA-Ukraine Training Specialist; Nataliya Krasnik, International Institute of Business lecturer.

**Topic:** "Business education: possibilities of continuing professional development of the financial specialists".

Also, a number of press club meetings in cities across the country were held, dedicated to the Accountant's Day (July 16<sup>th</sup>).

City	Date	Topic	No of journalists	No of articles	Total circulation	No of TV spots	No of radio spots	No of web articles
Dnipropetrovsk	07.07.06	Professional accountants and auditors of Ukraine: quality, tested by time	8	5	183744	10		1
Donetsk	12.07.06	International certification of financial personnel as an instrument of economic development of the region	7	4	47915	2	3	1
Zhytomyr	14.07.06	International accounting standards – demands of time	16	6	99400	4	11	
Ivano-Frankivsk	18.07.06	Accounting certification by international standards: increasing efficiency of companies	10	4	46500	14	26	2
Lviv	12.07.06	Accounting profession development in Ukraine: International standards – demands of time	7			2	3	4
Poltava	11.07.06	Accountant – a modern profession?	19	5	100000	18	9	3
Uzhgorod	13.07.06	Ukrainian accountant: importance of the profession and international certification	18	3	29000	6	2	8

**Total declared print run: 506,559**

85 journalists, 27 articles, 56 runs of regional TV news items, 54 runs of regional radio news items, 19 web articles published.

In September 2006, as LTP's started their training session (preparing for November CIPA exams), another round of regional press club meetings was organized. The topic was "**Back to School. Modern Post-graduate Business Education in Ukraine**".

Dates and cities where press clubs took place:

- September 5 - Rivne

- September 7 - Kherson
- September 8 - Odessa
- September 11- Lviv
- September 12- Dnipropetrovsk, Kharkiv
- September 14- Zaporizhya, Ivano-Frankivsk

## Neil Wallace of IFAC Visit to Ukraine

On September 10-13 Neil Wallace, Technical Manager of the IFAC Developing Nations Committee was visiting Kyiv. The Developing Nations Committee supports the development of the accountancy profession in all regions of the world by representing the interests of developing nations. One of the main areas of IFAC's activities is the promotion of International Financial Reporting Standards (IFRS). After meeting with two major Ukrainian professional associations on September 11, Mr. Wallace participated in the round table on September 12, 2006.

The roundtable on the topic *How Strong Professional Accountancy Bodies Can Help Government Attract Investments and Ensure Stability* was organized by the CIPA-Ukraine project. Issues for discussion included:

- IFAC's role in ensuring economic development by uniting the efforts of government and professional bodies;
- National professional accounting associations: why Government needs them;
- Government oversight and regulatory system;
- Applying international standards in Ukraine.

### Participants:

- **Neil Wallace** – Technical Manager, IFAC Developing Nations Committee;
- **Vira Rychakivska** – Director, Accounting Department, National Bank of Ukraine;
- **Lyudmyla Lovinska** – Chief, Accounting and Financial Control Methodology Department, Scientific and Research Financial Institute under the Ministry of Finance of Ukraine;
- **Ivan Nesterenko** – Member, Securities and Stock Market State Commission;
- **Inna Los'** – Chief Specialist, Department of Monitoring and Development Strategy of Stock Market, SSMSC;
- **Tetyana Tymoshenko** – Chief, Financial Planning, Accounting and Human Resource Office, Legislation Convergence Department, Ministry of Justice of Ukraine;
- **Vadym Lynnyk** – President, Ukrainian Association of Certified Accountants and Auditors;
- **Sergiy Golov** – President, Ukrainian Federation of Professional Accountants and Auditors;
- **Iryna Volkova** – International Relations Manager, UFPAA;
- **Yuriy Prozorov** – President, Ukrainian Society of Financial Analysts;
- **Valeriy Zhuk** – Executive Director, Federation of Auditors, Accountants and Financial Specialists of Agro-Industrial Complex of Ukraine;
- **Borys Melnychuk** – Deputy Executive Director, Federation of Auditors, Accountants and Financial Specialists of Agro-Industrial Complex of Ukraine;
- **Sergiy Mudruk** – President, CIPA Examination Network in Ukraine;
- **Barry Pitts** – Chief of Party, CIPA-Ukraine Project;
- **Ann Wallace** – Chief of Party, Capital Markets Development Project.

### Report from the roundtable:

**There will be no effective economic development without the strong and modern accountancy profession: opinions of professionals, governmental agencies, International Federation of Accountants.**



The round table titled **How Strong Professional Accountancy Bodies Can Help Government Attract Investments and Ensure Stability** was held at the LigaBusinessInform press center on Tuesday, September 12.

**Neil Wallace**, Technical Manager of the International Federation of Accountants (**IFAC**) Developing Nations Committee, took part in the round table. This committee supports the development of the accountancy profession in all regions of the world, and IFAC is the worldwide organization for the accountancy profession dedicated to serving the public interest by strengthening the profession and contributing to the development of strong international economies.

How can professional accounting bodies help the Government?

Investment decisions are made on the basis of financial statements that are based on accounting. Therefore, high general level of the accounting profession is a key to effective national economy.

**Participants identified a number of critical problems:**

- In many countries the profession is struggling to keep up with the growth of the economy. Every country in the world has opportunity for improvement. You need to admit the existence of problems and try to address them (*Neil Wallace*).
- There is no uniform concept and system of accounting and audit regulation in Ukraine (*Vadim Lynnyk, President, Ukrainian Association of Certified Accountants and Auditors*)
- IFRS implementation problems in Ukraine, prevalence of tax accounting over financial accounting. Many enterprises have to keep accounting records under three systems – national standards, IFRS and tax accounting (*Yuriy Prozorov, President, Ukrainian Society of Financial Analysts; Valeriy Zhuk, Chief Executive, Federation of Auditors, Accountants and Financial Specialists of the Agro-Industrial Complex of Ukraine*)
- Lack of understanding by top managers and, even more, by company lawyers of the IFRS implementation process (*Vera Rychakivska, Director, Accounting Department, national Bank of Ukraine*).
- Even if respective legal amendments are made, the problem still persists, who has the necessary competence to work under IFRS.
- Need for proper training and continuing professional development of accountants, financial managers and auditors (*Neil Wallace; Sergiy Golov, President, Ukrainian Federation of Certified Accountants and Auditors*).

Also, as Ann Wallace, the Chief of Party for the Capital Markets project, pointed out, “The heart of ... a capital market system are financial statements. They must be reliable, consistent and ... timely. Pillar 2 [of the pension system] will be implemented in Ukraine in the year 2008 and 8.7 billion ... must be invested in this country. If the accountants do not move to international accounting, you are going to find those funds leave Ukraine and find a place to invest where there are reliable and consistent financial statements”.

