

PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS

PICPA DUBAI

THE JOURNAL

Learn | Engage | Accelerate | Drive





THE JOURNAL

Official Newsletter of PICPA Dubai
Issue 1-2023 (Jan – Jun 2023)

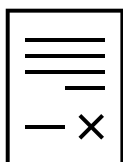


TABLE OF CONTENTS

History	4
Vision and Mission	5
Core Values	6
Greetings /Messages	
> Message from the Philippine Ambassador to the UAE	7
> Message from the Philippine Consul General – Dubai	10
> Message from the PICPA National President	11
> Message from the PICPA Dubai Chairman	13
PICPA Dubai Leadership	
> Past Presidents	15
> Board of Directors	16
> Executive Officers	17
> Leadership Officers	18
Corporate Social Responsibility	
> The heart of PICPA Dubai - Our scholars	23
Membership	
> Benefits of PICPA Dubai members	26
> Calendar of activities	27
Events	
> Annual General Assembly and Gala Night 2023	29
> Annual General Assembly and Gala Night 2023 Program	30
> AGA Guest and Speakers Profiles	31
Milestones 2022 -2023	33
Sponsorship	
> PICPA Dubai Partners	50
> Partnership benefits	51
Communications and Publications	
> Philippines news update	52
> Success stories of PICPA Dubai Member	54
> Member feedbacks	57
> Fun corner – Crossword Puzzle	58
> Fun corner – Word Search	59
> Fun corner – Trivia	60
> Volunteer corner	62
> Publication	63
> Editorial Board	64
> PICPA Dubai Contact Info	65



OUR HISTORY



The Philippine Institute of Certified Public Accountants (PICPA Dubai) is a non-stock, non-profit professional organization recognized under the auspices of the Philippine Consulate in Dubai on 18th December 2016.

The organization is composed of Filipino CPAs, accountants and finance professionals working in various industries such as auditing and consulting services, financial services, communications, trade and construction.



The primary objective of PICPA Dubai is to adhere to the highest ideals of professionalism and commitment to service and upholds such values as: integrity, professional excellence, innovation, discipline, teamwork, social responsibility, and commitment.





OUR VISION

PICPA Dubai is an organization of certified public accountants committed toward the professional excellence of its members, nation-building, and a global perspective.

OUR MISSION

To promote, uphold, and maintain high standards in the accountancy profession; to serve the best interest of the members and the stakeholders; and to contribute to the attainment of the national and global goals.

These can be achieved through a responsive organizational structure, committed leadership, effective professional development programs, strict implementation of professional ethics, promotion of high standards of accounting education, and advocacy of and participation in relevant national concerns.





OUR CORE VALUES

PICPA Dubai adheres to the highest ideals of professionalism and commitment to service and upholds the values of **PICPANS**:

P

PROFESSIONAL EXCELLENCE

We are committed to excellence in all aspects of our professional practice.

I

INTEGRITY

We advocate the truth and conduct ourselves at all times with honesty, integrity, uprightness, and adherence to sound moral principles. By doing so, we gain the respect of the public

C

COMMITMENT

We bind ourselves to uphold these ideals to ensure the accomplishment of PICPA Dubai's Vision and Mission.

P

PARTNERSHIP & TEAMWORK

We uphold a strong bond of unity, working in the spirit of harmony and commonality.

A

ADVOCACY for DISCIPLINE

We strictly adhere to the code of professional conduct adopted by PICPA to ensure highest spiritual, moral and ethical standards.

N

NEW TECHNOLOGIES & INNOVATIONS

We seek and apply new ideas to improve performance. We continuously promote creativity, flexibility and resourcefulness amidst constant change.

S

SOCIAL RESPONSIBILITY

We pledge to serve society with a devoted sense of duty, being strong and active in our commitment.



MESSAGE FROM H.E. AMBASSADOR



This message was excerpted from the Ambassador's congratulatory remarks to PICPA Dubai during the celebration of its Annual General Assembly.

To our dear PICPA Dubai members and community, my congratulations on your prestigious event today.

It gives me great pleasure to be with you on this day and this month when we Filipinos commemorate Philippine Independence. On June 12, we had a flag raising at the Consulate. The theme for this year is “Kalayaan, Kinabukasan, at Kasaysayan”. Freedom, future and history. I’ll relate to that theme in the context of this event.

Of course, our forefathers won the freedom our nation enjoys to this day through hard work, perseverance and sacrifices. They're willing to lay down their lives and give everything because their vision of a free and prosperous nation was not just for themselves but for their children in the future generations which made possible the birth of our country, the Philippines, the first republic in Asia that time.

The first theme is Kalayaan – and I like to refer to that in a different context now. Kayo, kalayaan may mean differently. You are here, have the freedom to realize your full potential, not fighting a foreign colonizer, everyday fighting to find your place here, finding your place in a multinational company or a business or putting out your best competitive edge in a very multinational multicultural setting, high pressure, high finance, high everything. That takes a lot... and that's the freedom that you have now and that's the daily struggle that you're doing to gain freedom for yourself and for your families.

Second, Kasaysayan. History. When this country was born 52 years ago, Filipinos were already here. We’ve been writing the history of this country; an integral part of the service in the country made by the Filipinos. I say you're over a million here now in all levels so I always say this; I pound this everyday to the communities that I talk to - as long as you have the capability, as long as you have the drive and the competence and the qualifications which you have, you have a place here, you can make it here and this



is the place to be. So yan naman ang kasaysayan na patuloy niyo pa rin sinusulat. History is being written every day.

And finally, Kinabukasan, the future. So, it follows that if you're part of history, you are also part of the future of this country and the work that you do everyday is making that country. If you're trying to reach your full potential everyday in a personal and professional level, the collective work that you're doing is helping this country reach its full potential as it is doing now. Paangat ng paangat to a level one country, kasama lahat tayo together with the over 200 nationalities as are working here and kinikilala kayo doon.

So, what advice can I give you PICPA Dubai? You're a six-year-old organization but you already accomplished a lot, and I already heard it and have proven it. Kanina, that's another facet that you're supporting the poorest of the poor students and even providing them with a tablet. You know the numerous training programs, seminars every month, those are very important. You have to maintain your competitive advantage here, competitive edge, sharpening the saw, and with the help of your partner in the other countries, nakikita nila e.

But I like to say that in brevity, I say continue to do what you're doing, taking care of your ranks, that's why you bonded together as a professional organization, you lift everyone. I am very confident that if you have organizations like this and your core purpose is to take care of your members, ang laking bagay na sa akin yon. You're watching each other, encouraging everyone and helping them. And at the same way, extending it not just to your family and dependents, even to those scholars. So, if you can add more scholars, that would be great now and I'm sure they will become scholars sponsors themselves.

May mga nauna na sa inyo dito and pass that forward para sa ibang makinabang din sa wealth and breadth of the collective knowledge and wisdom that is in this room right now. So, continue what you're doing - Filipino accountants - enabling and uplifting those among your colleagues that need your help, including Filipinos who finish their accounting courses in the Philippines that have not taken the board exam – I think that is one of your core visions. And when this is done, then you can proceed helping others even more.

You, the Filipinos, are my co-workers, co-ambassadors and I have to put forth the beauty of our country, our culture, our food, our heritage and our warmth as a people. You have to start with those and everything else will follow. And even more so in representing Filipino accountants, when in this country you continue to affirm the strong reputation of Filipino professionals as trustworthy, reliable and a true asset to your respective



organizations, firms, or companies. In doing so, you are effectively continuing the work of your forefathers 125 years ago. Then as revolutionaries, now you, in building a solid reputation for all Filipinos, in writing the future of a free, strong and prosperous Philippine Republic. One day I hope when you have found all your success here, you also go back to our country. We need you also. Even now you can still be part of your work for our country as you become successful here.

So maligayang kasarinlan, happy independence! At the same time, congratulations sa inyong lahat. I hope that you take all of these into the context of everything that's happening in this country and in your life and I wish you all the best. Mabuhay po tayong lahat! Maraming salamat!

H.E. ALFONSO FERDINAND A. VER

Ambassador of the Republic of the Philippines to the United Arab Emirates



MESSAGE FROM H.E. CONSUL GENERAL



Dear Members of the Philippine Institute of Certified Public Accountants – Dubai,

Congratulations on successfully conducting the 2023 Annual General Assembly and Gala Night. It reflects your commitment to providing valuable professional development opportunities to accountants in Dubai.

The partnership with PICPA Dubai demonstrates your proactive approach to addressing the evolving needs of the industry and equipping accountants with the necessary skills to navigate the digital landscape. In addition, by offering a platform that combines accounting practices with emerging technologies, you have created a valuable learning experience for your members.

Your impactful learning experience showcases your dedication and commitment to the growth and success of the accounting profession in Dubai.

Congratulations once again on this significant milestone. Undoubtedly, the Philippine Institute of Certified Public Accountants - Dubai will continue to make a positive impact and empower accountants to excel in their careers.

Wishing you continued success in all your future endeavors.

H.E. RENATO N. DUEÑAS, JR.

Consul General – Dubai Consulate



MESSAGE FROM PICPA NATIONAL PRESIDENT



I am delighted to extend my warmest congratulations to each and every one of you our fellow Filipino CPAs in PICPA Dubai on the success of your Annual General Assembly. Your dedication, professionalism, and unwavering commitment to the field of accounting have once again shone brightly, making us all proud.

