



The ICAEW is a world leading professional accountancy body, providing representation, qualifications and support to more than 134,000 members in over 160 countries. Founded in 1880 the ICAEW has a long track-record of working in the public interest with governments and regulators. Many of the frameworks and standards that guide the modern accountancy profession were developed in conjunction with the ICAEW.



Market

During periods of economic uncertainty, people making business decisions need the knowledge and support of finance professionals, trained to provide objective and impartial advice at the highest levels. ICAEW's members challenge people and organisations to think and act differently. The training and professional development

they receive equips them to be capable of providing leadership and direction to organisations of all sizes across economic sectors. Collectively ICAEW members make a major contribution to economic activity as well as to the effective operation of markets.

Chartered accountants work across the full breadth of the economy, using their expertise

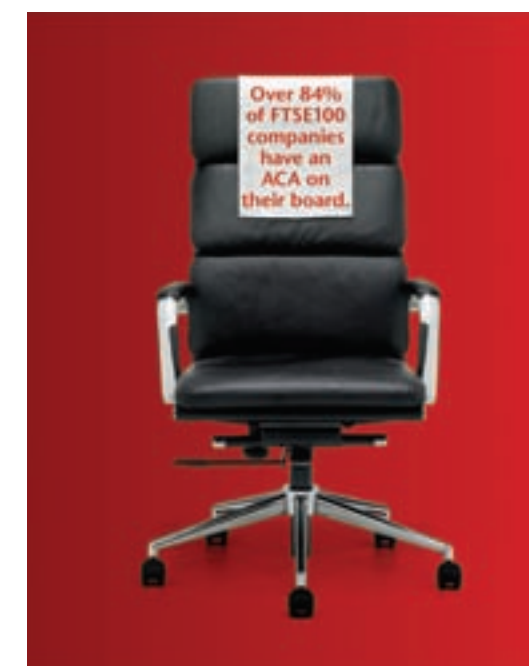
in business, practice and the public sector to drive efficiency. For example, in 2009 more than 84 per cent of the FTSE 100 members' boards included an ICAEW member. The organisation licensed 4,100 audit firms and its members working in private practice were a first port of call for many of the SMEs that constitute the backbone of the UK economy.

The ICAEW's flagship professional qualification, the ACA, attracts talented people from a variety of backgrounds. While the majority of its students are graduates it encourages access to the profession through a variety of routes and it is possible to qualify as a Chartered Accountant straight from school.

Product

The ACA is widely regarded as one of the leading global business and finance qualifications, recognised and valued across industry sectors. The ICAEW offers ACA training through more than 3,000 authorised training offices around the world, from the UK to Malaysia, Pakistan, Russia, China, Cyprus and the United Arab Emirates, as well as through partnerships with leading education providers in other countries.

Characterised by its technical rigour, ethical focus, international outlook and multidisciplinary approach, the ACA is designed to reflect modern global accounting practices. Once qualified, members are entitled to call themselves 'chartered accountants' and to use the designatory letters ACA (Associate of the Institute of Chartered Accountants in England and Wales). To retain ACA status, members must participate in continuing professional

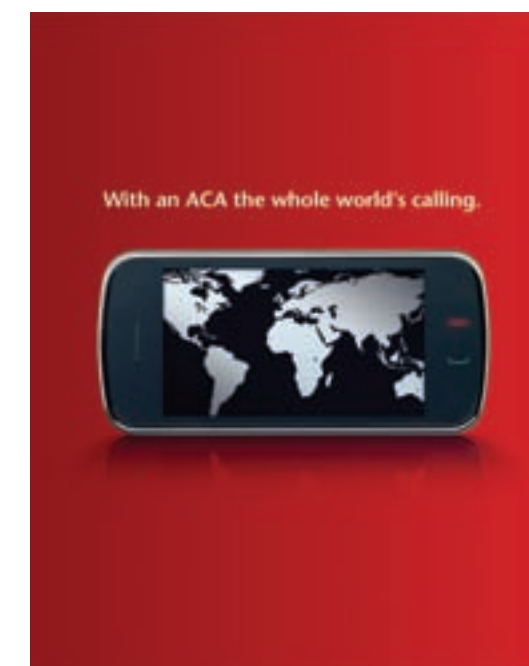


development every year to ensure their skills and knowledge remain up-to-date and relevant. As well as the ACA, the ICAEW provides a range of additional qualifications across various disciplines such as corporate finance (CF), charity accounting (DChA), and International Financial Reporting Standards (IFRS certification). To widen access to the profession, the CFAB qualification was introduced in 2008 to allow individuals without formal qualifications the opportunity to be certified in the foundations of finance, accounting and business.