Vera Rychakivska pointed out that “the transition to IFRS is not subject to discussion”. On Golov’s opinion, “we may adopt IFRS, but will it be the reporting under international standards? Who will prepare these statements and who will audit them?” According to him, we should place greater emphasis on ethical issues in the accounting and auditing profession. “There is a lot of talk about it after Enron”.

Neil Wallace emphasized the need for the adoption of IFRS in full, without changing the text of international standards, because investors will always be suspicious of a country “tinkering” with IFRS if it adopts national standards “based” on international ones.

Tatiana Tymoshenko (*Chief, Financial Planning, Accounting and Human Resource Office, Legislation Convergence Department, Ministry of Justice of Ukraine*) pointed out that “it is with the assistance of professional organizations that IFRS are promoted and their importance is demonstrated”. In response to the question that served as a round table theme (“**How Strong Professional Accountancy Bodies Can Help Government Attract Investments and Ensure Stability**”), she also said:

*“The need for further accounting and audit reform in compliance with market economy requirements and IFRS is the common task both for the central government and for all nongovernmental accountancy organizations. In the long run, it will facilitate the transition to efficient property management practices, attraction of investments to the real sector of economy; ensure economic growth and integration into the world economy”.*

Summarizing the discussion, Neil Wallace pointed out that there were probably three words that are commonly used: **adoption, implementation and enforcement**. “Adoption is not that difficult,” says Neil Wallace. “Implementation - phenomenally difficult. The most crucial aspect of implementation ... is education”. And if we are to ensure that the profession is going forward, we must rely on education of the highest quality. “What every country has to do... is to implement... a high quality examination system”.

In response to Mr. Prozorov’s question about similarities and differences between such a popular certification program in Ukraine as CAP/CIPA and such a well-recognized international program as ACCA, Neil Wallace said that “in a big country like Ukraine you are always going to see different qualification programs...and there is nothing wrong with the competition between qualifications... For example, in UK you can do the Scottish Institute exams, the English Institute exams, ACCA, CIPFA. The students will vote with their feet. The best education program will be the one that attracts the highest quality students”.

## HR Relations Development

On 15 August a business lunch was organized for representatives of HR and recruitment agencies in Kyiv. The goal of this 2-hour meeting was to increase awareness of CIPA program among employers and stimulate demand on certified professionals by explaining what specific skills and knowledge are implied by CAP or CIPA certificate.

### List of Business Lunch Participants

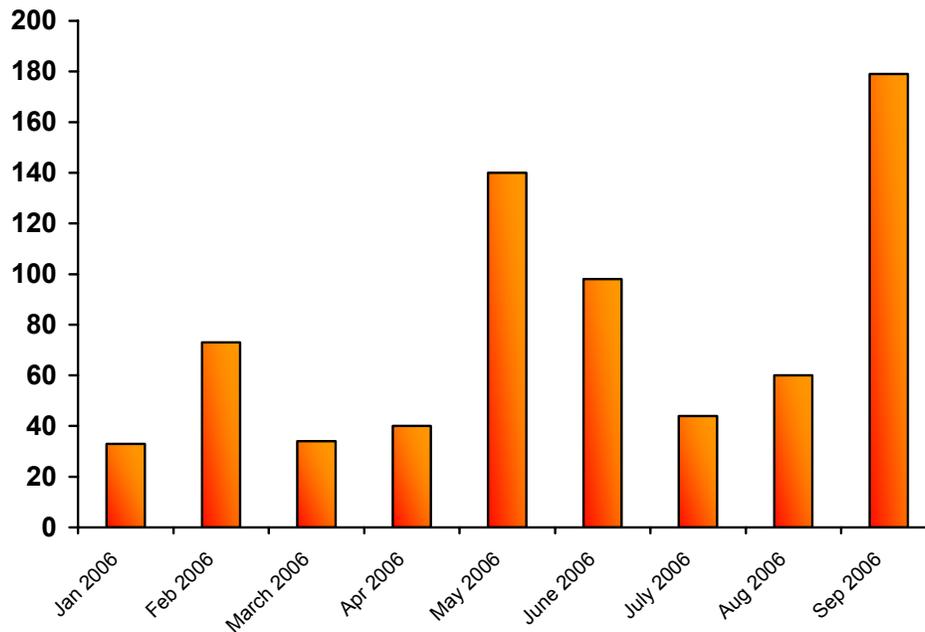
HR and Recruitment Agencies

№	Name	Company	Contacts
1	Kosareva Lina	United Consultants Ltd. Chief Accountant	tel/fax: +38.044.494.28.85 4928008 e-mail: lk@ucon.com.ua
2	Volodymyr Kolomoets	United Consultants Ltd. Director	tel/fax: +38.044.494.28.85 e-mail: vk@ucon.com.ua
3	Olena Hrubyk	PERSONNEL	egr@personnel.kiev.ua < <a href="mailto:egr@personnel.kiev.ua">mailto:egr@personnel.kiev.ua</a> > tel./fax +38 044 461 79 72
4	Maryna Sherstyachenko	PERSONNEL	ms@personnel.kiev.ua tel./fax +38 044 461 79 72
5	Lyudmyla Pryimak	Recruitment Agency “Golden Staff”	(+38044) 289-38-04, 289-39-28 E-mail: <a href="mailto:lp@staff.com.ua">lp@staff.com.ua</a>
6	Olesya Leary	<u>Staff Management</u>	5028235 Olesya Leary [olesya.leary@2sm.com.ua]
7	Anna Radko	<u>Staff Management</u>	Mob. # +38 097 912 77 03 <a href="mailto:anna.radko@2sm.com.ua">anna.radko@2sm.com.ua</a>
8	Oleksandr Sukhnatsky	Recruitment Company «FinPersonnel»	(044) 599-44-15, 209-55-78 8 (067) 405-59-27 ; 8 (050) 443-31-78 say@fin-personnel.com.ua
9	Olga Krupska	«Quadrille» Consulting Company	<a href="mailto:Krupskaya@quadrille.com.ua">Krupskaya@quadrille.com.ua</a> 5996302 80504582391
10	Lyubov Udalova	ANCOR (Yuri Perch Director,ANCOR)	(+38 044) 495-15-20/28 cell: (+38 050) 445-19-00 e-mail: <a href="mailto:Udalova@ancor.ua">Udalova@ancor.ua</a>
11	Andriy Gorbali	CIPA-Ukraine	
12	Olena Amerova	CIPA-Ukraine	
13	Natalya Vasylenko	CIPA-Ukraine	

## Informational resources

Toll-free hotline 8 800 502 47 20 (8 800 50 CIPA 0)

- Professional call centre operators are ready to answer Frequently Asked Questions about:
  - CIPA program
  - Exams
  - Registration and fees
  - Professional associations
  - Education and training
- In September 2006 number of calls to the hotline increased by 30% comparing to May 2006, and almost tripled comparing to February 2006.