The Annual General Assembly serves as a testament to your unity, resilience, and collective strength as a community. It is a time to reflect on your achievements, celebrate your milestones, and envision a future filled with even greater opportunities. Through this event, you have come together to exchange knowledge, build connections, and inspire one another, fostering a spirit of collaboration and camaraderie that is truly commendable.

As Filipino CPAs working in Dubai, you have not only exemplified the highest standards of accounting excellence but also served as ambassadors of our nation's talent and professionalism. Your dedication to upholding ethical standards, promoting financial transparency, and providing invaluable financial expertise has contributed significantly to the growth and success of organizations in Dubai and beyond.

Your diligence and hard work have helped solidify the reputation of Filipino CPAs as trusted advisors and leaders in the field of accounting. Your accomplishments have not only uplifted the Filipino community but have also paved the way for future generations, inspiring them to pursue careers in accounting with the knowledge that success knows no boundaries.

Amidst the challenges faced in a globalized and ever-changing world, your ability to adapt, innovate, and excel has been truly remarkable. Your commitment to continuous learning, staying abreast of emerging trends, and embracing technological advancements has allowed you to navigate complex financial landscapes with confidence and expertise.



Beyond your professional achievements, your contributions as Filipino CPAs in Dubai extend to fostering strong community bonds and promoting the values of teamwork, collaboration, and unity. Through your initiatives, support networks, and mentorship, you have built a strong sense of belonging and camaraderie among your fellow professionals, creating an environment where everyone can thrive and succeed.

As you celebrate another year, I encourage you to cherish the connections you have made, the knowledge you have gained, and the memories you have created. Let this event serve as a stepping stone towards new achievements, as you continue to elevate the standards of the accounting profession and make a positive impact in the global business landscape.

Once again, I extend my heartfelt congratulations to all Filipino CPAs in Dubai on the success of your Annual General Assembly. May your shared experiences and newfound inspiration propel you towards greater heights of success, both professionally and personally. Your achievements vouch the indomitable spirit and unwavering dedication of the Filipino accounting community.

Best wishes for a bright and prosperous future ahead!

ERWIN VINCENT G. ALCALA, PHD
PICPA National President



MESSAGE FROM THE CHAIRMAN

Mabuhay!



On behalf of the PICPA Dubai Board of Directors and Leadership Team, I am delighted and honored to welcome you in this prestigious institute as we are not only celebrating the successes of our organization but most importantly, we are solidifying our profession and strengthening the existence of Filipino professionals in the UAE for the benefit of our communities and respective companies.

Now, as we embark on another chapter of our journey as an elite professional, I am delighted and honored to welcome you to PICPA Dubai. We are not only counting the successes of our organization every single date, but most importantly, we are enriching our profession and strengthening the existence of Filipino excellence in the UAE for the greater benefits of our respective companies and communities! This year, we will continue to provide quality services to our members and associates... more importantly, we will continue to inspire our communities to have a better outlook despite what's happening around us and give HOPE to those who are in need.

You are the true heroes and pride of our Homeland, our beloved country, the Philippines!

We, the Global Filipino CPAs, Auditors and Finance Professionals in this foreign land that we now call our new home, are now joined in the coming fiscal year to continue to build our institute and to sustain the confidence of our fellows. We all know that this year will be very challenging but despite of the current pandemic, we will thrive... and together, we will determine the course of PICPA Dubai for a better tomorrow and years to come! I know it will not be a smooth sailing journey, for sure, there will be challenges. Without sacrifice, there can be no victory! We will confront challenges along our way. It will be another awesome year for PICPA Dubai.



From what I learned about great leadership, “A ship is safer at the shore, but that’s not why ship is built for”!

We must speak our minds openly, discuss our disagreements calmly, and always pursue solidarity among our leaders and members. Do not let anyone tell you the “impossible” because there is no challenge that can match the spirit of PICPA Dubai Leaders! PICPA Dubai will thrive and continue to prosper!

With our PICPA Dubai Leadership Team, I am confident that we can achieve greater heights in the current year and the years to come. The Leadership Team has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of organization. The PICPA Dubai Leadership Team is not elected to be the officers but chosen to be the leaders through the quality of our actions and the integrity of our purpose.

God Bless PICPA Dubai!

LYNDON M. MAGSINO, EMBA, CPA, CIA, CFSA, CRMA, IFQ
Founder / Chairman
PICPA Dubai



PICPA DUBAI PAST PRESIDENTS



FY 2017-2018
MR. LYNDON MAGSINO
EMBA, CPA, CIA, CFSA, CRMA, IFQ



FY 2018-2019
Mr. EMMAJOHN SOLA
CPA



FY 2019-2020
MS. CHRISTINE FILOMENO
MBA, CPA, CIA, CISA, CIMA



FY 2020-2021
MS. CATHERINE HERMOSA
CPA



FY 2021-2022
MR. ERWIN KEITH ALIPIO
CPA





BOARD OF DIRECTORS



LYNDON MAGSINO
Chairman



EMMAJOHN SOLA
Board Director



CHRISTINE FILOMENO
Board Director



CATHERINE HERMOSA
Board Director



ERWIN KEITH ALIPIO
Board Director



EXECUTIVE OFFICERS (2023 -2024)



AIMBERLY DE VIANA

CPA, CMA, CSCA

- *President, PICPA Dubai Chapter (Current)*
- Senior Vice President, PICPA Dubai Chapter (Jun 2022)
- Head of Events, PICPA Dubai Chapter (Jan 2021)
- Certified Public Accountant – Philippines (2015)
- Certified Management Accountant (2021)
- Certified in Strategy and Competitive Analysis (2021)
- Treasurer, Institute of Management Accountants – Dubai (Jul 2022 – Mar 2023)
- Member of IMA – Dubai (2019 to 2022)
- Member of The Association of Chartered Certified Accountants (Feb 2021 – present)



AMMEL IZON

CPA, CMA, MBA, CAT

- *Senior Vice President, PICPA Dubai Chapter (Current)*
- PICPA Dubai Member since 2020
- Academic Excellence Awardee, PPA Business School
- Certified Member, National Institute of Accounting Technicians
- Employee of the Year 2019, Global Hotel Alliance
- Former Editor-in-Chief, Tomas del Rosario College Journal
- Former Auditor, TRC Supreme Student Council
- Former VP for External Affairs, Junior Philippine Institute of Accountants
- Consistent Dean's Lister, Tomas del Rosario College
- Consistent Member of Scholar Topnotchers, Iskolar ng Bataan
- Hall of Famer, Local and Division Sports Writing Conference
- Former Champion, TRC Dance Idol
- Former Champion, Battle of the Scrabble Wizards



RANDY AYSON

CPA

- *Vice President, PICPA Dubai Chapter (current)*
- Sponsorship Head, PICPA Dubai Chapter (2020-current)
- PICPA Dubai member since 2020
- PICPA Dubai PPO Representative (current)
- PPO UAE Auditor (current)
- Filipino Accountants in UAE – Facebook Administrator and Founder
- Member of Toastmaster International - St. Mary's Toastmaster Club (current)
- Member of Toastmaster International – Oasis Achievers Toastmaster Club (Dec 2013-Mar2015)

LEADERSHIP OFFICERS



ANNA LYNE CARINO

ISO IMS INTERNAL AUDITOR, US-CBA

- *Head of Events – PICPA Dubai Chapter (Current)*
- PICPA Abu Dhabi member (2017)
- PICPA Dubai Volunteer Leader (2018 to present)
- Head of Marketing, Philippine Business School (2018 to 2022)
- Head of Marketing, Magnate International Business School
- ISO Integrated Management System (IMS) Internal Auditor – ISO 9001 (QMS), ISO 14001 (EMS) and ISO 45001 (HSE)
- Certified Business Administrator - American Certification Institute – Dallas, USA accreditation
- Cheerleading Captain and Champion, Our Lady of Peace School – St. Paul's Antipolo, Philippines (2002)



CHRISTELLE RIVERA

CPA, CMA

- *Co-Head of Membership – PICPA Dubai Chapter (Current)*
- Born in Bicol region, Christelle is a graduate of University of Saint Anthony –BS Accountancy, earning her CPA license in 2015.
- Fresh from college, she has joined Iriga Ventures as Bookkeeper and then as Junior Accountant. She has also worked with Procter & Gamble in the Philippines before moving to Dubai in 2018 as a General Accountant in an educational learning center.
- Working as Policy Administration Associate with ICIEC
- Last September 2022, Christelle is proud to have passed the US CMA examinations
- PICPA Dubai member since 2022, Christelle is one of the newest volunteer leaders of PICPA Dubai.



