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# CIPA – Ukraine Project

## SIXTH QUARTERLY REPORT

April 1, 2007 – July 31, 2007

**July 25, 2007**

This report was produced for review by the United States Agency for International Development. It was prepared by the USAID CIPA Ukraine Project implemented by The Pragma Corporation.

CIPA – UKRAINE PROJECT

SIXTH QUARTERLY REPORT  
APRIL 1, 2007 THROUGH JULY 31, 2007

Contract Number: I21-M-00-05-00708

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**DISCLAIMER**

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## SECTION I: EXECUTIVE SUMMARY

### TASK ORDER OBJECTIVES

The CIPA Ukraine Project was designed and implemented to enhance the quality of the accounting profession within the country, with the goal of improving the accuracy and credibility of financial reporting. This was promoted through the project's training, examination, and certification activities.

The objectives of the Project included the following:

1. supporting the professional accountancy association and helping it achieve financial sustainability and take the lead in accounting reform including transition to International Financial Reporting Standards (IFRS);
2. helping Certified International Professional Accountant (CIPA) training providers strengthen and broaden their network across the country;
3. helping the Certified International Professional Accounting Examination Network (CIPAEN) establish its operations as an independent and sustainable entity;
4. increasing public awareness of the CIPA certification among industry and the government; and
5. improving efficiency and transparency of tax administration through tax and financial accounting reconciliation.

### HIGHLIGHTS OF ACHIEVEMENTS – Sixth Quarter

- Training support continued in eleven oblasts for the July CIPA exams. A Majority of training providers did not seek support as they are sustainable in 17 Oblasts.
- Exam fee in July was raised to \$57.
- 1,714 participants signed up for the July exams, up 48% from year ago.
- There were 301 new CAP as a result of the March 2007 exams.
- Contract close-out documents were submitted to USAID and accepted
- Project property transfer to CIPAEN Ukraine and UACAA was completed.
- Project operations phased out according to demobilization plan.

Due to Mission budget constraints, USAID decided to reduce the obligated funds for the contract. Instead of completing in November 2007, the Project closed out early in July 2007 since funds were not sufficient to continue through the anticipated completion date.

## SECTION II: PROJECT ACTIVITIES

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

The objectives of the project includes: 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 CIPAEN 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.

### **TASK I. 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:**

- 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.

#### **Quarterly Results:**

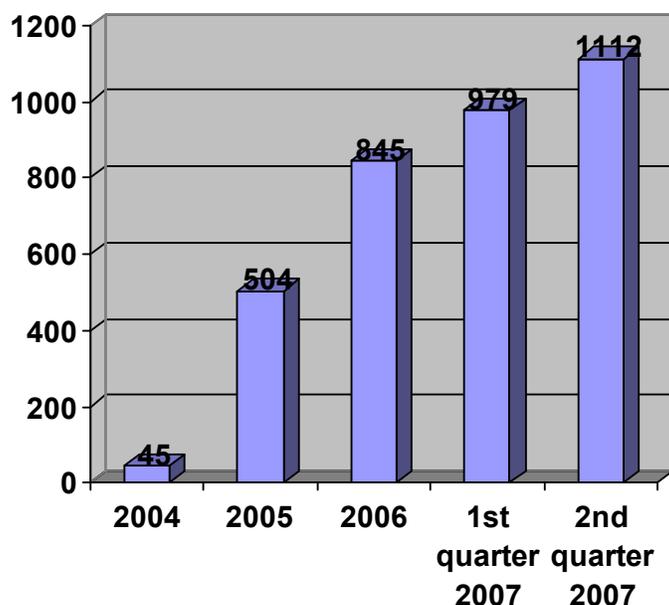
##### **Support Strategic Sustainability of UACAA**

1. UACAA held their Annual Meeting where the activity of the previous year was discussed and plans for the next year was approved, and elections were held.
2. New president, vice-president and 4 new members of the board were elected.
3. Reorganization of the UACAA executive team structure was completed.
4. New UACAA executive director was hired.
5. New web-site and members database was created with project assistance.
6. UACAA business plan was updated.
7. New scheme of UACAA membership dues was created.
8. New services UACAA were developed and implemented.
9. New partners were found.
10. CIPA and new sources of revenue activities were promoted.
11. Regular communication with UACAA members was dramatically improved.

##### **Membership Development**

During the sixth project quarter the UACAA membership increased from 979 to 1112, a growth of 14%. The dynamics of membership quantity is shown on the chart below. The number of members who paid dues significantly increased. (See Diagram 1) Total membership now exceeds 1,100 members making UACAA a financially sustainable organization.

**Diagram I. UACAA Total Membership by periods**



### **New Services for Members**

- UACAA newsletter (The Tribune) was created in electronic form and it is distributed to all members at the last day of each month. The Tribune may be found on [www.uacaa.org](http://www.uacaa.org)
- A UACAA Member consulting on-line service was implemented this quarter. Every month one of the UACAA members –consulting company – answers questions of UACAA members. In June 2007, it was audit company “Nika Audit” (Donetsk), July 2007 – Galart Audit Company (Kiev). This allows for positive exposure of UACAA to the general public and increases the benefit of dues payment for members.
- Agreements were signed with recruiting companies on mutual cooperation for searching financial staff for companies. They provide UACAA with the hot job vacancies for distribution among UACAA members.
- 2 trainings for members on tax and accountant questions were developed and conducted (June 11, 2007 and June 20, 2007).
- The new dues structure was developed for full members, associate members and student members.
- UACAA will become the one-stop-shop for accountants with different levels of membership.

### **Capacity Building**

1. The UACAA moved to the new office and expenses for its rent were significantly decreased (40%)
2. Organizational structure was changed.
3. Two board meetings were conducted on May 14, 2007 and June 18, 2007 where the business plan, committee work plans and strategic development plans were discussed and approved.
4. Accountants’ Day was celebrated with UACAA members on June 14, 2007. Total number of participants – 150 from most oblast’ of Ukraine.

5. New financial partners were found.
6. A positive relationship between UACAA and MINFIN has developed and the two are now working in concert promoting adoption of IFRS and improved UAS through the Ministry of Finance Methodological Council.

### **Marketing and Public Relations**

1. On July 10, 2007, UACAA in partnership with CURE took part in a conference at the National Press Club. The UACAA president, a representative of the National Bank, and a Verhovna Rada deputy led the discussion on the impact of WTO, its role in increasing investment in Ukraine and the adoption and use of International Financial Reporting Standards as a tool to attract more investments.
2. On July 11, 2007 and July 12, 2007 UACAA, in partnership with CURE, conducted the regional public information conferences in Lviv and Simferopol to promote the CIPA program.
3. The professional newspaper "Buhgalteria" issue No. 29, published the article of the UACAA member regarding comparison of different international accounting certification programs.
4. Information about UACAA was published in "Debet-Kredit" book and in the book "Accountants Auditors" created by a Ukrainian publishing consortium.
5. UACAA Tribune article devoted to Accountant Day was published and distributed among members and partners.
6. Two interviews were given by UACAA on the radio station "Era". The interviews covered international accounting standards and CIPA program.