Jan 2006	Feb 2006	March 2006	Apr 2006	May 2006	June 2006	July 2006	Aug 2006	Sep 2006
33	73	34	40	140	98	44	60	179

Total amount of calls in 3<sup>rd</sup> quarter of 2006: **283**

## **Incentive Program for Participants**

On September 29, 2006 CIPA Ukraine project have sent out 915 personalized letters to CAP-qualified program participants. The goal of this incentive program was to increase number of CIPA-level exams taken at the November 2006 exam session.

The idea of incentive program is quite simple: “register and pay for one exam and get one free”. Participants were given the following offer: CIPA-Ukraine project will pay to the CIPAEN the cost of one and only one exam, only for the November 2006 exam session, but only to those who will register for at least one CIPA-level exam and will pay for exam(s) on their own.

It is still too early to measure the effectiveness of this incentive program, as registration for November 2006 exam session is still open.

### **Task 5 – Tax and Financial Accounting Reconciliation**

The purpose of this task is to improve the efficiency and transparency of tax administration through tax and financial accounting reconciliation.

**Expected results.** Tax and financial accounting reconciliation methodology in the pilot enterprises will be implemented, the competency of the STA and MOF staff in IFRS-based financial accounting, and tax and financial accounting reconciliation will be enhanced.

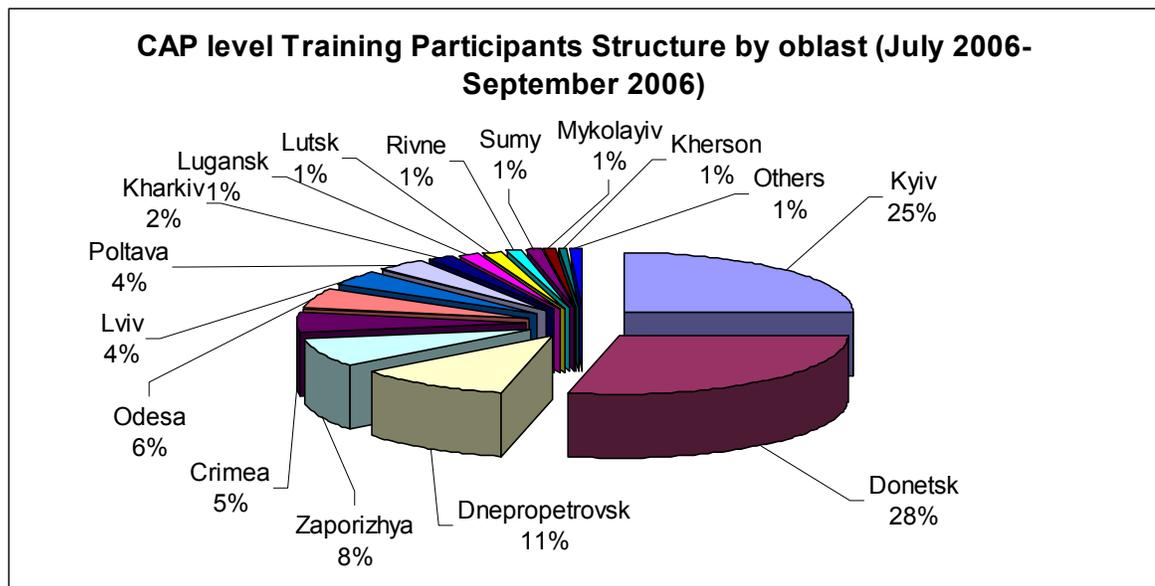
While the Inter-Ministry Task Force of the President’s Administration was a disappointment and has not delivered the expected results on tax reconciliation, the new Ministry of Finance Methodological Council is taking up the issue of tax reconciliation between reported financial (book) income and taxable income.

Project recommendations to the Methodological Council are being drafted and discussed, and hopes are high that a tax reconciliation form will result.

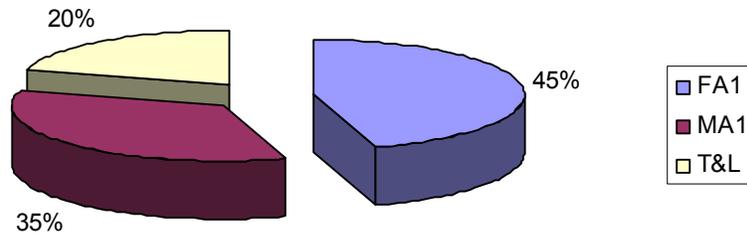
CIPA-Ukraine continues to train, examine and certify professions through the associations to act as advocates to the new government for tax reform based on financial income and tax reconciliation.

## Addendum 1 - Third Quarter CIPA Training Participation by Oblast and Course

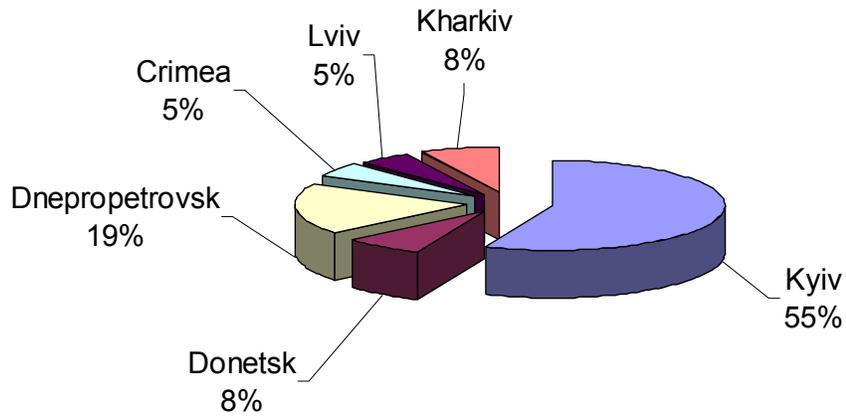
#	Course Oblast	FA1	MA1	T&L	Total CAP trainees	FA2	MA2	Finance	Audit	Total CIPA trainees	Total trainees
1	Kyiv	194	141	55	390	57	21	29	5	112	502
2	Donetsk	160	114	157	431	15				15	446
3	Dnepropetrovsk	78	77	14	169	18	19			37	206
4	Zaporizhyya	60	64		124					0	124
5	Crimea	28	13	37	78			9	1	10	88
6	Odesa	30	30	27	87					0	87
7	Lviv	10	40	10	60		10			10	70
8	Poltava	40	15		55					0	55
9	Kharkiv	11	12	8	31			15		15	46
10	Lugansk	16	5		21					0	21
11	Lutsk	19			19					0	19
12	Rivne	10	8		18					0	18
13	Sumy	16			16					0	16
14	Mykolayiv	8	8		16					0	16
15	Kherson	3	3	3	9					0	9
16	Ivano-Frankivsk	4			4					0	4
17	Khmelnytsky	4			4					0	4
18	Chernigiv	3			3					0	3
	Total	694	530	311	1535	90	50	53	6	199	1734