DAISY CUREG

CPA

- *Head of Finance – PICPA Dubai Chapter (Current)*
- Member of PICPA Dubai since 2017
- She is a proud part of the leadership since January 2023, making her one of the newest volunteers.
- Daisy graduated Cum Laude of Isabela State University – Batch 2008, and had soon joined RGP & Co. as an Auditor for a year, then Tax Advisor of Ballet Philippines, and thereafter as Audit Manager of a pioneered fine dining company for 3 years before moving to Dubai
- At present, Daisy is working with Elnaggar & Partners, a management and legal company registered in DMCC, as the Financial Controller



LEADERSHIP OFFICERS



JAY ESPINOZA

CPA, CMA

- *Head of Communications – PICPA Dubai Chapter (Current)*
- PICPA Dubai member since February 2023
- US Certified Management Accountant US Institute of Management Accountants (2021)
- Master of Accountancy major in Taxation (with units) UE Graduate School
- Among the top passers of the PH CPA board examination
- SGV Awardee for Leadership Excellence, University of the East – Manila
- Salutatorian & Mathematics Excellence Awardee, Dasol Catholic School – Pangasinan
- At present, he is the Regional Cost Controller of Freysinnet Gulf LLC



KENNETH TONGOL

CPA

- *Co-Head of Events – PICPA Dubai Chapter (Current)*
- Graduated at University of the Assumption in 2016
- Managing Editor of Regina, the Official Publication of University of Assumption and awarded the recognition of Excellence in the field of Campus Journalism.
- Worked with Hammerjack, a company in the Philippines, where he started as an Accounting Analyst to Senior Accounting Analyst and Assistant Accounting Manager before he left in 2019
- His working experience continued in Dubai as Senior Accountant with Grand Galaxy Group until 2021, and worked with Sandbox for a year as Financial Accountant
- He is now happily working as an Accountant of SDAC Consulting where he joined last September 2022



LOISE ANN CRUZ

MICB, CPP, RCA

- *Head of CSR, PICPA Dubai Chapter (Current)*
- CSR and Events Co-head, PICPA Dubai Chapter (2022-2023)
- PICPA Dubai member since 2022
- Certified Bookkeeper (MICB), Institute of Certified Bookkeeper UK
- Certified Payroll Professional (CPP), Chartered Institute of Payroll Professional UK
- Registered Cost Accountant (RCA), Institute of Certified Management Accountants Australia
- Member of National Institute of Accounting Technicians, Philippines
- Member of The Institute of Internal Auditors, Philippines



LEADERSHIP OFFICERS



MICHELLE IZON

CPA

- *Co-Head of CSR – PICPA Dubai Chapter (Current)*
- PICPA Dubai Marketing and Social Media co-head (2021-2022)
- PICPA Dubai member since 2021 to present
- Certified Public Accountant – Philippines, 2015
- Cum Laude, Batch 2014, Tomas Del Rosario College
- Academic Excellence Awardee, Tomas Del Rosario College
- Deans Lister, Tomas Del Rosario College
- Member of Honor Society, Tomas Del Rosario College
- Member of Dance Troupe and Music Club, Tomas Del Rosario College
- She was a former Accounting Trainee at Chalhoub Group and had worked as a General Accountant at Zain Capital LLC owned by Lakhraim Business Group.



REGINA MALABAD

- *Head of Social Media – PICPA Dubai Chapter (Current)*
- Head of Finance, Levantine Dental Clinic (current)
- Senior Accountant, Holiday Factory Tours and Package LLC (Sep 2018 – Oct 2019)
- Accounts - Finance Associate, AES International (Jan 2018 – Sep 2018)
- Senior Accountant, Hunt and Harris Real Estate (Nov 2016 – Sep 2018)
- Senior Accountant, Widerview Properties LLC (Dec 2015 – Sep 2016)
- Finance & Accounting Supervisor, Prosweal Healthcare, Philippines (Aug 2012 – Oct 2015)
- Senior Accountant, Social Housing Finance, Philippines (Jun 2011 – Jul 2012)
- Junior Accountant. Asia Wide Refreshments – RC Cola. Philippines



ROMEL VICENTE

BUSINESS OWNER

- *Co-Head of Events – PICPA Dubai Chapter (Current)*
- Finance Manager, Atoms Food LLC (Dec 2019 – Dec 2020)
- Accounting Manager, Eathos Ltd. (Mar 2017 – Dec 2019)
- Senior Accountant/ Auditor, S and B Accounting/ AIM Auditing (Jan 2015 – Mar 2017)
- Finance Manager, telephone Systems International (Dec 2011 – Nov 2014)
- Accountant, Prime Travel & Tourism (Nov 2009 to Dec 2011)
- Accountant, Prime Projects International LLC (Jun 2008 – Nov 2009)
- Internal Quality Auditor to Finance Supervisor, Aboitiz One Inc. (Jan 2007 – Jan 2008)
- A/R Revenue Analyst to Credit & Collections Supervisor, Starlite Cargo Express (Sep 2002 – Sep 2005)



LEADERSHIP OFFICERS



ROWENA JAVINARMICB

- **Head – of Membership – PICPA Dubai Chapter (Current)**
- Graduated in 2005 at University of Cordilleras, Baguio City
- From 2008 to 2011, worked as an Accountant with Al Ghurair Construction Industry, then with Mazrui International from 2011 to 2018 as a Treasury Analyst.
- Joined Al Futtaim group – with Al Futtaim Engineering Technologies, then Finance Shared Services division as a Treasury Analyst.
- Overall, Rowena has an extensive 15 years UAE working experience in the field of treasury, finance and accounts.
- Weng has been a member of PICPA Dubai since 2022 and joined the leadership last January 2023 making her one of the newest volunteer leaders of the organization.
- She is a proud wife to her husband, and mother of Alexa



RUBELLE DEMOL-BANGUIS

CPA

- **Co-Head of Events – PICPA Dubai Chapter (Current)**
- PICPA Dubai volunteer leader since January 2023
- Expert in Great Plains, Peachtree, Xero, QuickBooks and currently using Odoo CRM and accounting system
- CMA candidate (ongoing)
- Certified Public Accountant (CPA) – Qualified in October 2011 issued by the Philippines Regulation Commission (PRC)
- BS in Accountancy - graduated April 2011
- Bachelor in Accounting Technology – graduated April 2010
- Associate in Accounting Technology – graduated April 2009
- Department of Accountancy Music Awardee, Mindanao State University – Iligan Institute of Technology
- Dean’s Lister (2006-2008), Mindanao State University – Iligan Institute of Technology
- Consistent City Mayor’s Scholar, Mindanao State University – Iligan



CARL DOMINIC GARAN

CPA CMA

- **Co-Head of Membership – PICPA Dubai Chapter (Current)**
- PICPA Dubai member since 2022 to present
- PICPA Dubai volunteer leader since May 2023
- General Accountant, Multibank Group (November 2022 to present)
- Assistant Finance Manager, Draconis Enterprise LLC (Oct 2021 to October 2022)
- Accounting Manager, Chemlux Inc. (Dec 2020 to Sep 2021)
- Finance Officer, Winford Manila Resort and Casino (Mar 2019 to Dec 2020)



LEADERSHIP OFFICERS



2022-2023 PICPA Dubai Leaders



2023-2024 PICPA Dubai Leaders



CSR – THE HEART OF PICPA DUBAI

Empowering Dreams: PICPA Dubai's Dedication to Changing Lives through CSR Initiatives

By: Ammel D. Izon

Over the past seven years, PICPA Dubai has focused on organizing events and seminars to help its members achieve personal and professional growth. However, there is another important milestone that some members may not be aware of—PICPA Dubai's unwavering commitment to supporting four young scholars in the Philippines through its CSR initiatives.



The organization provides continuous assistance to these four students, helping them with their daily living expenses and educational pursuits. Through the contributions of its members and the support of its partners, PICPA Dubai sends quarterly allowances directly to the Philippines, ensuring that these scholars can pursue their education without financial burdens.

Let's take a moment to meet our four exceptional scholars:

Scholar 1:

Charisse Claire is an inspiring 12-year-old Grade 7 student from Indang, Cavite. Cha, as she is fondly called, is one of our outstanding scholars who is dedicated to learning. Despite being an only child, she has a deep love for her family and dreams of becoming a teacher to inspire and educate young minds.

Cha's favorite subject is MAPEH, where she can express her creativity and explore her interests. She draws inspiration from Merida, the brave protagonist of the movie Brave, who symbolizes strength and determination.

Cha has been a PICPA Dubai scholar since Grade 2, consistently achieving academic excellence. Her family serves as her guiding light and motivation for her studies, as she aims to complete her education and provide support for her loved ones. One of Cha's proudest moments was graduating from elementary school with honors and medals, a testament to her unwavering dedication and hard work. She is a shining example of a diligent and driven student, and we are incredibly proud to have her as one of our scholars.





Scholar 2:

Aljur, known as Iggy Boy to his family and friends, is a bright 12-year-old scholar from North Cotabato. He always finds time to pursue his interests and excel academically. Iggy Boy's passion for learning shines through his love for Filipino and English classes, where he expresses himself through language. His dream is to become an architect, and he devotes himself to improving his creative skills to achieve this ambition.

During his free time, Iggy Boy immerses himself in educational content, particularly enjoying Arvin Polo TV on YouTube, which broadens his understanding of the world. Being chosen as one of PICPA Dubai's scholars remains one of his proudest moments, and he carries this achievement as motivation to succeed in his studies. Apart from academics, Iggy Boy showcases his artistic talent through drawing and dancing. He often learns new dance moves from TikTok videos and actively participates in basketball matches with his friends. With his dedication, talent, and a positive mindset, Iggy Boy is on track to realize his dreams and become a successful architect in the future.