### **Other activities**

1. UACAA board members met with World Bank representatives regarding possible technical assistance programs of the World Bank.
2. UACAA vice-president took part in Conference for National Accountant organizations in Poland.
3. UACAA board member made a presentation on the taxation of individuals to the Public College for State Tax Administration.

## **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.

### **Results:**

The expected result of the project (i.e. training on a commercial basis in at least 16 oblasts) was achieved.

In the final quarter of the project, four new training providers were supported in three (Kyiv, Donetsk, and Lviv) oblasts with a library of textbooks. The library books are meant to be loaned to students. Students can purchase the borrowed textbooks directly from the library and the local training provider (LTP) can replace the books by purchasing additional ones from vendors or professional associations. All remaining textbooks at the end of the project were transferred to UACAA to support future training.

During this quarter, trainings were delivered in 11 oblasts versus 14 oblasts in the fifth quarter (information was collected only through May 31 – the last day of work of the Project’s Training Department). During this quarter some newer training providers were still receiving assistance from the Project and were trying to become established. However, many training providers were weaned off support over the life of the project as they became financial sustainable, requiring no further assistance. (See Annex I: Table 1). In comparison to the same period in 2006, the number of supported training participants increased 20% (See Annex I: Table 2). The increase in CAP Training is due to increased number of new Local Training Providers who joined the CIPA Program.

Additionally, during this quarter, the Project delivered Financial Accounting I training for employees of the State Commission for Regulation of Financial Services in Ukraine. (See Annex I for oblast based training support under the CIPA Ukraine Project).

### **TASK 3 – ESTABLISH CIPAEN OPERATIONS AS AN INDEPENDENT AND SUSTAINABLE ENTITY**

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

#### **Expected Results:**

CAP and CIPA exams will be conducted in accordance to the established exam schedule, while CIPAEN Ukraine will be fully self-sustainable and cover its operational costs through the collection of royalties and a portion of exam fees.

#### **Results:**

The exam fee for July exams increase by approximately \$9, the largest increase to date, to \$57. At the same time, registration for July exams was 1,714 exams, an increase of 48% from the previous year. The November 2007 exam fee was set at \$75.

The March exams resulting in 301 new CAPs. 92% of the March exam participants used CIPAEN.org.ua website to access their scores, a new record for the CIPAEN website. 48% of all exam registrations for the March exams were completed on-line through CIPAEN website; a record high.

After grading of the July 2007 CIPA examinations, it is estimated that there are now 102 CIPAs and 2,982 CAPs in Ukraine. After the July session there are an estimated 30 candidates who were one exam away from achieving CIPA certification and 112 candidates who were two exams shy of full CIPA status. Further, there are more than 1,300 candidates who are one exam from CAP status.

The above mentioned pipeline provides CIPAEN Ukraine with a healthy start towards sustainability. The pipeline will allow CIPAEN Ukraine to enhance its ability to cover its operational costs through royalties and fees from the exam charges may have been achieved. Almost \$100,000 in exam fees were collected in the July exam session alone, and annually this would amount to \$300,000, more than covering variable cost of each exam.

## **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.

### **Results:**

#### **Marketing and Public Relations**

Marketing and promotional activities in the 6<sup>th</sup> Project Quarter were consistent and synergic and was a logical development of the 5<sup>th</sup> Quarter activities. Educational articles continued to be developed and publicized and the CIPA band campaign was continued. The main media channels were: press, internet, and radio.

Total declared circulation of the publications in press for the reporting period was 1,729,190.

Total number of ad contacts or “hits” in 6<sup>th</sup> Quarter through advertising on the internet was 9,590,916. The number of website visitors increased by 234% this quarter compared to same period of 2006, and reached its historical maximum of page views per quarter (30,236 visitors/hosts and 159,418 page views/hits for a quarter).

As a result of marketing efforts in previous periods, the registration for the June/July 2007 CIPA exam session amounted to approximately 1,900 exams. This constitutes a 20% increase comparing to the same period of 2006. The result is especially remarkable, considering the 47% increase in exam price.

#### **Advertising**

Starting from August 2006 a new media marketing strategy was implemented (which spans from mid-August 2006 to July 2007). Media activity in this quarter was a continuation of activities in the previous quarter. In this quarter, advertising on national radio (cycle of 8, 10-minute radio shows) was utilized to raise awareness about the CIPA program.

Direct advertising (especially in the trade press) was one of the key vehicles in promoting CIPA program. LTP representatives vocalized the need for more pro-active advertising of CIPA in the press (especially in accounting magazines like “Все про бухгалтерський облік”, “Бизнес. Бухгалтерия”, “Вісник податкової служби України”). Almost half of the telephone calls to the CIPA hotline were a result of advertising in 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 synergy effect, both informing those who do not know about certification (through press), as well helping those who are looking for continuing professional development to find the right information (on the internet).

CIPA advertising had two major target audiences – accountants and their managers. On the one hand, the Project needed to persuade professionals to participate in the program in order to improve or confirm their accounting qualifications. On the other hand, awareness of the CIPA program was needed to persuade managers to hire certified professionals, and also to upgrade skills of existing financial personnel. HR professionals also have to be reached 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)

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 an interesting and important tool - sponsored links on major Ukrainian and international search engines (**google.com.ua, search.bigmir.net, meta.ua, yandex.ru**). The text advertising only appears for websurfers looking for specific keyword. On some search engines (**search.bigmir.net, meta.ua**) not only text link appears, but also an animated banner featuring CIPA image campaign.

### **The CIPA Image Campaign**

In the 6<sup>th</sup> Quarter, CIPA-Ukraine continued with the CIPA image campaign, building the brand’s capacity. 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 number of people trained or registered for exams, but rather to generate a longer-term trust in the program, as independent, high-quality, international and reliable certification. (Please see Annex II: The CIPA Image Campaign for samples)

The concept of the image campaign featured photos of CIPA-certified professionals, who work in the well-known, successful companies, and who occupy important and highly demanding positions within their organizations; displaying logos of CIPA and respected company (well-known and highly recognized logo); and featuring a short success story of an image campaign participant.

From a technological point of view, the image campaign consisted of the following stages:

- Selection of the campaign participants (CAP and CIPA-certified specialists);
- Conducting a professional photo session with each participant;
- Conducting an 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).

### **Topical Plan for Educational and Informative Advertising (April-June 2007)**

Educational and advertising efforts in this quarter followed the previous plans:

1. April 16: registration for June/July exam session opened: advertisement of training possibilities, image, and radio shows
2. June 8: exams registration ended

## Outputs

### - Press

In this quarter, press advertisement resulted in total of 32 runs of advertising layouts (both image and informative) and educational articles, in the total of 6 magazines. The total declared circulation of the publications was 1,729,190.