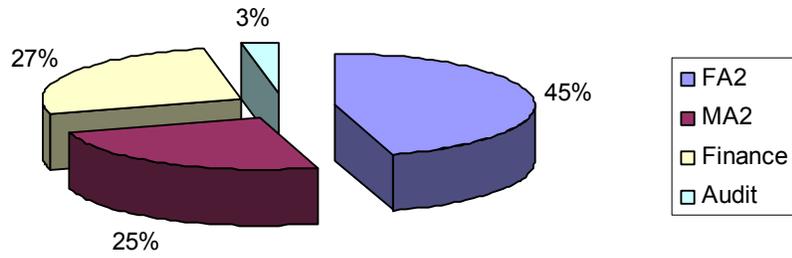
**CAP level Training Participants Structure by course(July-September 2006)**



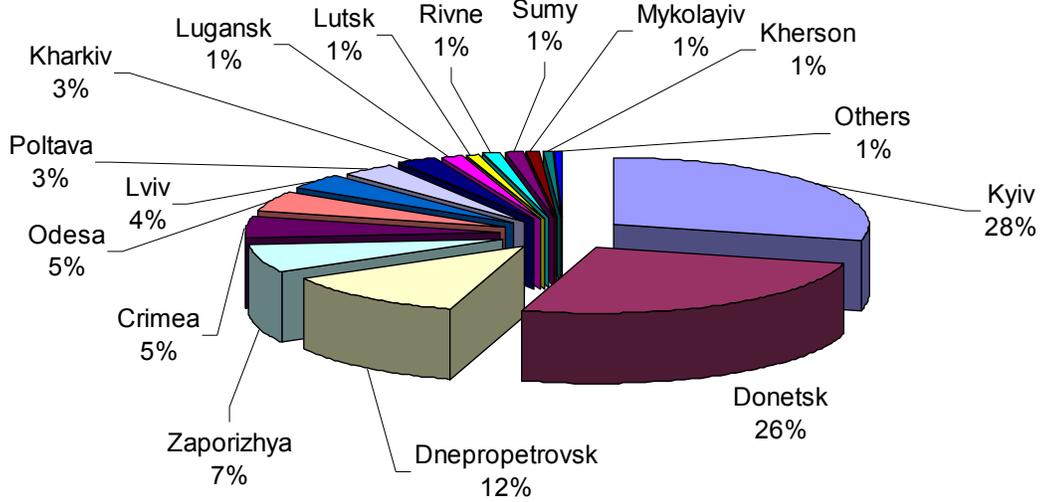
**CIPA level Training Participants Structure by oblast (July 2006-September 2006)**



**CIPA level Training participants structure by course(July-September 2006)**



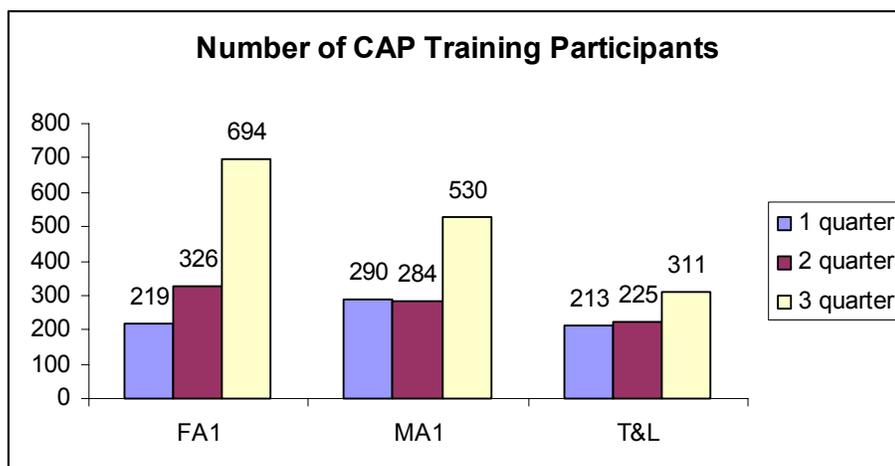
**Total (CAP and CIPA) Participants Structure by oblast (July - September 2006)**