Scholar 3:



Let me introduce you to Jellian, affectionately known as Yan-Yan, a remarkable 13-year-old scholar from Antique. Yan-Yan, the eldest among three siblings, finds joy and creativity in the subject of TLE (Technology and Livelihood Education), where she explores culinary arts and sewing. Despite not having a television at home, Yan-Yan enjoys watching the timeless antics of Tom and Jerry on her phone.

Her aspiration to become a flight attendant fuels her drive for education, as she recognizes its importance in achieving her dreams and supporting her family. One of Yan-Yan's proudest moments was bonding with her loved ones while marveling at the beauty of Christmas lights every December. Through her relentless hard work and dedication, Yan-Yan achieved the second-highest honor in her class. She

is also a talented dancer, often showcasing her skills on social media and actively participating in various school activities. Yan-Yan's infectious positivity and determination inspire those around her, serving as a reminder that with perseverance, one can overcome any challenge.

Scholar 4:

Joshua, a remarkable 14-year-old honor student and scholar from Tanauan, Batangas, aspires to become an engineer when he grows up. His academic excellence and determination have earned him recognition as a PICPA Dubai scholar. Despite coming from a large family and being naturally reserved, Joshua consistently excels in his studies, with a particular affinity for Science.

Beyond his academic achievements, Joshua possesses a hidden talent in basketball, showcasing his well-roundedness. With a drive to achieve his dreams and support his family, Joshua's perseverance, hard work, and dedication to his education serve as an inspiration to all who encounter him.



These young individuals have incredible potential and determination. With the support of PICPA Dubai, they can pursue their dreams and make positive contributions to society. Initiatives like these showcase PICPA Dubai's commitment to making a difference in the lives of others.

As PICPA Dubai continues its successful journey, it remains dedicated to uplifting and empowering the next generation of leaders. Through its ongoing CSR efforts, the organization creates a meaningful impact on the lives of these scholars, enabling them to build a brighter future for themselves and their communities.

Together, let us celebrate PICPA Dubai's dedication in supporting these deserving scholars and inspiring others to make a difference in the lives of those in need.



MEMBERSHIP BENEFITS



Seminars

Awareness on relevant news and updates involving the profession to strengthen professional competency and develop leadership potentials.



Professional Network

Meet and collaborate with different members in various industries and in public practice to get update on latest trends and practices.



PICPA Exclusive

Enjoy members-only access on tools and resources such as job postings, issues relating to the profession, newsletters and message board.



Community Service

Be involved in our social responsibility towards our fellow Filipinos in the UAE and in the Philippines.



PRC Renewal

Earn CPD units through seminars for the renewal of PRC License in the Philippines, with the assistance of PICPA through our partners



Support

Assistance to aspiring CPA's for the Special Professional Licensure Board Examination through our dedicated partners.



PICPA ACTIVITIES

PICPA Dubai **2023-2024 CALENDAR**

LEARN | ENGAGE | ACCELERATE | DRIVE

Month	Activity	Format
JUL 2023	HANDLING YOUR PERSONAL FINANCES	Webinar
AUG 2023	CORPORATE INCOME TAX AND IFRS UPDATES	In-person
SEP 2023	PICPALARO - BADMINTON	In-person
OCT 2023	LIFE SESSION AND COMMUNICATION SKILLS	Webinar
NOV 2023	MIDDLE EAST CONFERENCE (2-DAY EVENT)	In-person
NOV 2023	PICPALARO - BASKETBALL	In-person
DEC 2023	CHRISTMAS PARTY AND FAMILY DAY	In-person
JAN 2024	INTER-ORGANISATION OLYMPICS	In-person
FEB 2024	ESG AND ROBOTIC PROCESS AUTOMATION	In-person
MAR 2024	LIFE SESSION PICPA CSR COMMITTEE	In-person
APR 2024	SPONSORS EXCLUSIVE EVENT FOR MEMBERS	In-person
MAY 2024	PICPA ANNUAL TEAM BUILDING ACTIVITY	In-person

www.picpadubai.org



PICPA 2023-2024 THEME

For FY 2023 – 2024, PICPA Dubai has lined up activities for its members with the central theme of L.E.A.D. This is to bring about a holistic accomplishment and growth benefitting its members.





2023 AGA & GALA NIGHT



7th Annual General Assembly and Gala Night



SPECIAL GUEST OF HONOR
H.E. ALFONSO FERDINAND A. VER
PHILIPPINE AMBASSADOR TO THE UAE

Experts and Guest Speakers



MR. LYNDON MAGSINO, EMBA, CPA, CIA
AUTHOR - PISO MASTER, CEO - LEGENDS HOTEL
TOPIC : TECHNICAL ANALYSIS IN STOCK
MARKET INVESTMENT



MR. LITO GERMAN
CEO - SANDBOX MIDDLE EAST
TOPIC : KICKSTART AND DEVELOP A BUSINESS
IN THE UAE



MR. DJALAL CHENAFI
EXPERT - REGULATORY COMPLIANCE & GOVERNANCE
TOPIC : WHAT IS ESG AND HOW IT
WILL HELP YOU GROW YOUR
CAREER?



MR. DINESH BALASUBRAMANIAN
BUSINESS DEVELOPMENT MANAGER - ZOHO
TOPIC : GETTING AHEAD OF THE
CURVE: ADOPTING END TO END TAX
COMPLIANCE FOR COMPETITIVE
ADVANTAGE



MR. GEORGE CALIN, EMBA
HEAD OF SALES - PHOENIX EVOLUTION DMCC
TOPIC : WHAT IS CHATGPT
FROM A FINANCE
PROFESSIONAL PERSPECTIVE?



AGA & GALA NIGHT PROGRAM



*7th Annual General Assembly
and Gala Night*

P R O G R A M M E

02:30 PM	REGISTRATION AND B2B CONNECT
03:30 PM	WELCOME ADDRESS
03:35 PM	OPENING REMARKS, BY MR. AMMEL IZON, PICPA DUBAI SVP
03:45 PM	TOPIC 1 : WHAT IS ESG AND HOW WILL IT HELP YOU GROW YOUR CAREER?
04:25 PM	PRESIDENT'S REPORT, BY MS. AIMBERLY DE VIANA, PICPA DUBAI PRESIDENT
04:35 PM	CSR UPDATES ON PICPA DUBAI SCHOLARS
04:40 PM	TOPIC 2 : KICKSTART AND DEVELOP YOUR BUSINESS IN THE UAE
05:10 PM	AWARDING OF TOKENS TO FY 2022-2023 OFFICERS AND INTRODUCTION OF NEW SET OF OFFICERS FY 2023-2024 BY. MR. LYNDON MAGSINO, PICPA DUBAI FOUNDER AND CHAIRMAN
05:35 PM	OATH TAKING OF NEW SET OF OFFICERS FOR FY 2023-2024 OFFICIATED BY PHILIPPINE AMBASSADOR TO THE UAE, H.E. ALFONSO FERDINAND VER
05:40 PM	CONGRATULATORY REMARKS BY H.E. ALFONSO FERDINAND VER
06:00 PM	DINNER BUFFET WITH GUEST MUSICIAN
07:00 PM	TOPIC 3 : GETTING AHEAD OF THE CURVE: ADOPTING END TO END TAX COMPLIANCE FOR COMPETITIVE ADVANTAGE
07:30 PM	CEBU PACIFIC - EVENT PARTNER
07:40 PM	MBG CORPORATE SERVICES - DIAMOND PARTNER
07:50 PM	TOPIC 4 : WHAT IS CHAT GPT IN A FINANCE PROFESSIONAL'S PERSPECTIVE
08:20 PM	TOPIC 5 : TECHNICAL ANALYSIS IN STOCK MARKET INVESTMENT
09:00 PM	IMA PRESENTATION - PLATINUM PARTNER
09:10 PM	MEGAWORLD - PLATINUM PARTNER
09:20 PM	MAGNATE INTERNATIONAL BUSINESS SCHOOL - STRATEGIC PARTNER
09:30 PM	GALA NIGHT
11:00 PM	CLOSING REMARKS, BY MR. RANDY AYSON, PICPA DUBAI VP

WITH SELF-DIRECTED CPD UNITS

LEARN | ENGAGE | ACCELERATE | DRIVE



GUEST OF HONOR



His Excellency Alfonso Ferdinand A. Ver, Chief of Mission Class I, is the Ambassador-designate of the Republic of the Philippines to the United Arab Emirates.

Prior to this post, he is the Assistant Secretary of the Office of Middle East and African Affairs. Prior to this, he served as Ambassador to the Kingdom of Bahrain from 2015-2021. Ambassador Ver also served as

Consul then Deputy Consul General at the Philippine Consulate General in San Francisco, California, USA from July 2009 to September 2012.

Earlier, he was first Secretary and Consul General, then promoted to Minister (after passing the Foreign Affairs Career Minister Examination), Consul General and Deputy Head of Mission, at the Philippine Embassy in Ankara, Republic of Turkey from August 2005 up to June 2009. His first foreign assignment was as Vice Consul, then promoted to Consul, at the Philippine Consulate General in Guam from 1996 to 2002.

At the Department of Foreign Affairs, he served as Executive Director of the Office of Personnel and Administrative Services from September 2012 to May 2015. He was also Special Assistant to the Undersecretary for Administration (2004-2005), Director for Visas (2002-2003), and Assistant Director for Consular Affairs (1995-1996).