The most popular accounting and business publications, as well as publications for Human Resource Professionals were selected for reaching target audiences.

#### Accounting magazines used

Бизнес.Бухгалтерия (Business and Accounting)
Все о бух.учете (Everything about Accounting Reports)
Податки та бухгалтерський облік

#### Business publications used

Бизнес (Business)
Компаньон (Companion)

#### HR's publications used

Менеджер по персоналу (Manager of Personnel)
Обучение персонала. Навигатор (Personnel Training Navigator)

#### Regional publications used

Податки та бухгалтерський облік (Tax and Accounting Reporting)	Kharkiv, all of Ukraine
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The press media plan for Quarter 6 is attached in Annex III.

## Outputs

### - Internet

Placement of advertising and PR materials (articles, press releases) on the popular (Please see Annex IV for sample internet screen shots)

- Business and finance websites ([liga.net](#), [times.liga.net](#), [finance.ua](#), [bin.com.ua](#) etc)
- Employment website ([rabota.com.ua](#))
- Accounting websites ([buhgalteria.com.ua](#), [DTKT.com.ua](#), etc)
- General interest websites ([korrespondent.net](#), [epravda.com.ua](#) etc)
- 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

#### April 2 2007 – June 10 2007, General campaign statistics:

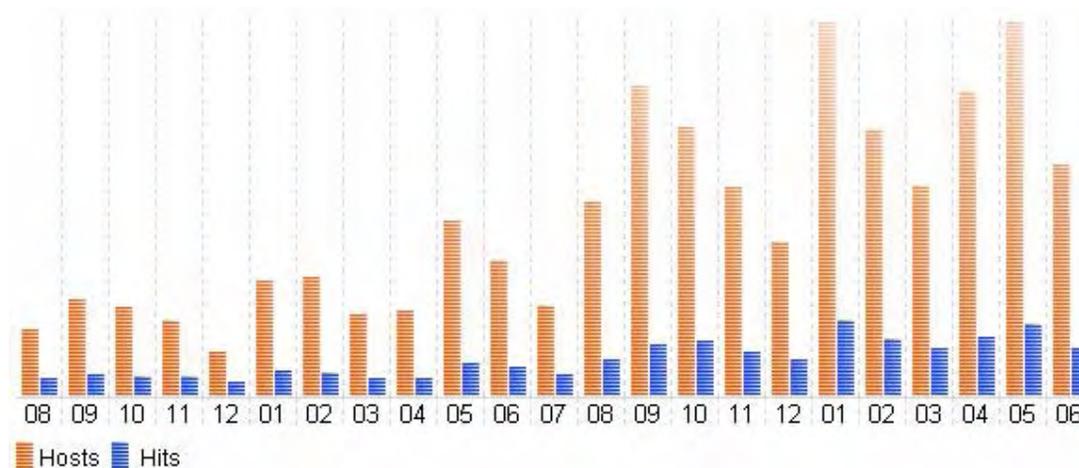
Estimated number of ad contacts: 4 127 500	Real number of ad contacts: 9 590 916
Estimated frequency of ad contacts: 7,69	Real frequency of ad contacts: 17
Estimated coverage of target audience 555 000	Real coverage of target audience: 603 000

## Results of the promotion campaign:

The number of website visitors increased by 234% in this quarter compared to same period of 2006, and reached its historical maximum of page views per quarter (30,236 visitors/hosts and 159,418 page views/hits for a quarter).

Months	04.06	05.06	06.06	07.06	08.06	09.06	10.06	11.06
Hosts	2735	5463	4751	3441	5966	8748	9452	7567
Hits	14751	30339	23424	15497	33922	54330	47039	36527

Months	12.06	01.07	02.07	03.07	04.07	05.07	06.07
Hosts	6208	13134	9728	8011	9932	12248	8056
Hits	26712	65879	46685	36750	53336	65611	40471



## Outputs

### - Radio

During the 6<sup>th</sup> Quarter, the CIPA certification program was featured in an informational and educational series of 10 minutes long radio programs on Ukrainian national radio, which covers half of radio listeners in Ukraine. The series was designed to tell people more about an accountant's profession and to break stereotypes about this profession. That role of accountant has changed from just being a bookkeeper to one of the key persons of the enterprise. And there is a great need in continuing education to be a successful accountant. And certification – is one of the best ways to build a career.

- April 10: Profession – accountant. 1. “Introductory”.
- April 17: Profession – accountant. 2. “Accountancy and investment appeal of Ukraine”.
- April 24: Profession – accountant. 3. “Accountant’s career today”.
- May 1: Profession – accountant. 4. “Education”.
- May 8: Profession – accountant. 5. “Taxes and law”.
- May 15: Profession – accountant. 6. “Ukrainian companies on international market”.
- May 22: Profession – accountant. 7. “Role of professional associations”.
- May 29: Profession – accountant. 8. “Certification”.

## **Informational Resources**

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

- Professional call center operators are ready to answer Frequently Asked Questions about:
  - CIPA program
  - Exams
  - Registration and fees
  - Professional associations
  - Education and training

Due to project completion, the toll-free hotline was discontinued in June 2007. To avoid people's negative reaction on non working hotline, advertising of the hotline was discontinued in March. In all advertising materials mentioning of hotline was removed.

The number of calls in April and May 2007 reached 171 calls.

The number of calls increased by 46% in 5<sup>th</sup> Quarter comparing to 4<sup>th</sup> Quarter and reached 399 calls.

See Annex V for a Marketing Plan Summary.

## **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, and the competency of the State Tax Administration (STA) and Ministry of Finance (MOF) staff in IFRS-based financial accounting and in tax and financial accounting reconciliation will be enhanced.

### **Results:**

The project was successful in implementing a tax reconciliation concept and form into MINFIN's national accounting and reporting requirements in January 2007. Competency of STA and MINFIN staff in IFRS-based financial accounting and tax reconciliation was achieved through a CIPA program training, specific training of STA and MINFIN supervisors, and in conjunction with MINFIN's Department of Methodology, which was responsible for including tax reconciliation on the required financial reporting of entities.

CIPA training and examination of State Tax Authority personnel continued in the sixth quarter.