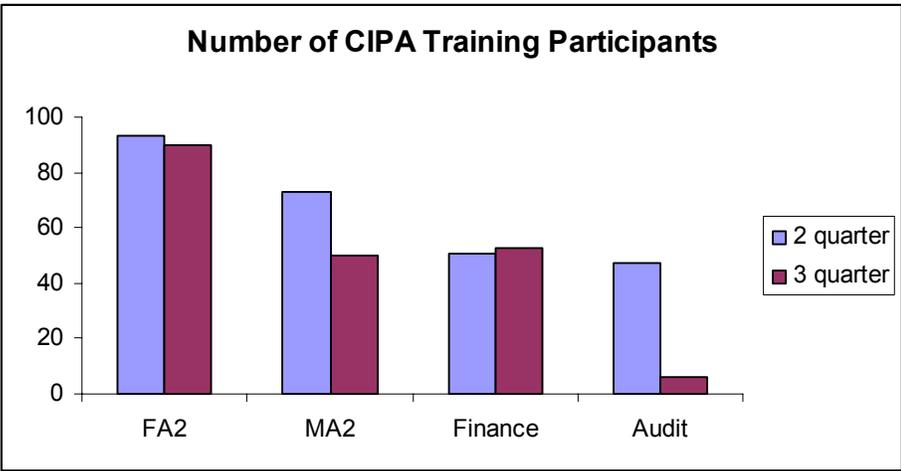


## Addendum 2 - YTD CIPA Training Participation by Oblast and Course

### Total Training Participants (January 2006 - September 2006)

#	Course	FA1	MA1	T&L	Total CAP trainees	FA2	MA2	F	A	Total CIPA trainees	Total trainees
1	Kyiv	387	324	160	871	101	44	39	19	203	1074
2	Donetsk	267	222	267	756	39	42	41	21	143	899
3	Dnepropetrovsk	140	200	78	418	37	19			56	474
4	Zaporizhyya	68	89	17	174					0	174
5	Crimea	74	38	60	172	6	8	9	1	24	196
6	Odesa	67	63	61	191					0	191
7	Lviv	60	82	48	190		10			10	200
8	Poltava	44	19	4	67					0	67
9	Kharkiv	48	29	16	93			15	12	27	120
10	Lugansk	16	14	8	38					0	38
11	Lutsk	19			19					0	19
12	Rivne	10	8	7	25					0	25
13	Sumy	16			16					0	16
14	Mykolaiv	8	8	16	32					0	32
15	Kherson	4	8	7	19					0	19
16	Ivano-Frankivsk	4			4					0	4
17	Khmelnytsky	4			4					0	4
18	Chernigiv	3			3					0	3
	Total	1239	1104	749	3092	183	123	104	53	463	3555





## Books support for Training Providers

	Date	Item	Qty	Sales Price	Amount
<b>Accounting Resource Center</b>					
	09/11/2006	Financial Accounting 1:Financial Accounting Global	10.00	134.30	1,343.00
	09/22/2006	Financial Accounting 1:Financial Accounting 1 CGA	2.00	60.60	121.20
	09/22/2006	Financial Accounting 1:Financial Accounting Global	39.00	134.30	5,237.70
	09/22/2006	Management Accounting 1:Cost Accounting	10.00	35.00	350.00
Total Accounting Resource Center					7,051.90
<b>Audit Company International Standards</b>					
	09/06/2006	Management Accounting 1:Cost Accounting	21.00	35.00	735.00
	09/06/2006	Shipping	1.00	11.00	11.00
	09/08/2006	Financial Accounting 1:Financial Accounting 1 CGA	13.00	60.60	787.80
	09/08/2006	Shipping	1.00	0.00	0.00
Total Audit Company International Standards					1,533.80
<b>Audit firm "Audit Service, Inc."</b>					
	09/26/2006	Financial Accounting 1:Financial Accounting Global	6.00	134.30	805.80
	09/26/2006	Financial Accounting 1:Financial Accounting 1 CGA	2.00	60.60	121.20
Total Audit firm "Audit Service, Inc."					927.00
<b>Audit firm "Nica Audit"</b>					
	08/21/2006	Financial Accounting 1:Financial Accounting 1 CGA	25.00	60.60	1,515.00
	08/21/2006	Shipping	1.00	0.00	0.00
	09/26/2006	Financial Accounting 1:Financial Accounting Global	40.00	134.30	5,372.00
	09/26/2006	Shipping	1.00	0.00	0.00
Total Audit firm "Nica Audit"					6,887.00
<b>Audit firm "Ukrvostokaudit"</b>					
	09/26/2006	Financial Accounting 1:Financial Accounting Global	14.00	134.30	1,880.20

		09/26/2006	Financial Accounting 1:Financial Accounting 1 CGA	3.00	60.60	181.80
		09/26/2006	Shipping	1.00	0.00	0.00
	Total Audit firm "Ukrvostokaudit"					2,062.00
	<b>BEA Dnipropetrovsk</b>					
		09/15/2006	Financial Accounting 1:Financial Accounting Global	23.00	134.30	3,088.90
		09/15/2006	Management Accounting 1:Cost Accounting	23.00	35.00	805.00
	Total BEA Dnipropetrovsk					3,893.90
	<b>Business Education Alliance</b>					
		09/21/2006	Financial Accounting 1:Financial Accounting Global	20.00	134.30	2,686.00
	Total Business Education Alliance					2,686.00
	<b>CIPA-Ukraine Project</b>					
		08/14/2006	Management Accounting 1:Cost Accounting	15.00	35.00	525.00
		09/08/2006	Management Accounting 2:Management & Cost Accounting	1.00	180.00	180.00
		09/08/2006	Audit: Auditing, An Integrated Approach	1.00	53.90	53.90
		09/08/2006	Management Accounting 1:Cost Accounting	1.00	35.00	35.00
		09/08/2006	Financial Accounting 1:Financial Accounting Global	1.00	134.30	134.30
		09/08/2006	Financial Accounting 1:Financial Accounting 1 CGA	1.00	60.60	60.60
		09/15/2006	Management Accounting 2:Management & Cost Accounting	12.00	180.00	2,160.00
		09/19/2006	Financial Accounting 1:Financial Accounting Global	1.00	134.30	134.30
		09/19/2006	Financial Accounting 2:Intermediate Accounting 2004	1.00	146.50	146.50
		09/20/2006	Financial Accounting 1:Financial Accounting 1 CGA	1.00	60.60	60.60
		09/20/2006	Financial Accounting 1:Financial Accounting Global	1.00	134.30	134.30
		09/20/2006	Financial Accounting 2:Intermediate Accounting 2004	1.00	146.50	146.50
		09/29/2006	Financial Accounting 2:Intermediate Accounting 2004	9.00	146.50	1,318.50
	Total CIPA-Ukraine Project					5,089.50
	<b>Consulting Firm Elkon</b>					
		09/27/2006	Financial Accounting 1:Financial Accounting Global	26.00	134.30	3,491.80
		09/27/2006	Management Accounting 1:Cost Accounting	10.00	35.00	350.00

		09/27/2006	Financial Accounting 1:Financial Accounting 1 CGA	2.00	60.60	121.20
	Total Consulting Firm Elkon					3,963.00
	<b>International Institute of Business</b>					
		09/25/2006	Management Accounting 2:Management & Cost Accounting	6.00	180.00	1,080.00
	Total International Institute of Business					1,080.00
	<b>NMC</b>					
		09/20/2006	Financial Accounting 1:Financial Accounting 1 CGA	16.00	60.60	969.60
		09/20/2006	Financial Accounting 1:Financial Accounting Global	16.00	134.30	2,148.80
	Total NMC					3,118.40
	<b>Odesa State Economics University</b>					
		09/28/2006	Financial Accounting 1:Financial Accounting Global	16.00	134.30	2,148.80
		09/28/2006	Financial Accounting 1:Financial Accounting 1 CGA	1.00	60.60	60.60
		09/28/2006	Management Accounting 1:Cost Accounting	15.00	35.00	525.00
		09/28/2006	Shipping	1.00	0.00	0.00
	Total Odessa State Economics University					2,734.40
	<b>PE Chulkovska</b>					
		09/21/2006	Financial Accounting 1:Financial Accounting Global	25.00	134.30	3,357.50
		09/21/2006	Management Accounting 1:Cost Accounting	1.00	35.00	35.00
	Total PE Chulkovska					3,392.50
	<b>PE Elena Chernaya</b>					
		09/06/2006	Financial Management: Fundamental of Financial Manage	8.00	79.00	632.00
		09/06/2006	Shipping	1.00	38.00	38.00
	Total PE Elena Chernaya					670.00
	<b>PE Lyubov Bilyaze</b>					
		09/20/2006	Financial Accounting 1:Financial Accounting Global	23.00	134.30	3,088.90
		09/20/2006	Management Accounting 1:Cost Accounting	10.00	35.00	350.00