Ambassador Ver was a member of Philippine delegations to various international meetings, conferences and missions throughout his diplomatic career.

He earned his B.A degree in Political Science in 1986 and his graduate diploma in Public Management in 1995, both at the University of the Philippines. He acquired his Master of Arts in Public Policy in 2004 at the National Graduate Institute of Policy Studies in Tokyo, Japan, as a scholar under the Young Leaders Program of the Japanese Ministry of Education.

He is a career officer of the Philippine Foreign Service corps having passed the Foreign Service Examination in 1993 and the Career Minister Examination in 2008.



AGA SPEAKERS



Mr. Lyndon Magsino, EMBA, CPA, CIA

MR. LYNDON MAGSINO GRADUATED IN BOSTON AS MAGNA CUM LAUDE FOR THE EXECUTIVE MBA AT HULT INTERNATIONAL BUSINESS SCHOOL, HE HEADED THE CRITICAL PROJECTS FOR THE CENTRAL BANK OF UAE, HE IS EXPERT IN BUSINESS STRATEGY, WHOLESALE BANKING, INVESTMENT BANKING, CORPORATE FINANCE, RISK MANAGEMENT, FINANCE, AUDIT, FINTECH, ESG RISK MANAGEMENT



Mr. Lito German

MR LITO GERMAN IS THE CEO OF SANDBOX MIDDLE EAST, THE LARGEST FILIPINO-OWNED IMPORT AND DISTRIBUTION OF FOOD AND GROCERY ITEMS IN THE GULF REGION, HE HAS OVER 20 YEARS OF MULTINATIONAL MANAGEMENT EXPERIENCE INCLUDING MANAGEMENT BOARD POSITIONS FOR BMW, TOYOTA & LEXUS, GRADUATE OF ATENEO DE MANILA UNIVERSITY AND CONTINUED HIS STUDIES IN INSEAD AND UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN



Mr. Dejal Chenafi

MR. DJALAL CHENAFI IS A SEASONED BANKING PROFESSIONAL WITH BREADTH OF EXPERIENCE WORKING WITH INTERNATIONAL BANKS THROUGHOUT EUROPE AND UAE. HE HELD SENIOR POSITIONS IN GLOBAL CONSULTING FIRMS AND BANKS AND HAS ADVISED SEVERAL MAJOR FINANCIAL INSTITUTIONS IN THEIR REGULATORY AND GOVERNANCE TRANSFORMATION.



Mr. Dinesh Balasubramanian

BUSINESS DEVELOPMENT MANAGER, ZOH0. RESPONSIBLE FOR LEADING STRATEGIC PARTNERSHIPS FOR THE ZOH0 FINANCE SUITE OF PRODUCTS. WITH A SOLID 6 YEARS OF EXPERIENCE IN THE MEA REGION, WITH FOCUS AROUND ASSISTING ACCOUNTING FIRMS AND BUSINESSES IN SUCCESSFULLY ADOPTING ZOH0'S CLOUD APPLICATIONS. HE ACTIVELY SEEKS OUT AND INTEGRATES THIRD-PARTY SOLUTIONS TO ENRICH THE EXPERIENCE FOR BOTH OUR EXISTING AND NEW USERS.



Mr. George Calin, EMBA

CO-FOUNDER OF WE-ARE GROUP. EXPERT IN PRODUCT DEVELOPMENT FOR A CLOUD-BASED AI PLATFORM THAT POWERS CUSTOMER JOURNEYS ACROSS MULTIPLE CHANNELS, A DYNAMIC AND FORWARD-THINKING PROFESSIONAL EXPERT IN LEADERSHIP, MANAGEMENT, AND SALES, COMMITTED TO WORKING ON A SUSTAINABLE BUSINESS FUTURE THROUGH INNOVATION AND COLLABORATION



MILESTONES FY 2022-2023



PICPA-DUBAI DELIVERED ITS ANNUAL FINANCE AND TAX SUMMIT

The first event of 2023 - the Philippine Institute of Certified Public Accountants (PICPA) Dubai Chapter held its financial

and tax summit at Shangri-la hotel, Dubai last 15th January 2023, where topics about the newly issued UAE Corporate Income Tax, data analytics through PowerBI and keys to workplace excellence were discussed.

The summit started with the presentation of the CEO of Magnate International Business School, Ms. Christine Filomeno related to analyzing data using PowerBI. The attendees were given real-time training on how to operate the PowerBI app which they can use to make their data analysis more efficient.

The seminar also expands to areas which focused on ground rules on how to be excellent at work. The topic was successfully headed by Mr. John Sola, and quoted “the right view of work is the starting point for true success”.

In line with the government of UAE’s introduction to Corporate Income Tax (CIT), it is also with PICPA Dubai’s mission to promote awareness to its members in terms of preparation for the changes in businesses’ financial and accounting reports which finance professionals and accountants in the UAE must be aware of.

With numerous topics and concerns about CIT came Mr Abdelhamid Attalla’s expertise, Tax Expert and Senior Director of Cragus Group, who opened his discussions on corporate income tax laws and guidelines and shared his knowledge to the attendees to have a better grasp on the governing laws imposed.

The final topic of the summit focused on the finance professionals’ responsibilities to apply the rules and the reporting guidelines of CIT (including correct application of



transfer pricing principles) which were discussed by the representatives of MBG Corporate Services, Mr Amit Sachdev, CEO and Ms. Komal Grover, Director.

UAE's fast-paced innovations, globally competitive workplace, and with the new tax law coming into place, our finance professionals need to be adept at dealing with the upcoming changes and be able to handle these with precision and reliability.

And so, in reaching out to accountants in Dubai with more relevant topics to offer, PICPA Dubai's goal (together with its other sponsors: Megaworld International, Zoho, Trade License Zone and Institute of Management Accountants) is to conduct more seminars and training like this in the coming months and will be inviting in the field of Finance and Accounts to come and participate!





MILESTONES FY 2022-2023

ACTiON (AUDIT COMPLIANCE TAX) SUMMIT

SHANGRI LA HOTEL, DUBAI

11 MAR 2023

In line with the new Federal UAE Corporate Tax Law, which is effective from the financial years beginning on or after June 2023, the Philippine Institute of Certified Public Accountants

Dubai Chapter (PICPA Dubai) will be conducting another compliance summit focusing on updates on accounting, compliance and taxation for its members.

The event is held on 11th March (Saturday) at 8.30am at Radisson Blu Dubai Canal, Business Bay. It will be moderated by PICPA Dubai, led by Chairman Mr. Lyndon Magsino and the Executive Team (President Aimberly De Viana, Senior Vice President Ammel Izon and Vice President Randy Ayson) and is being sponsored by MBG Corporate Services – a professional services firm providing consulting and advisory services on areas such as tax, audit, legal, business set up, technology, risk, Mergers & Acquisitions (M&A). MBG has more than 250 people working full time in the UAE and 600+ globally. This event is free for all active members of PICPA, including their executive colleagues.

The purpose of the ACTiON summit is to give its members important updates on the topics of UAE Corporate Income Tax, Intergroup Transactions, Corporate Secretarial Services and Compliance, VAT Compliances, FTA Tax Audit and Internal Audits. The MBG speakers, vastly experienced in their respective areas, include Mr. Manoj Pandey, COO MBG Abu Dhabi & Senior Partner – Direct Tax, Ms. Komal Grover, Executive Director – Direct Tax, Mr. Piyush Pandey, Senior Partner - Legal Services, Mr. Deepak Variyam, Director – Indirect Tax and Mr. Subodh Narang, Associate Director – Risk Advisory.

Not only are these areas key to successfully running a business but also the speakers have played a major role in helping local and multinational companies as well as family business houses and government entities conduct Corporate Tax impact analyses prior to the enforcement of the CT regime. They have helped these businesses identify and resolve critical issues related to tax and legal aspects.



This event was made possible with the major support coming from Mayur Batra, Sachin J, Cathy Carnio and Jennifer Caraga.





MILESTONES FY 2022-2023



POWER BI WORKSHOP

NOVOTEL, DUBAI

19 MAR 2023

PICPA Dubai Hosts Successful Power BI Training

“What gets measured, gets managed.”

In today’s modern world, data is easily available and can be used by anyone. However, making sense of these abundant information requires a

particular set of skills to fully understand and interpret them. Power BI, an interactive data visualization tool developed by Microsoft, is one of the most useful tools in the market used by professionals to understand large data, visualize them, and create reports for business decisions.

The Philippine Institute of Certified Public Accountants (PICPA) Dubai Chapter, in partnership with Magnate International Business School (MIBS), organized a group workshop about Power BI Training which took place on 19th March 2023 at Novotel, Al Barsha, Dubai.

The members of PICPA Dubai were invited to join the free event which was specifically designed to provide vital training about the fundamentals of Power BI and give them insights on how to effectively analyze and visualize data crucial for their organizations.

The workshop featured the resource speaker Ms. Christine Filomeno, Chief Executive Officer of MIBS and one of the board of directors of PICPA Dubai. Christine is a seasoned expert in the fields of internal audit and financial reporting and has a 20-year experience on various ERP and complex systems.