## ANNEXES

## ANNEX I: CAP AND CIPA TRAINING PARTICIPATION

Table 1: CAP and CIPA Training Participation by Oblast and Course Project Supported LTP's only

#	Course	FA1	MA1	T&L	Total CAP trainees	FA2	MA2	F	A	Total CIPA trainees	Total CAP and CIPA trainees
	Oblast										
1	Kyiv	145	138	147	430	33	27	27	46	133	563
2	Donetsk	69	49	37	155	20	18	9		47	202
3	Dnepropetrovsk	57	41	25	123	25	25	20	20	90	213
4	Zaporizhyya	22	16		38		12			12	50
5-6	Crimea (+Sevastopol)	28	12	32	72		8			8	80
7	Odesa	46	34	35	115	6				6	121
8	Lviv	14	8		22	12		12		24	46
9	Kharkiv	4	23	8	35					0	35
10	Mykolayiv	5			5					0	5
11	Rivne	10	8		18					0	18
	Total	400	329	284	1013	96	90	68	66	320	1333

Table 2 – Quarter 6 and Quarter 2 CIPA Supported Training Participation by Course

Course	July 2007 session	July 2006 session	Growth Rate (Q6 v Q2)
FA1	400	321	+124.6%
MA1	329	303	+108.6%
T&L	284	226	+125.7%
Total CAP	1013	850	+119.2%
FA2	96	94	+102.1%
MA2	90	73	+123.3%
Finance	68	51	+133.3%
Audit	66	47	+140.4%
Total CIPA	320	265	+120.8%
Total CAP+CIPA	1333	1115	+119.6%

Figure 1: Quarter 6 FA 1 Project Supported Training Participation by Oblast

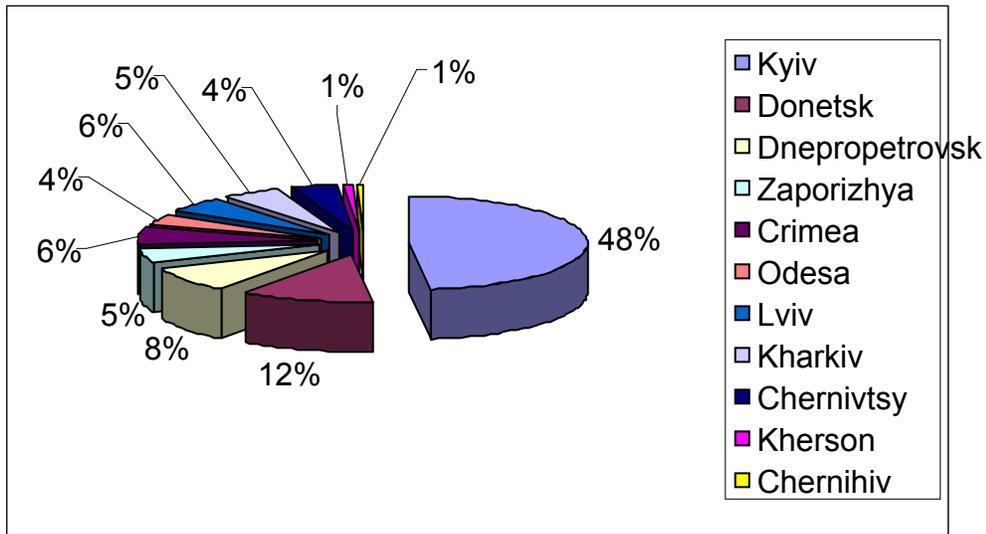


Figure 2: Quarter 6 MA 1 Project Supported Training Participation by Oblast

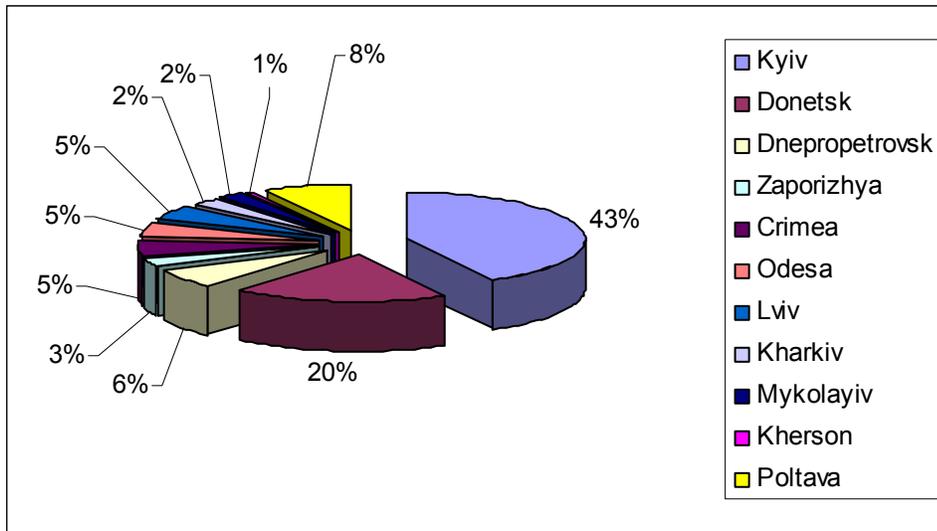


Figure 3: Quarter 6 Tax & Law Project Supported Training Participation by Oblast

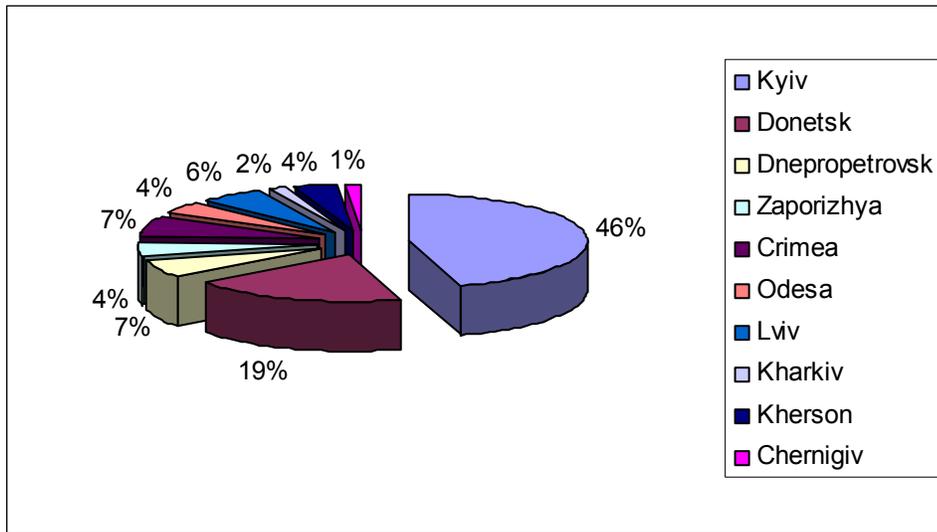
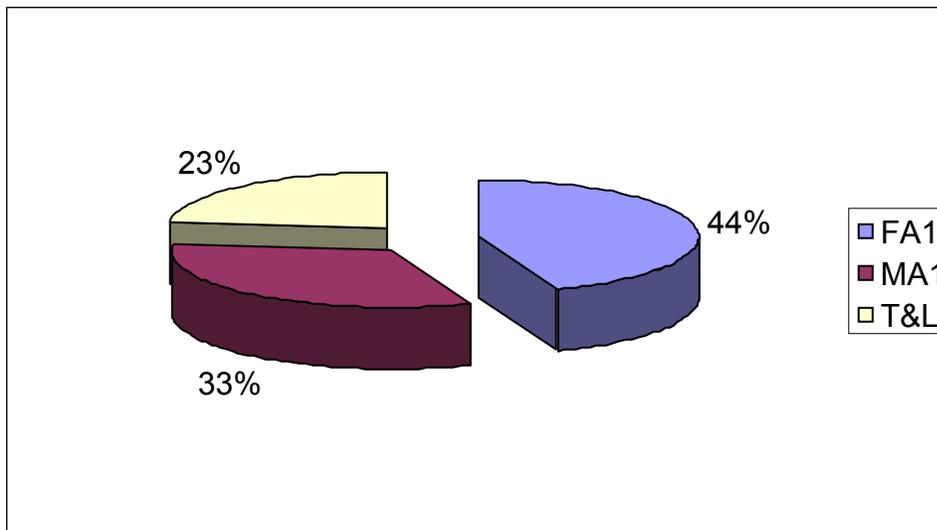