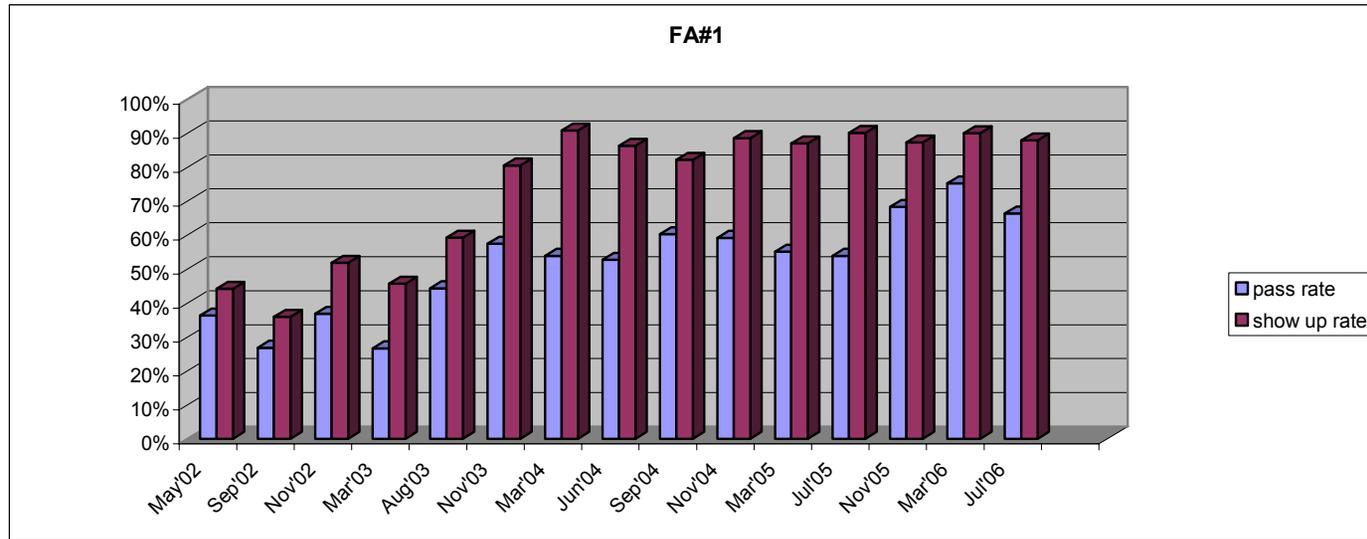
		09/20/2006	Financial Accounting 1:Financial Accounting 1 CGA	1.00	60.60	60.60
		09/20/2006	Shipping	1.00	0.00	0.00
		09/26/2006	Management Accounting 1:Cost Accounting	15.00	35.00	525.00
		09/26/2006	Shipping	1.00	0.00	0.00
	Total PE Lyubov Bilyaze					4,024.50
	<b>PE Nataliya Antonyuk</b>					
		08/29/2006	Financial Accounting 1:Financial Accounting 1 CGA	3.00	60.60	181.80
		08/29/2006	Shipping	1.00	0.00	0.00
	Total PE Nataliya Antonyuk					181.80
	<b>PE Rivne-Consulting-Audit</b>					
		09/26/2006	Management Accounting 1:Cost Accounting	8.00	35.00	280.00
	Total PE Rivne-Consulting-Audit					280.00
	<b>PE Shid T</b>					
		09/25/2006	Management Accounting 1:Cost Accounting	25.00	35.00	875.00
		09/25/2006	Financial Accounting 1:Financial Accounting Global	31.00	134.30	4,163.30
		09/25/2006	Financial Accounting 1:Financial Accounting 1 CGA	1.00	60.60	60.60
	Total PE Shid T					5,098.90
	<b>Poltava University of Consumer Cooperation</b>					
		09/15/2006	Financial Accounting 1:Financial Accounting Global	28.00	134.30	3,760.40
		09/15/2006	Financial Accounting 1:Financial Accounting 1 CGA	3.00	60.60	181.80
	Total Poltava University of Consumer Cooperation					3,942.20
	<b>TC Consulting+</b>					
		09/29/2006	Financial Accounting 1:Financial Accounting 1 CGA	28.00	60.60	1,696.80
		09/29/2006	Management Accounting 1:Cost Accounting	5.00	35.00	175.00
		09/29/2006	Financial Accounting 2:Intermediate Accounting 2004	10.00	146.50	1,465.00
	Total TC Consulting+					3,336.80

	<b>UACAA</b>					
		08/21/2006	Financial Accounting 1:Financial Accounting, Global	39.00	64.80	2,527.20
	Total UACAA					2,527.20
	<b>UFPAA Lviv</b>					
		09/28/2006	Financial Accounting 1:Financial Accounting Global	11.00	134.30	1,477.30
		09/28/2006	Financial Accounting 1:Financial Accounting 1 CGA	1.00	60.60	60.60
	Total UFPAA Lviv					1,537.90
<b>TOTAL</b>						<b>66,018.70</b>