The same training was actually given to PICPA Dubai members during the 2023 Finance and Tax Summit, and since the leaders of the organization received a number of good feedbacks about this, the organization decided to provide another round of Power BI session and to have a more intimate workshop where the members can actually create their own dashboards using raw Excel files and an empty canvass.



Overall, the training was a great success, capping the session with a Board presentation using the reports created from PowerBI and how these information can be reported to users effectively. This workshop is sure to be one of the highlights of PICPA Dubai and more sessions are being planned in the future.





MILESTONES FY 2022-2023



LEADERSHIP TRAINING

FARM 50, FUJAIRAH

8-9 APR 2023

Two days of planning, team-building for PICPA Dubai Leaders and Volunteers

With the theme IGNITE, PICPA Dubai Leadership and new sets of officers gathered together last April 8-9 in the

Farm50, Fujairah for a 2-day event of team building, planning and talent showcase.

Opening the event, Head of Events, Anna Lynne Carino introduced the current officers and upcoming leaders to the group. This was followed by short talks by Chairman Lyndon Magsino on LEAD Session about Leadership and Mr. Erwin Alipio, board member, on Building Relationship through Conflict.

After everyone had already finished and settled, Ms. Christine Filomeno, board member, gave a presentation to all the incoming PICPA Dubai Officers and Leaders about the roles and responsibilities of each committee.

Of course, the evening will not be complete without the talent presentation of each committee for the PICPA Dubai Got Talent competition.

All participants have gamely presented their hidden talents for the night and just like any competition, there will be winners coming on top for this too. Coming in 3rd and 2nd places are the Membership team and Events team, respectively. And the 2023 PICPA Dubai Got Talent Grand Champions are the members of the CSR team – who came with full energy and costume with their dance repertoire.





The following day, all the committees presented their individual plans and activities for the coming 2023-2024 for the PICPA Dubai members and community. The 2-day planning was very productive and a breath of fresh air for the current and incoming new leaders of PICPA Dubai.





MILESTONES FY 2022-2023

DIGITAL MARKETING WEBINAR

ONLINE, DUBAI

20 APR 2023

Marketing has always been about connecting with your audience in the right place and at the right time, and Digital Marketing is the component of marketing that uses the Internet and online based digital technologies.

On April 15, 2023, PICPA Dubai run a webinar to know about the Who, What, Why, & How of Digital Marketing, with our prestigious guest speaker, Ms. Dennielle Lomboy. The participants were very engaged during the webinar and asked lots of questions which our speaker very much answered. Ms. Lomboy also shared many ideas coming from her wide experience in digital marketing.

A total of thirty-two participants attended this webinar which is free for PICPA Dubai members.

The graphic is a dark-themed promotional poster for a Zoom webinar. At the top left is the PICPA Dubai logo. The main title 'MAXIMIZING PROFITABILITY THROUGH DIGITAL MARKETING' is in large, bold, yellow and white letters. Below the title is a photo of the speaker, Dennielle Lomboy, with her name and 'Speaker' written below it. To the left of the photo, the date and time 'APRIL 15, 2023 (SATURDAY) 10AM - 12PM' are listed. To the right, the pricing 'FREE FOR ALL MEMBERS & 50 AED FOR NON-MEMBERS' is displayed. At the bottom, 'ZOOM WEBINAR' is written in yellow. The background features faint, light blue text resembling code.

PICPA Dubai

MAXIMIZING PROFITABILITY THROUGH DIGITAL MARKETING

APRIL 15, 2023 (SATURDAY) 10AM - 12PM

Dennielle Lomboy Speaker

FREE FOR ALL MEMBERS & 50 AED FOR NON-MEMBERS

ZOOM WEBINAR



MILESTONES FY 2022-2023

MOU SIGNING PPIE SUMMIT 2023

RADISSON BLU HOTEL, DUBAI

13 MAY 2023



PICPA Dubai joined the MOU signing with The Filipino Times during the PPIE Exhibition. Mr. Lyndon Magsino also gave a talk on finance on Day 1 of the summit.





MILESTONES FY 2022-2023

END-TO-END TAX COMPLIANCE &
ACCOUNTING OPERATIONS

NOVOTEL, DUBAI

20 MAY 2023





MILESTONES FY 2022-2023

125TH KALAYAAN (PHILIPPINE
INDEPENDENCE DAY CELEBRATION)
DUBAI WORLD TRADE CENTER, DUBAI
10 JUNE 2023





MILESTONES FY 2022-2023

PICPA DUBAI ANNUAL GENERAL ASSEMBLY & GALA NIGHT SHANGRI LA HOTEL, DUBAI 17 JUNE 2023













OUR PARTNERS





PARTNERSHIP BENEFITS





PHILIPPINES UPDATE

100 Years of Accountancy in the Philippines



FOR THE CENTENNIAL CELEBRATION OF THE ACCOUNTING PROFESSION, THE PHILIPPINE INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS (PICPA) IN COLLABORATION WITH THE PROFESSIONAL REGULATORY BOARD OF ACCOUNTANCY AND THE SECTORAL ORGANIZATIONS OF ACCOUNTANCY LINED UP SEVERAL ACTIVITIES FOR THE WEEK-LONG CELEBRATION.

Participating organizations were ACPAPP (Association of Certified Public Accountants in Public Practice), ACPACI (Association of CPAs in Commerce and Industry), NACPAE (National Association of CPAs in Education), and GACPA (Government Association of Certified Public Accountants).

With the theme **“Celebrating the Past, Transforming the Present, Shaping the Future”** the week-long celebration started with activities that promote environment protection and sustainable development. ACPACI jumpstarted it with volunteers who trooped to the Manila Bay area for the Manila Bay Clean Up activity. A tree-planting was also held at the La Mesa Watershed. Mangrove planting was conducted in Naga City, Cebu led by nACPAE and PICPA Cebu Chapter. In Koronadal City, the tree planting activity was spearheaded by nACPAE, PICPA-Davao, PICPA-South Cotabato, and Notre Dame of Marbel University.

Seminars were also conducted to update accountants and stakeholders on the developments and trends in the profession. “A View of the Accountancy Profession: Now and Beyond” seminar was held at the San Beda University. A tax clinic for micro-enterprises was held in Baguio while a webinar on the Future of BOA and the Philippine Accountancy Profession was conducted.

The activities for the centenary celebration also benefitted students. Accounting books were donated to JPIANs of PUP San Pedro, Laguna. Books and tools to accountancy schools were likewise donated with PICPA Luzon GAO as lead organization. An accounting quiz bee and a search for outstanding accounting students were done as highlights of the celebration.



As a way of giving back, PICPA and the sectoral organizations conducted a feeding program that benefitted the abandoned elderly. Love gifts were distributed to elderly CPAs and an Outreach Program for the Elderly was undertaken at the Home for the Aged in Quezon City.

As a culminating activity, 100 Most Notable CPAs in the accountancy profession were recognized in a gala ceremony at the Manila Hotel. The awardees are worthy of emulation. They have contributed to the advancement of the profession and in nation-building.

The conferment of the “Centenary Awards of Excellence” and “Recognition Awards for the Board of Accountancy Members” marked the culmination of the year-long celebration of the Centenary Year of the Accountancy Profession in the Philippines.



Philippine Accountancy Centenary Milestone

- On March 17, 1923, the Sixth Philippine Legislature approved the Accountancy Act of 1923, formalizing the practice of accountancy in the country, while recognizing it as a lawful profession.
- Under Accountancy Act of 1923, the BOA was created with three members. It determined qualification of persons applying for certificates, made rules for the examination of the same, and finally, issued certificates allowing the person to practice as a public accountant and be identified as a CPA.
- The first CPA Licensure exam was administered by BOA in May 1932, and the scope concentrated only on four accounting subjects: Theory of Accounts, Practical Accounting, Auditing and Commercial Law.
- The awardees received a stylized obelisk made of stainless steel, a symbol of untarnished reputation and unquestionable integrity, is a memento of success to honor the notable CPAs.
- Centenary Celebration Committee Co-Chairperson Aphet Martinez conceptualized and designed the obelisk and was executed by renowned University of the Philippines (UP) and Tanay artist Bernardo Balagtas.



SUCCESS STORY FROM PICPANS



“Cauliflower”

In life, we often face unexpected challenges that have the potential to shape our future. For Randy Ayson, a native of Pampanga, Philippines, the eruption of Mt. Pinatubo during his childhood seemed like an end to his dreams. However, Randy's story is one of resilience and determination that showcases how one can overcome adversity and achieve great success.

The eruption of Mt. Pinatubo in 1991 was a catastrophic event that affected countless lives. Randy, who was just eleven years old at the time, witnessed the devastation first-hand. The eruption resulted in the formation of a giant cauliflower-like cloud in the sky, and soon after, ashes and sand began to fall, covering everything in its path.

Randy's village was not spared from the destruction caused by the eruption. The overflowing river, swollen by heavy rains and lava, flattened every structure, leaving behind an ocean of sand. In the face of such adversity, Randy and his family, like many others, had no choice but to evacuate to a nearby village and seek refuge in a vacant factory building. The government provided bunkhouses, but they offered little comfort.

Despite the challenging circumstances, Randy remained determined to pursue his education. He transferred to the nearest public school and, against all odds, managed to graduate as the class valedictorian. His academic achievements earned him a scholarship that would pave the way for his future success.