Figure 4: Quarter 6 CAP Project Supported Training Participation by Course



## ANNEX II: THE CIPA IMAGE CAMPAIGN

### 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 is estimated to be 1 billion Euros. He is also a Board Member of the Ukrainian Association of Certified Accountants and Auditors.



**Олег Базалийський, CIPA**  
Сертифікований міжнародний професійний бухгалтер.

Фінансовий директор ДП "Капарол Україна"

Член Ради Української асоціації сертифікованих бухгалтерів і аудиторів (УАСБА)

Я керую фінансами провідної компанії на ринку лаковфарбових продуктів України. Міжнародний оборот компанії 1,1 млрд дол. – 1 мільярд євро, 3000 працівників.

Існуючі жорсткі вимоги, для збільшення міжнародному ринку розширює та ядро аналітичних досліджень, експертську допомогу індивідуально при складанні податку, дозволяють менше, при здійсненні інвестицій.

Результат моєї роботи прямо впливає на бізнесового партнера, планування та управління компанією.

Своїм успіхом і впевненістю сертифікований програму CIPA.

Сертифікований міжнародний професійний бухгалтер – єдина міжнародна розвіслююча програма сертифікації, заснована на міжнародних стандартах та професійному законодавстві, є формальним посвідченням професійності бухгалтера, фінансового менеджера, аудитора.

Безкоштовна телефонна гаряча лінія 8 800 502 47 20 8 800 50 CIPA 0

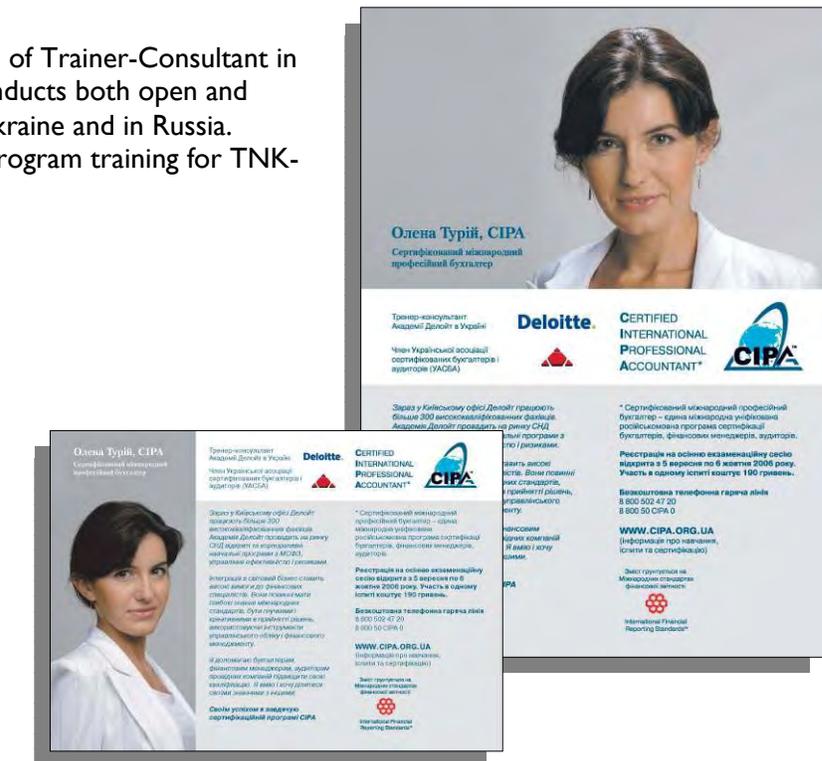
[WWW.CIPA.ORG.UA](http://WWW.CIPA.ORG.UA)  
(Інформація про навігацію, існуючі та сертифікацію)

Заявляється на Міжнародному стандарті фінансової звітності

International Financial Reporting Standards®

### 2. Olena Turiy

Ms. Turiy, CIPA, occupies the position of Trainer-Consultant in the Deloitte Academy in Kyiv. She conducts both open and corporate trainings on IFRS both in Ukraine and in 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 (УАСБА)

Зараз у Київському офісі Делойт працюють більше 200 міжнароднобізнесових фахівців. Академія Делойт проводить на ринку США

Зараз у Київському офісі Делойт працюють більше 300 міжнароднобізнесових фахівців. Академія Делойт проводить на ринку США більше 100 міжнароднобізнесових фахівців. Академія Делойт проводить на ринку США більше 100 міжнароднобізнесових фахівців. Академія Делойт проводить на ринку США більше 100 міжнароднобізнесових фахівців.

Існуючі жорсткі вимоги, для збільшення міжнародному ринку розширює та ядро аналітичних досліджень, експертську допомогу індивідуально при складанні податку, дозволяють менше, при здійсненні інвестицій.

Результат моєї роботи прямо впливає на бізнесового партнера, планування та управління компанією.

Своїм успіхом і впевненістю сертифікований програму CIPA.

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Безкоштовна телефонна гаряча лінія 8 800 502 47 20 8 800 50 CIPA 0

[WWW.CIPA.ORG.UA](http://WWW.CIPA.ORG.UA)  
(Інформація про навігацію, існуючі та сертифікацію)

Заявляється на Міжнародному стандарті 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 з аквизиції та поглинання, Golden Telecom

Член Української асоціації сертифікованих бухгалтерів і аудиторів (УАСБА)

Golden Telecom — провідний український провайдер інтернетових телекомунікаційних послуг, входить у холдинг Golden Telecom Inc. (NASDAQ: GLTW). У 1999 році отримав статус публічної компанії на фондовій біржі NASDAQ.

«Сертифікований міжнародний бухгалтер» — одна міжнародна розширена програма сертифікації, заснована на міжнародних стандартах та українському законодавстві, є формальним показником професійності бухгалтера, фінансового менеджера, аудитора.

Регистрація на основі екзаменаційної сесії відкрита з 5 вересня по 6 жовтня 2008 року  
Участь в одному спліт-тесті: 150 гривень.  
До 20 жовтня: планова реєстрація (220 гривень за один екзамен).