### Addendum 3 – CIPA Examination Statistics (June 30 – July 3 2006 CIPA Exams)

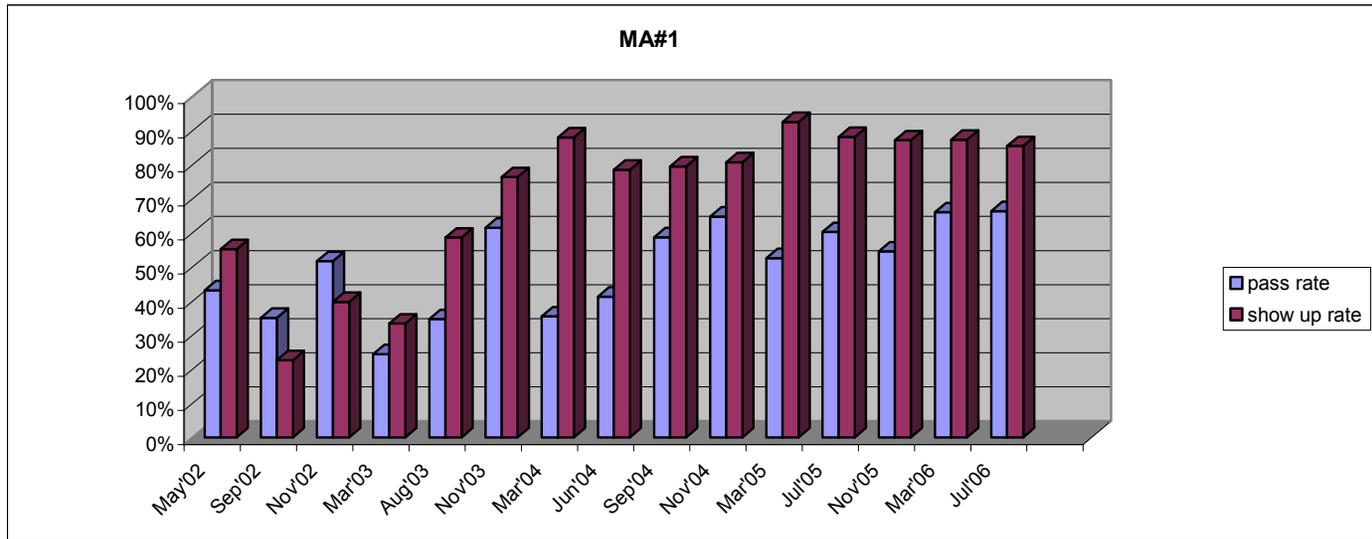
#### FA#1

	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06		avg /total
registered	231	540	1013	576	370	450	356	328	95	495	491	402	635	349	412		6743
examinees	102	194	525	263	219	362	323	283	78	438	427	362	554	314	362		4806
passed	37	52	193	70	97	208	174	149	47	259	235	195	378	236	240		2570
pass rate	36%	27%	37%	27%	44%	57%	54%	53%	60%	59%	55%	54%	68%	75%	66%		<b>53%</b>
show up rate	44%	36%	52%	46%	59%	80%	91%	86%	82%	88%	87%	90%	87%	90%	88%		71%



**MA#1**

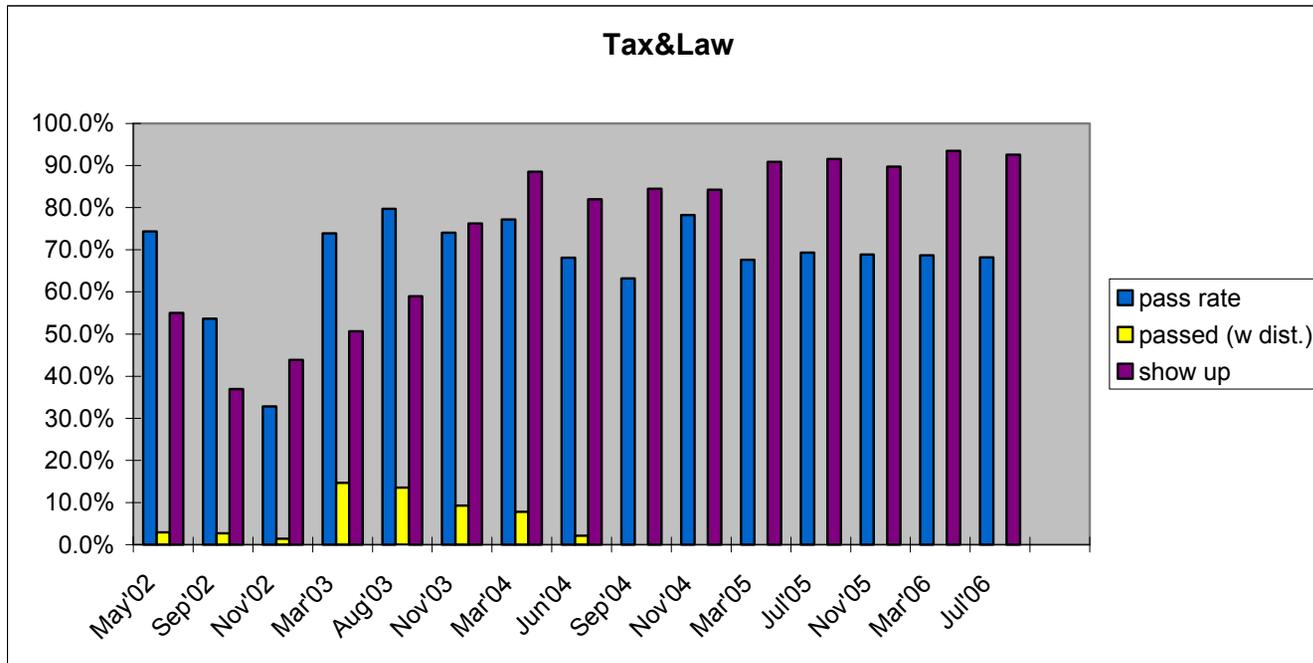
	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06		avg /total
registered	172	414	812	539	324	453	333	345	122	394	390	414	498	435	414		6059
examinees	95	94	323	180	190	346	293	271	97	318	361	365	434	380	354		4101
passed	41	33	167	44	66	213	104	112	57	206	190	220	237	251	235		2176
pass rate	43%	35%	52%	24%	35%	62%	35%	41%	59%	65%	53%	60%	55%	66%	66%		<b>53%</b>
show up rate	55%	23%	40%	33%	59%	76%	88%	79%	80%	81%	93%	88%	87%	87%	86%		68%



**T&L**

	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06		total
registered	433	702	1278	780	402	425	332	283	103	349	340	402	419	307	390		6945
examinees	238	259	561	395	237	324	294	232	87	294	309	368	376	287	361		4622
passed	177	139	184	292	189	240	227	158	55	230	209	255	259	197	246		3057
passed (w dist.)	7	7	8	58	32	30	23	5									170