Achievements

A key part of the organisation's role is to encourage and promote informed debate on the future of the profession as well as the economic sectors it supports. Its thought leadership activity in areas such as tax, auditing, financial services and corporate reporting feeds directly into the public policy debate both in the UK and increasingly internationally. For example, in 2009 it was commissioned by Government to undertake an in-depth analysis of the bank lending environment for small businesses. Its G20 submission advocated the importance of convergence of financial reporting standards which became one of the key recommendations of the Denver summit.

The ICAEW also works extensively with organisations such as the World Bank to encourage the profession in developing economies such as its recent project with the Bangladesh Government, intended to raise standards across the country's fledgling accountancy profession.



Closer to home its financial capability initiative encourages members to work with schools and colleges to help deliver personal finance education through a structured programme of outreach. This initiative is intended to help young people develop the basic skills needed to manage their personal finances.

Recent Developments

The ICAEW has also recently launched the Business Sustainability Programme (BSP), which allows businesses to educate their staff on social and environmental issues; and the first peer-to-peer leadership network, the Financial Talent Executive Network (F-TEN). Aimed at the next generation of finance leaders in business and practice, F-TEN is designed to help employers retain their best talent and develop their leadership capabilities. The Narrowing the Gap programme is designed to help businesses recruit and retain the best female financial talent, as well as helping individuals returning to the workforce after a career break. The programme is supported by the ICAEW's dedicated recruitment portal www.icaewjobs.com – an all-encompassing career resource for members that showcases the opportunities available to ACAs worldwide.

Promotion

An international advertising programme was launched in October 2009 to reinforce the premium positioning and global appeal of the ACA qualification. This campaign built on the success of the 2008 campaign which demonstrated a measurable shift in positive perceptions among the ICAEW's key stakeholders, as well as increased recognition of the ACA. Advertisements feature in national and trade press, online, and in transport hubs.



Brand Values

The ICAEW has a clear vision – to inspire business confidence in the UK and internationally. Its mission is to deliver on its Charter obligations. Its strategy is to focus on premium positioning for member services, qualifications, reputation and influence, delivered through partnerships and international growth.

Building on its leadership position in the UK, the organisation is focused on representing and supporting the profession across the world.

icaew.com

Things you didn't know about ICAEW

The ICAEW is the only international professional body to be invited to join the World Economic Forum in Davos.

The ICAEW is a founding member of the Global Accounting Alliance (GAA), which has more than 775,000 members.

ICAEW Library and Information Service holds the largest collection of UK accountancy auditing and taxation resources in the world.

The Business Confidence Monitor, a quarterly report from the ICAEW, is drawn upon as an accurate barometer of business thinking by the UK Government and the Bank of England.

Many of the founding fathers of the 'Big Four' accountancy firms were early presidents of the ICAEW – such as Arthur Cooper, William Deloitte, Edwin Waterhouse and William Peat.

1880	1893	1919	1930	1970	1999
A new professional body, The Institute of Chartered Accountants in England and Wales (ICAEW) is created by Royal Charter.	Chartered Accountants' Hall, in the City of London, is completed and opened by the ICAEW's president Edwin Waterhouse. It goes on to become a Grade II listed building.	Mary Harris Smith is admitted to the ICAEW, becoming the first female chartered accountant in the world.	Sir William Plender of Sundridge (ICAEW president, 1929-1930) becomes the first chartered accountant to receive a peerage.	The extended and new building at Chartered Accountants' Hall is opened by Her Majesty Queen Elizabeth The Queen Mother.	Dame Sheila Masters is the first woman to become president of the ICAEW.

2006	2007	2008	2009
The ICAEW is appointed by the European Commission to study the implementation of IFRS throughout the European Union.	The ICAEW wins a £1 million tender from the World Bank to raise standards across the accountancy profession in Bangladesh.	ICAEW chief executive Michael Izza chairs the committee recommending to the Chancellor an independent valuer for Northern Rock.	A new, modern business centre and restaurant are launched to support members.