Екзамен: 17-20 листопада  
Київ, Харків, Львів, Донецьк, Дніпропетровськ, Одеса.

Безкоштовна телефонна гаряча лінія: 8 800 502 42 20 / 8 800 50 CIPA 0

WWW.CIPA.ORG.UA (інформація про навчання, іспити та сертифікацію)

Заступити на Міжнародні стандарти фінансової звітності

International Financial Reporting Standards™

### 4. Olexandra Matveychuk

Ms. Olexandra Matveychuk, CIPA, is Chief Accountant at Franke Ukraine. Franke Concern consists of 84 companies in 41 countries. Its annual turnover for 2005 is estimated to be US\$1.5 billion.

**Олександра Матвейчук, CIPA**  
Сертифікований міжнародний професійний бухгалтер

Головний бухгалтер, Франке Україна

Член Української асоціації сертифікованих бухгалтерів і аудиторів (УАСБА)

Франке Україна — провідний український провайдер інтернетових телекомунікаційних послуг, входить у холдинг Golden Telecom Inc. (NASDAQ: GLTW). У 1999 році отримав статус публічної компанії на фондовій біржі NASDAQ.

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До 20 жовтня: планова реєстрація (220 гривень за один екзамен).

Екзамен: 17-20 листопада  
Київ, Харків, Львів, Донецьк, Дніпропетровськ, Одеса.

Безкоштовна телефонна гаряча лінія: 8 800 502 42 20 / 8 800 50 CIPA 0

WWW.CIPA.ORG.UA (інформація про навчання, іспити та сертифікацію)

Заступити на Міжнародні стандарти фінансової звітності

International Financial Reporting Standards™

## 5. Inna Bryndzia

Inna Bryndzia, CAP, Department Chief, Ukrkazvydobuvannya, Naftogaz Ukraine. Ukrkazvydobuvannya, a subsidiary of Naftogaz Ukraine, was established in 1998. This is the largest natural gas producer in Ukraine. As Chief of the Bank Transactions Department, Inna is responsible, among other things, for analyzing cash flows, which helps ensure that the company remains solvent.

**Інна Бріндізя, САР**  
Сертифікований бухгалтер-практик

Належна служба ДК "УкрГазвиробування" НАК "Нафтогаз України"

Член Української асоціації сертифікованих бухгалтерів і аудиторів (УАСБА)

ДК "УкрГазвиробування" НАК "Нафтогаз України"

Сертифікований міжнародний професійний бухгалтер – одна міжнародна уніфікована розроблена програма сертифікації бухгалтерів, фінансових менеджерів, аудиторів.

Регістрація на основі еквівалентної освіти відкрита з 3 січня по 9 лютого 2007. Участь в одному клієнтському курсі 240 грн. До 23 лютого – план реєстрації, один клієнт – 270 грн.

Безкоштовна телефонна гаряча лінія 8 800 502 47 20 8 800 50 СІРА 0

[WWW.CIPA.ORG.UA](http://WWW.CIPA.ORG.UA)  
(інформація про навчання, клієнти та сертифікацію)

Заяк пригукуються на Міжнародні стандарти фінансової звітності

International Financial Reporting Standards

## 6. Tetyana Yartseva

Tetyana Yartseva, CAP, Lead Accountant, Lukoil Ukraine. Lukoil is the second biggest private oil company in the world by the amount of proven reserves of carbohydrates. She prepares international financial reports. She also analyzes and summarizes economic information about the company's activities, assets, cash flows, and financial performance.

**Тетяна Ярцева, САР**  
Сертифікований бухгалтер-практик

Провідний бухгалтер ПП "Лукойл-Україна"

Член Федерації професійних бухгалтерів і аудиторів України

Лукойл – це друга найбільша приватна нафтова компанія в світі за обсягом доведених запасів вуглеводнів. Вони є великим ресурсом, розробкою, експлуатацією і продажем нафти, газу, нафтопродуктів, нафтохімії та інших продуктів нафтової промисловості. Лукойл надає фінансову інформацію і регулярне надання фінансової звітності за міжнародними стандартами.

На посаді провідного бухгалтера і майже повністю міжнародної фінансової звітності, всі з міжнародними стандартами обліку грошових потоків на нашу підприємстві.

Групується на двох об'єктах і аналізує і узагальнює економічну інформацію про види діяльності підприємства. Яког міжнародний план, про що грошові потоки, рівняння реєстрації.

Своїм успіхом і задоволенням сертифікаційної програми СІРА

Сертифікований міжнародний професійний бухгалтер – одна міжнародна уніфікована розроблена програма сертифікації бухгалтерів, фінансових менеджерів, аудиторів.

Регістрація на основі еквівалентної освіти відкрита з 3 січня по 9 лютого 2007. Участь в одному клієнтському курсі 240 грн. До 23 лютого – план реєстрації, один клієнт – 270 грн.

Безкоштовна телефонна гаряча лінія 8 800 502 47 20 8 800 50 СІРА 0

[WWW.CIPA.ORG.UA](http://WWW.CIPA.ORG.UA)  
(інформація про навчання, клієнти та сертифікацію)

Заяк пригукуються на Міжнародні стандарти фінансової звітності

International Financial Reporting Standards

## 7. Iryna Rudina

Iryna Rudina, CAP, Chief Financial Officer, Unitrade-Melophone Group, AVentures Group Ltd. In 2006, the holding's turnover amounted to US\$1 billion.



**Ірина Рудіна, CAP**  
Сертифікований бухгалтер-практик

Фінансовий директор групи Unitrade-Melophone, ТОВ AVentures Group  
Член Української національної асоціації сертифікованих бухгалтерів і практиків (УНАСА)

**AVentures GROUP**

**CERTIFIED INTERNATIONAL PROFESSIONAL ACCOUNTANT\***

**CIPA®**

Холдинг AVentures Group з'явився в березні 2004 року в результаті реструктуризації групи компаній Unitrade. До його складу входять Unitrade, City.com, Meloton, Direct Line, Unicom, Banka Melon. У 2006 році оборот холдингу склав 1 мільярд доларів.

Кількість і приростаючий обсяг груп бюджетування однієї московської компанії. Тоді в компанії було унеможливлено профінансування міжнародного агентства для подальшого вступу на міжнародні фондові біржі. В результаті, що мав простою модифікацію ліцензії самої кваліфікації. Також в результаті пройшла сертифікація CIPA.

Завдяки не менш успішній програмі сертифікації бухгалтерів, сертифікати CAP (CIPA) вже в застосуванні. І саме завдяки сертифікату і кваліфікації на роботу в AVentures Group.

Отримавши знання і використовуючи в своїй роботі бухгалтерські знання. Також, в наслідок складних робіт і завдань, унікальне рішення сприяє успішному виконанню роботи з високим рівнем зарплати.

Своїм успіхом та професійним розвитком в авідну програму CIPA.