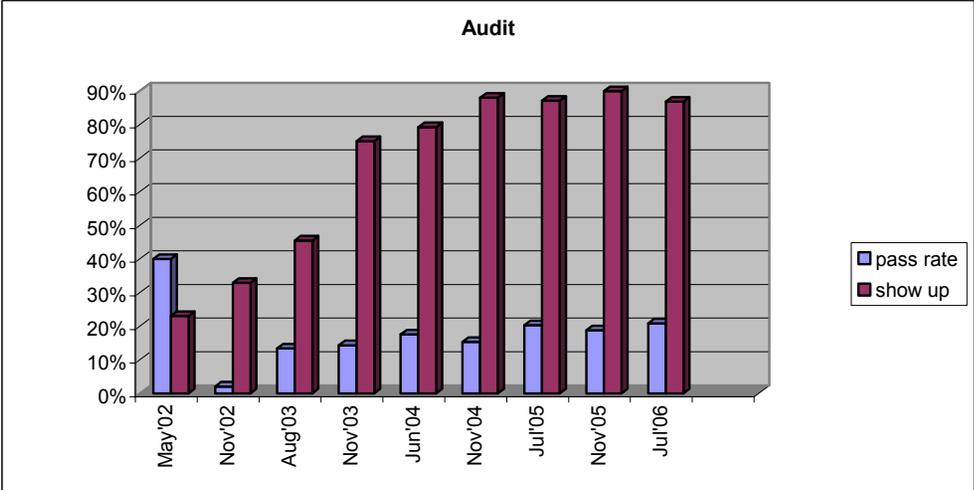
	May'02	Sep'02	Nov'02	Mar'03	Aug'03	Nov'03	Mar'04	Jun'04	Sep'04	Nov'04	Mar'05	Jul'05	Nov'05	Mar'06	Jul'06		avg
show up	55%	37%	44%	51%	59%	76%	89%	82%	84%	84%	91%	92%	90%	93%	93%		67%
pass rate	74.4%	53.7%	32.8%	73.9%	79.7%	74.1%	77.2%	68.1%	63.2%	78.2%	67.6%	69.3%	68.9%	68.6%	68.1%		66.1%
passed (w dist.)	2.9%	2.7%	1.4%	14.7%	13.5%	9.3%	7.8%	2.2%									3.7%
rel.passed (w dist.)	4.0%	5.0%	4.3%	19.9%	16.9%	12.5%	10.1%	3.2%									5.6%
show up	55%	37%	44%	51%	59%	76%	89%	82%	84%	84%	91%	92%	90%	93%	93%		67%



**CIPA level exams**

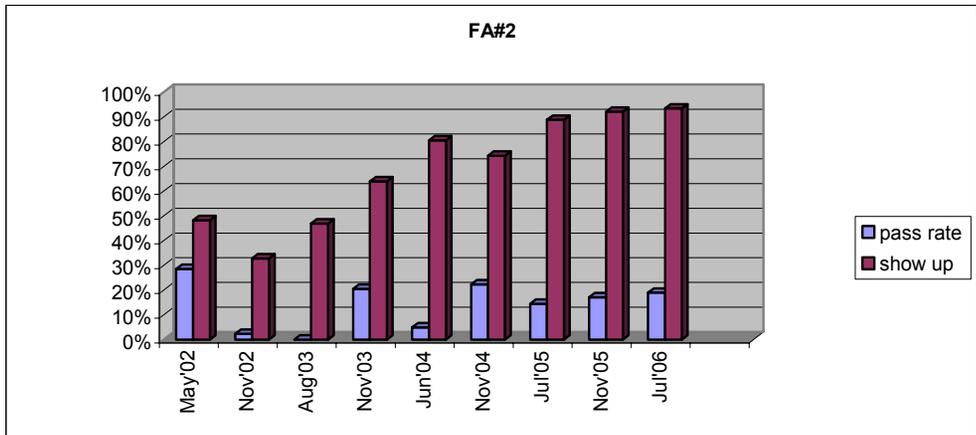
**Audit**

	May'02	Nov'02	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06		avg /total
registered	22	301	33	28	173	141	85	89	83		955
examinees	5	99	15	21	137	124	74	80	72		627
passed	2	2	2	3	24	19	15	15	15		97
pass rate	40%	2%	13%	14%	17.5%	15.3%	20.3%	18.8%	20.8%		15.5%
show up	23%	33%	45%	75%	79.2%	87.9%	87.1%	89.9%	86.7%		65.7%



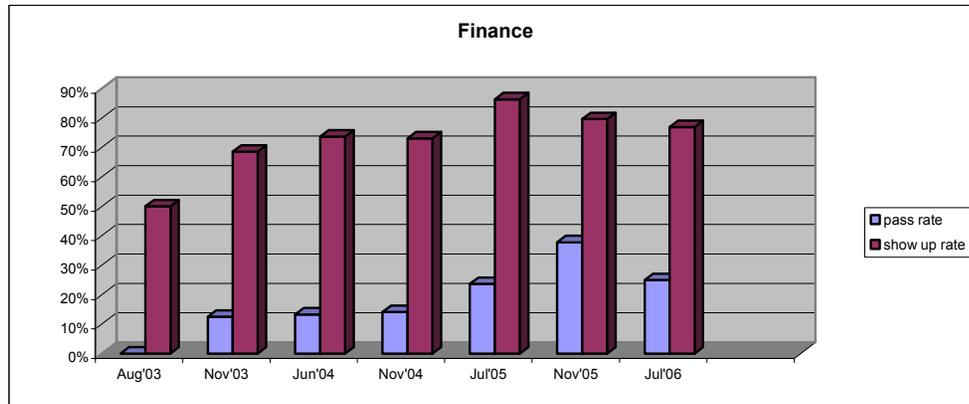
**FA#2**

	May'02	Nov'02	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06		avg /total
registered	87	393	49	61	227	187	117	114	107		1342
examinees	42	129	23	39	183	139	104	105	100		864
passed	12	3	0	8	9	31	15	18	19		115
pass rate	29%	2%	0%	21%	4.9%	22.3%	14.4%	17.1%	19.0%		13.3%
show up	48%	33%	47%	64%	80.6%	74.3%	88.9%	92.1%	93.5%		64.4%



**Finance**

	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06	avg /total
registered	24	35	194	145	88	103	78	667
examinees	12	24	143	106	76	82	60	503
passed	0	3	19	15	18	31	15	101
pass rate	0%	13%	13.3%	14.2%	23.7%	37.8%	25.0%	20.1%
show up rate	50%	69%	73.7%	73.1%	86.4%	79.6%	76.9%	75.4%



**MA#2**

	Aug'03	Nov'03	Jun'04	Nov'04	Jul'05	Nov'05	Jul'06	avg /total
registered	54	42	194	170	108	106	114	788
examinees	27	32	150	130	95	94	97	625
passed	12	4	31	19	23	22	50	161
pass rate	44%	13%	20.7%	14.6%	24.2%	23.4%	51.5%	25.8%
show up	50%	76%	77.3%	76.5%	88.0%	88.7%	85.1%	79.3%