Randy's journey continued through high school and college, where he excelled as a scholar. He pursued a degree in Accountancy and, upon graduation, passed the CPA examination. Armed with his qualifications, Randy embarked on a career in Manila, working tirelessly to support his family's financial needs.

However, Randy realized that his salary alone was not sufficient to fulfil his responsibilities. He had his family's debts to pay, his siblings' tuition fees to cover, and his own expenses to support. In search of better opportunities, Randy made the bold decision to move abroad, eventually finding employment in Dubai.

..continue..



SUCCESS STORY FROM PICPANS

..continued...

With his job in Dubai, Randy's fortunes began to change. He used his earnings to pay off his parents' loans, send his siblings to school, build a comfortable home, and provide his children with access to quality education. Despite the hardships he faced, Randy's perseverance and dedication enabled him to turn his life around and create a brighter future for himself and his loved ones.

Beyond his professional achievements, Randy has also been actively involved in various organizations and initiatives. He is the current Vice President at the Philippines Institute of Certified Public Accountants (PICPA) in Dubai, where he raises awareness and contributes to the development of the accounting profession. He also serves as a representative for the Philippines Professional Organization in the UAE and is the Administrator and Founder of Filipino Accountants in UAE, fostering a sense of community and support among fellow professionals.

Randy's commitment to personal growth and development led him to join Toastmasters International, where he hones his communication and leadership skills. He is an active member of the St. Mary's Church Toastmaster Club.

His expertise and opinions have been sought after, as evidenced by his featured appearances in the The Filipino Times. Randy has shared his insights on various topics, including the weakening of the Philippine peso and the UAE's new corporate income tax laws. He has also demonstrated his leadership and organizational abilities through his involvement in different projects and initiatives.

Randy's educational background is commendable, with a Certified Public Accountant (CPA) certification and a Bachelor of Science in Accountancy from the Angeles University Foundation in the Philippines. He gained valuable experience as an audit trainee at SGV & Co., a prominent auditing firm in the Philippines.

In June 2006, Randy began his employment in Prime Projects International, a diversified group of companies headquartered in Dubai, UAE with over 15,000 staffs deployed around the world under construction, labor services, and hospitality services. As an Accounting Clerk, he worked his way up and became an Account Executive.



SUCCESS STORY FROM PICPANS

..continued...

In August 2018, Randy joined Sul Fiume Group of Restaurants as an Accounting Manager, a group of restaurant chains across Dubai, UAE. He managed the accounting and financial aspects of the group, which prepared him for his current role as the Chief Accountant of Sunset Hospitality Group.

He oversees the financial management of the company's hotels, restaurants, beach clubs, nightclubs, and fitness centers. SHG is a diversified hospitality investment company that manages several high-end top brands in the hospitality industry including Black Tap, Azure Beach, Sushi Samba, Aura, Joe's Backyard, Luigia, MOTT 32 and a lot more. Randy's role is critical in ensuring the financial stability and growth of the company. His expertise in accounting and finance is a valuable asset in making strategic business decisions and ensuring the company's financial statements are accurate and transparent.

In conclusion, Randy Ayson's inspiring journey from the ashes of Mt. Pinatubo to being to becoming the Chief Accountant of a leading hospitality investment company in Dubai, UAE, is a testament to his hard work, determination, and dedication to his profession. His contributions to the accounting and finance industry in UAE are commendable, and his active role in the Filipino community is an inspiration to many. Randy is a true example of how one can achieve success by working hard and persevering towards their goals.

One of Randy's favourite quotes is from Nelson Mandela, "After climbing a great hill, one only finds that there are many more hills to climb. I have taken a moment here to rest, to steal a view of the glorious vista that surrounds me, to look back at the distance I have come. But I can only rest for a moment for with freedom comes responsibilities, and I dare not linger, for my long walk is not yet ended".

Randy thought that Mt. Pinatubo eruption will define his future; he thought that it will end his journey. No, it did not! In fact, he is just getting started. Now, whenever Randy sees a cauliflower, he eats it and use it to fuel his body and dreams.

-Randy Ayson CPA



MEMBER FEEDBACKS

For us serving the PICPA Members, no greater reward is ever received than the support and appreciation from its members and attendees.

And so, from the bottom of our hearts, our grateful thanks to all your messages and rest assured that we will strive to our very best to serve our organization and its members.

Thank you very much PICPA officers for organizing such a wonderful learning session. Thank you Ms. Christine for imparting your knowledge and expertise. More power to all of you! God bless everyone!

7:50 pm

Thank you PICPA and Ms. Christine for today's vidyow este learnings.

7:35 pm

so much gratitude to Ms. Christine and PICPA Dubai amazing team! 🙏🙏 super happy that I was able to attend this event, I learned a lot as usual! 😊

7:10 pm

thanks so much ms christine ❤️

7:19 pm

Thank you very much christine and picpa

7:27 pm

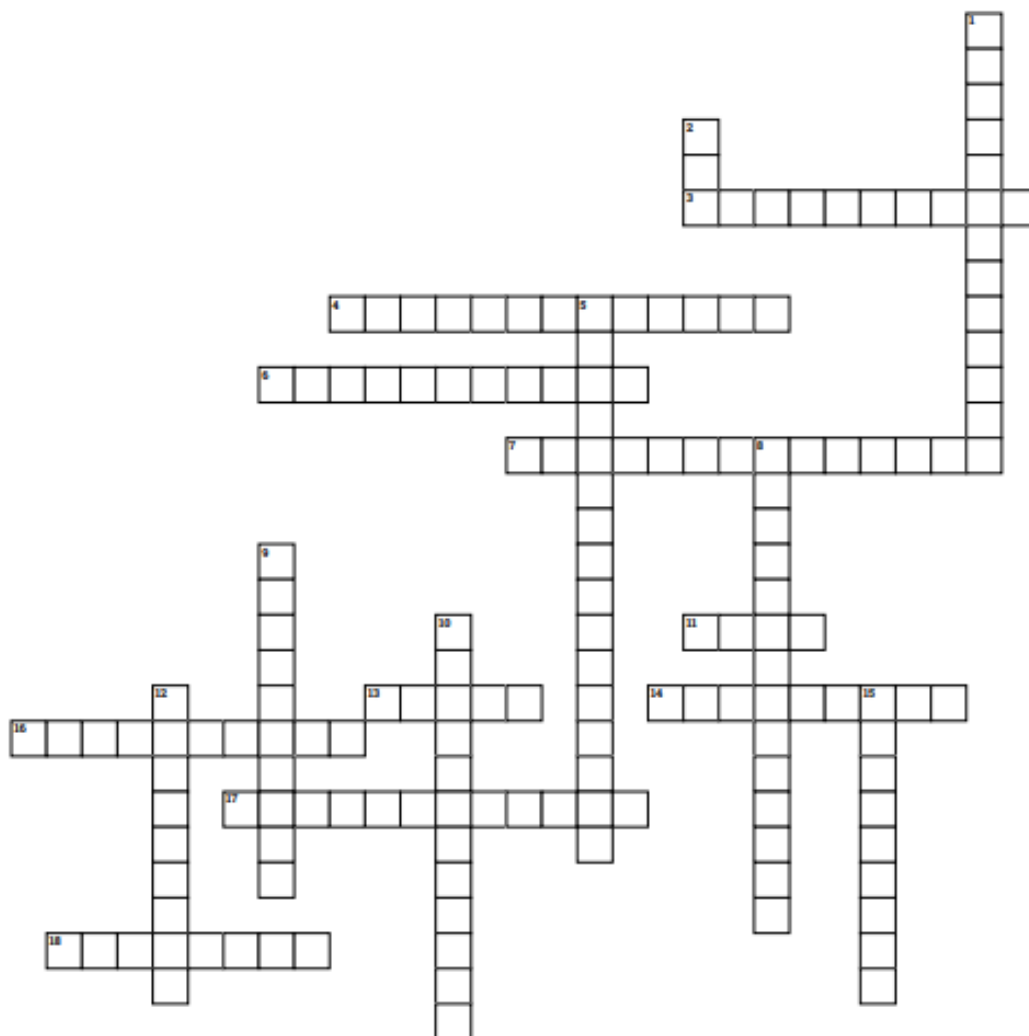
Thank you Ms. Christine and to all PICPA officers for making this day so productive as the Power BI does! Godbless you all!

7:30 pm



FUN CORNER - CROSSWORD

Intro To Business



Across

- [3] A period in which most people who want work are working, businesses produce goods and services in record numbers, wages are good, and the rate of GDP growth increases.
- [4] A government may spend less than it takes in. This is the result.
- [6] the sales of durable and non-durable goods bought by consumers.
- [7] Spending by businesses for items such as land, buildings, equipment, and new products
- [11] Debt for an organization.
- [13] Ownership in a corporation.
- [14] Decrease in general level of prices.
- [16] A phase marked by a prolonged period of high unemployment, weak consumer sales, and business failures.
- [17] output per person.
- [18] The phase in which unemployment begins to decrease, demand for goods and services increase. And GDP begins to rise again.