\* Сертифікований міжнародний професійний бухгалтер – єдина міжнародна уніфікована розроблена програма сертифікації бухгалтерів, фінансових менеджерів, аудиторів.

Триває до лінійної освітньої програми (CIPA) починаючи з квітня 2007.

Участь в одній копії коштує 268 грн. з ПДВ.

**WWW.CIPA.ORG.UA**  
(інформація про названу, копії та сертифікацію)

Зміст ґрунтується на Міжнародних стандартах фінансової звітності.

**International Financial Reporting Standards™**

**ANNEX III: MEDIA PLAN**

**Press. Media Plan. Quarter 2 2007.**

Publication	Region	Format	Print run, thousand s	Day of publication	Type of Placement	Size	Price cost USD, no VAT	Period												K-BO ВМЮДОБ
								March	April				May				June			
								28/03-01/04	02-08/04	09-16/04	16-22/04	23-29/04	30/04-06/05	07-13/05	14-20/05	21-27/05	28/05-03/06	04-10/06	11-17/06	
<b>Image advertising</b>																				
Бизнес.Бухгалтерия	All Ukraine	A4	45,17	Monday	+ page cover	1/2	708,96			1		1							2	
Налог и бухгалтерский учет	All Ukraine	A4	45,5	Tue., Thurs	+ page cover	1/2	606,44			1				1					2	
Менеджер по персоналу	All Ukraine	A4	4	A4	Inside, b&w	1/1	173,27						1						1	
Sub total																				
<b>Print</b>																				
Бизнес	All Ukraine	A4	60	Mon	"Business education"	1/2	467,82			1		1							2	
Все о бухучете	All Ukraine	A4	90	Tue., Thurs	Inside, b&w	1/8	381,19			1	1	1		1	1				5	
Налог и бухгалтерский учет	All Ukraine	A4	45,5	Tue., Thurs	Inside, b&w	1/8	88,4			1	1	1		2	1	1			7	
Бизнес.Бухгалтерия	All Ukraine	A4	45,17	Monday	+ page cover	1/4	355,20				1				1				2	
Обучение персонала. Навигатор	All Ukraine	A4	8	A4	Inside, b&w <small>including advertising and business section, calendar of events, public relations</small>		105,00		1				1						2	
<b>PR</b>																				
Все о бухучете	All Ukraine	A4	90	Tue., Thurs	Inside, b&w	1/2	1264,85			1				1					2	
Налог и бухгалтерский учет	All Ukraine	A4	45,5	Tue., Thurs	Inside, b&w	1/2	433,17				1								1	
Бизнес.Бухгалтерия	All Ukraine	A4	45,17	Monday	Inside, b&w	1/2	294,55			1					1				2	

**Press. Media Plan. Quarter 2 2007. (Additional advertisement)**

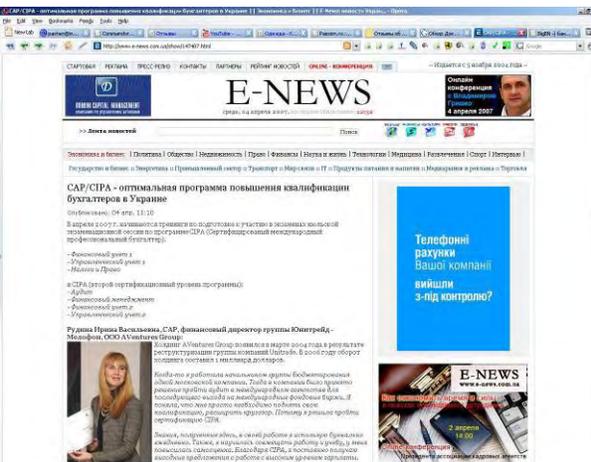
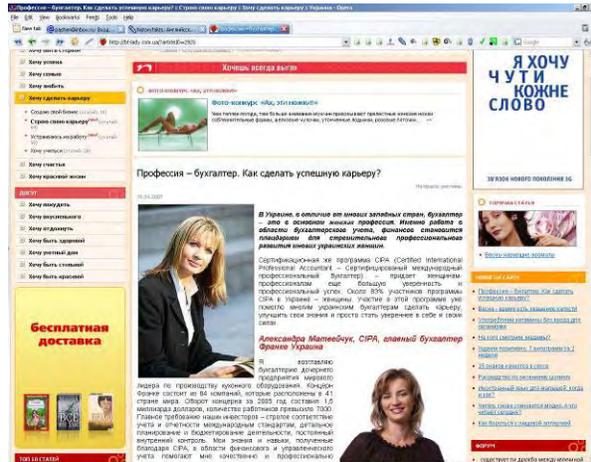
Publication	Region	Format	Print run, thousands	Day of publicatio	Type of Placement	Size	Price cost, USD, no VAT	May						К-во выходов
								May			June			
								14-20/05	21-27/05	28/05-03/06	04-10/06	11-17/06	18-24/06	
<b>Promo</b>														
Бизнес	All Ukraine	A4	60	Mon	"business education" end	1/2	467,82							0
Все о бух.учете	All Ukraine	A4	90	Tue, Thurs.	inside, b&w	1/4	762,38			1				1
Налоги и бухгалтерский учет	All Ukraine	A4	45,5	Tue, Thurs.	inside, b&w	1/8	88,4							0
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Monday	4 page cover	1/4	355,20				1			1
Налоги и бухгалтерский учет	All Ukraine	A4	45,5	Tue, Thurs.	4 page cover	1/4	303,22		1					1
<b>PR</b>														
Все о бух.учете	All Ukraine	A4	90	Tue, Thurs.	inside, b&w	1/2	1264,85							0
Налоги и бухгалтерский учет	All Ukraine	A4	45,5	Tue, Thurs.	inside, b&w	1/2	433,17			1				1
Бизнес.Бухгалтерия	All Ukraine	A4	46,17	Monday	inside, b&w	1/2	294,55							0