Down

- [1] A government may spend more than it takes in.
- [2] Economic growth refers to a steady increase in the production of goods and services in an economic system.
- [5] the portion of people in the labor force who are not working.
- [8] the salaries and wages as well as investment income and government payments to individuals.
- [9] A number that compares prices in one year with prices in some earlier base year.
- [10] the production output in relation to a unit of input, such as a worker.
- [12] A period in which demand begins to decrease, businesses lower production, unemployment begins to rise, and GDP growth slows for two or more quarters of the calendar year.
- [15] Increase in the general level of prices.

Copyright © 2023 crosswordspin.com | For personal use only.



FUN CORNER – WORD SEARCH

In a Journal

E R N N A D D R E S S E S C A
S S C T H O U G H T S M T E P
E T A C M D T H S M R O Y N G
M O R D E U T O S E E O A N H
L T P Y O A C L R E C N I I A
C I S E T O N I N H O P O D N
E O C A L E N D A R R H D A D
E N I R S N I A A T D A S T W
N P C P S T A Y R S D S S E R
F E E L I N G S M D C E U B I
M I U A C O N T A C T S S H T
O T E N T R I E S S Y N E D I
N H S N E O E N D B U H G A N
T W E E K W R R O E R K R L G
H P S R E B M U N E N O H P W

Week
Calendar
Handwriting
Month

Year Planner
Contacts
Date
Addresses

Notes
Entries
Holidays
Phone Numbers

Feelings
Record
Moon Phases
Thoughts



FUN CORNER - TRIVIA

12 Fun Facts About Accounting

1 The word 'accounting' originated from Old French 'acont' meaning 'account, reckoning or terminal payment.'

2 The word accountant in the english language is derived from the Old French word "compter"

3 The first recorded name in history belonged to an accountant

4 Bubble gum was invented by an accountant

5 FBI accountants played a huge part in bringing down Al Capone

6 Before there was a standard numbering system, accountants kept track of animal and grain with clay tokens

7 Luca Pacioli developed the field of accounting

8 Mick Jagger and Robert Plant of Led Zeppelin were both pursuing accounting before their music careers took off.

9 Income tax was originally introduced as a temporary measure to finance war against France

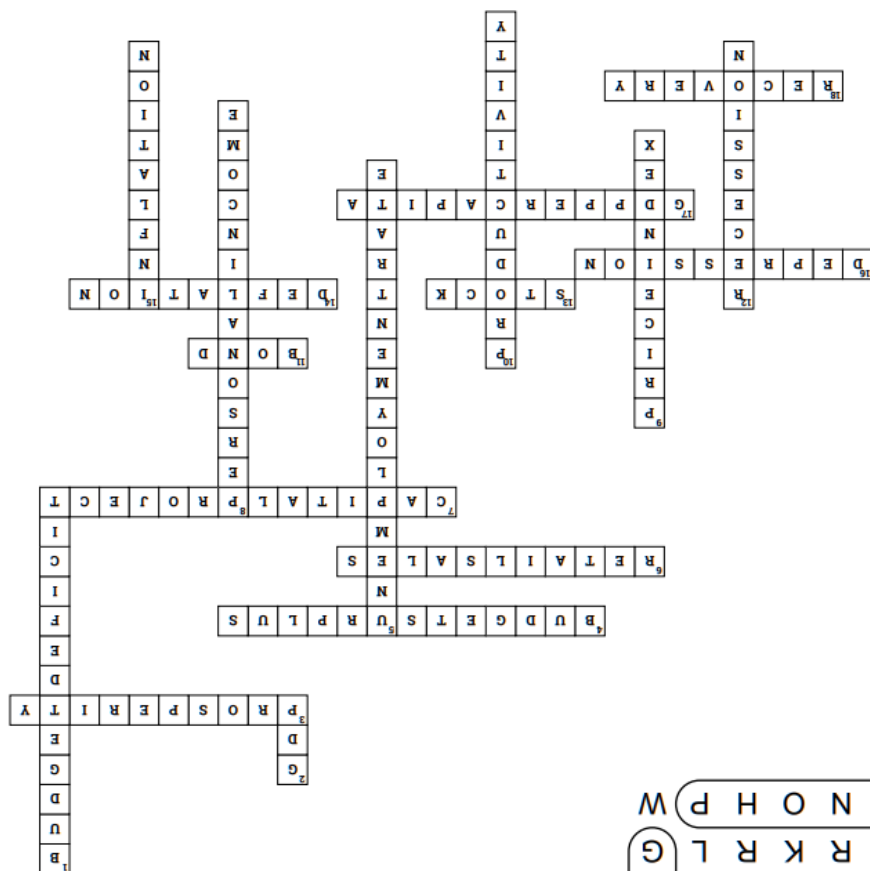
10 Accountants spend approximately 1700 hours hand counting ballots for the Academy Awards

11 The words debit and credit come from the latin words debitum and creditum

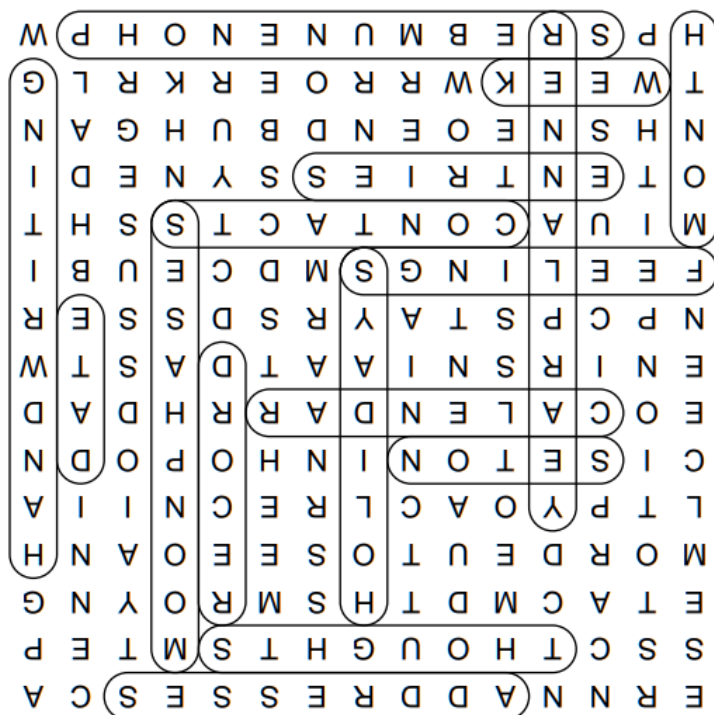
12 The FBI employs over 2000 accountants



FUN CORNER - ANSWERS



Solution



Solution



VOLUNTEER CORNER



CALL FOR VOLUNTEERS

Requirements to serve:

Should be an active PICPA Dubai member with ethical standards and has the ability to work collaboratively with others.

If you are interested to work with professional leaders and willing to serve as volunteer, please contact our PICPA Dubai President, **Ms. Aimberly De Viana**, +971-54-400-6048





PUBLICATION GUIDELINES

We at Philippine Institute of Certified Public Accountants Dubai aspire to publish high-quality content. To achieve this, the PICPA Dubai Committee on Communications and Publications reviews all submissions thoroughly and fairly where the organization's reputation in the industry is at stake. The process involves professional and ethical decisions before publishing to our readership and thus the below guidelines are set forth by PICPA Dubai Communications and Publications Committee as on 01 July 2019:

- 1) The Article should be unique and originally written by the Author. He/she must be the guarantor and take full responsibility of the Article as a whole and has the exclusive rights to publish and submit without any prejudice with PICPA Dubai.
- 2) The Article should contain a good research and well justified content. Please submit a reliable source link if obtained through a third-party.
- 3) PICPA Dubai does not accept "Honorary Authorship". These are articles written in favor of someone prestigious or in public service to promote personal, entrepreneurial or political publicity.

Note: PICPA Dubai may accept publications by a business entity. Kindly email sponsorship@picpauae.com for details.

- 4) Categories should be relating to the Finance profession, such as, but not limited to, Business, new and amended accounting and finance regulations, health and fitness, education and lifestyle.
- 5) The Article should be minimum of 500 words and maximum of 2000 words including spaces.
- 6) PICPA Dubai reserves the right to revise or reword, with the Author's consent and information, before publicly publishing the Article.
- 7) Once the Article is approved by the Committee, the Author agrees and give consent to PICPA Dubai through the official newsletter "The Journal" to publish and re-publish the Article in any platforms, provided that the Author is given full credit.
- 8) The Author should submit his/her short autobiography, with a professionally taken photo in high resolution.
- 9) All Articles should be submitted to THEJOURNAL@PICPAUAE.COM only. Any and all communications relating to the Article will be exclusively communicated through this email.



EDITORIAL BOARD

JAY ESPINOZA

Editor -in- Chief

AMMEL IZON

News Writer/ Proofreader

REGINA MALABAD

Layout / Graphic Artist

ROMEL VICENTE

Photographer/ Videographer

RANDY AYSON

Contributor

LYNDON MAGSINO

Advisor



CONTACT US

For more info, send us message below:

- www.picpadubai.org
- chairman@picpadubai.org
- president@picpadubai.org
- membership@picpadubai.org
- finance@picpadubai.org
- treasury@picpadubai.org
- events@picpadubai.org
- partnership@picpadubai.org
- csr.picpadubai@gmail.com
- communications@picpadubai.org
- thejournal@picpadubai.org