## Internet. Media Plan. Quarter 2 2007.

Site name and ad placement	URL	Ad format	Type placement	Gross cost		Estimated number of ad contacts in indicated period	Period of placement, weeks, 2007										Number of ad exits
				Cost(\$)	per		march		april				may				
							26.03-01.04	02.04-08.04	09.04-15.04	16.04-22.04	23.04-29.04	30.04-06.05	07.05-13.05	14.05-20.05	21.05-27.05	28.05-03.06	
<b>Branding advertising</b>														<b>3</b>			
DTKT.com.ua, main page, right	www.dkt.com.ua	Banner 120*900	Static	\$131,47	week	75 000											
Training.com.ua, all pages, right	www.training.com.ua	Banner 150*350	Static	\$80,00	week	25 000											
<b>Banners advertising</b>														<b>7</b>			
Podrobnosti.ua, section "Economics", top	www.podrobnosti.ua	Banner 320*120	Static	\$380,00	1 item	70 000											
Dejo.ua, главная страница, справа	www.dejo.ua	Banner 240*350	Static	\$200,00	week	10 000											
Business.ua, main page, top	www.business.ua	Banner 468*60	Static	\$158,51	week	5 000											
Buhgalleria.com.ua, main page, top	www.buhgalleria.com.ua	Banner 468*60	Static	\$158,51	week	4 000											
Rabota.com.ua, section "Economists, banking, insurance and financial workers", top	www.rabota.com.ua	Text fullcolor ad block 468*300	Static	\$257,43	week	30 000											
BT-Lady.com.ua, Все страницы, верх	www.bt-lady.com.ua	Баннер 468*60	Статика	\$200,00	неделя	100 000											
<b>PR advertising</b>														<b>23</b>			
Liga.net	www.liga.net	Press-release in news column (up to 2000 symbols) + news delivery to LIGA-LAW subscriber (more than 80 thousands) + news delivery of portal subscriber (more than 8 thousands)	Static	\$290,00	1 item	15 000											
Finance.ua	www.finance.ua	Press-release + delivery letter	Dynamic	\$99,01	1 item	6 000											
Bin.com.ua	www.bin.com.ua	Press-release + delivery letter	Dynamic	\$39,00	1 item	2 600											
Training.com.ua	www.training.com.ua	Press-release	Static	\$50,00	2 days	5 000											
BT-Lady.com.ua	www.bt-lady.com.ua	Article publication + advertising in delivery	Static	\$80,00	1 item	5 000											
Ukrindustrial.com	www.ukrindustrial.com	News	Dynamic	\$50,00	1 item	3 000											
Korrespondent.net	www.korrespondent.net	Article publication in hand-picked section	Dynamic	\$200,00	1 item	5000											
Business.ua	www.business.ua	News (up to 2000 symbols)	Static	\$113,22	week	10 000											
Buhgalleria.com.ua	www.buhgalleria.com.ua	News (up to 2000 symbols)	Static	\$113,22	week	7 000											
DTKT.com.ua	www.dkt.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)	Dynamic	\$68,38	week	50 000											
Kontrakty.com.ua	www.kontrakty.com.ua	Text advertising on main page (up to 250 symbols) + advertising in delivery (up to 250 symbols)	Dynamic	\$87,14	week	10 000											
Management.com.ua	www.management.com.ua	Press-release + advertising in delivery (up to 500 symbols)	Static	\$120,00	week	10 000											
Epravda.com.ua	www.epravda.com.ua	News publication in Economic's section + announcement on beginning of section during 3 days	Static	\$280,00	week	30 000											
<b>Search engines with targeting for Ukraine</b>																	
Google.com.ua, pages with results of search on dominant words, right	www.google.com.ua	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-											
		agency commission		\$ 40,00	month	-											
Yandex.ru, pages with results of search on dominant words, right	direct.yandex.ru	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-											
Meta.ua, pages with results of search on dominant words	www.meta.ua	Zero link	Dynamic	from \$ 10	100 clicks	-											
Search Bigmir.net, pages with results of search on dominant words, top	www.bigmir.net	Zero link (auction rate)	Dynamic	from \$ 10	100 clicks	-											
<b>Portals text advertising</b>														<b>3</b>			
Bigmir.net, main page	www.bigmir.net	Text block (up to 100 symbols)	Dynamic	\$0,40	1 click	750 000											
<b>Banner rotating systems</b>																	
Abn.com.ua	www.abn.com.ua	Banner 468*60	Dynamic	\$50,00	100 clicks	75 000											

Site name and ad placement	URL	Ad format	Type placement	Gross cost		Estimated number of ad contacts in indicated period	Period of placement weeks, 2007			Number of ad sites
				Cost(\$)	per		may			
							21.06-27.06	28.06-03.06	04.06-10.06	
<b>Banners advertising</b>										
<b>3</b>										
DTKT.com.ua, main page, top	www.dtkf.com.ua	Banner 468*60	Static	\$ 186,72	week	40 000				2
Management.com.ua, inner pages, top	www.management.com.ua	Banner 468*60	Static	\$ 200,00	week	15 000				1
<b>PR advertising</b>										
<b>6</b>										
Educale.com.ua	www.educate.com.ua	Press-release	Static	\$ 34,00	2 days	5 000				1
Training.com.ua	www.training.com.ua	Press-release	Static	\$ 50,00	2 days	5 000				2
Buhgalteria.com.ua	www.buhgalteria.com.ua	News (up to 2000 symbols)	Static	\$ 113,22	week	7 000				1
Management.com.ua	www.management.com.ua	Press-release	Static	\$ 75,00	week	10 000				1
Korespondent.net	www.korespondent.net	Article publication in hand-picked section	Dynamic	\$ 200,00	1 item	5000				1
<b>Banner rotating systems</b>										
Abn.com.ua	www.abn.com.ua	Banner 468*60	Dynamic	\$ 50,00	100 clicks	75 000	200			
<b>Total:</b>										
<b>Production of ad carriers</b>										
International advertising	1stch	468*60		\$ 50,00	for 1 item	1				

# ANNEX IV: SAMPLES OF WEB PROMOTION MATERIALS (SCREENSHOTS)



## ANNEX V: CIPA MARKETING PLAN SUMMARY

CIPA-Ukraine will capitalize on CIPAEN / Ukraine's comprehensive database of CIPA participant characteristics, exam results, levels of training participation, membership in associations, and results of exit surveys. This information provides the project with a unique opportunity to conduct targeted marketing activities.

CIPAEN / Ukraine data indicate that producing one CAP qualifier requires three candidates who, on average, each attempt three examinations. CIPA-Ukraine believes that implementation of the project workplan elements will improve the ratio of CAP candidates to certified CAP's.

CIPA-Ukraine will identify appropriate mailing lists and other sources of targeted direct-mail efforts. Based on data available from CIPAEN / Ukraine, the project will plan to target the following audiences as part of its marketing plan:

	<u>Universe</u>	<u>Penetration</u>	<u>Candidates</u>
Existing candidates	2,600	40%	1,040
Students	10,000	10%	1,000
Enterprise accountants	100,000	4%	4,000
Other (SME owners, educators, financial mgrs, gov't regulators, etc.)			<u>1,500</u>
	Est. total candidates		<u>7,540</u>

The CIPA-Ukraine project will initiate penetration of these markets in year one, and anticipates achieving these targets by the end of year two. The project will also consider other advertising activities such as:

- Identifying major universities at which to hang posters;
- Sponsoring key conferences at which to distribute pamphlets; and
- Posting advertisements in accounting and business publications.

The project will also make extensive use of unpaid channels of awareness and promotion. For example, CIPA-Ukraine will

- Assist local partners with drafting press releases at significant events (e.g. CAP/CIPA milestones & graduations), and arranging interviews and profiles in leading publications;
- Coordinate with Business Education Alliance to identify joint marketing and promotion opportunities; and
- Coordinate with international accountancy bodies (e.g. ACCA) to identify joint marketing and promotion opportunities.