



ZAMBIA INSTITUTE OF CHARTERED ACCOUNTANTS

OPENING REMARKS BY THE ZICA SECRETARY AND CHIEF EXECUTIVE MR BONNA KASHINGA DURING THE LAUNCH OF THE CA ZAMBIA AMBASSADORS PROGRAMME HELD AT SANDYS CREATIONS ON THURSDAY, 11TH MARCH 2021

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I wish to recognise the presence of:

The ZICA President, Mrs. Cecilia Zimba,
Immediate Past President, Mr. Jason Kazilimani Jr
Council Members,
Senior Members,
Chief Executive Officers,
Bridges Limited, Chief Executive Officer, Mr. Chibamba Kanyama,
Vice Chancellors and representatives from our Tuition Providers,
Distinguished guests,
Good Evening!!

It is a great honour to welcome you all to the launch of the prestigious Chartered Accountant (CA) Zambia Ambassador's Programme (CAZAP). The Institute is happy to have been able to host this prestigious event amidst the covid19 pandemic. We are indeed happy that you took time to join us in celebrating this momentous occasion.

I would like to take this opportunity to mention that the CA Zambia Ambassadors Program (CAZAP), is a prestigious leadership programme for CA Zambia qualified graduates and students who are dedicated to serving and representing the Institute. The mission of the CAZAP is to cultivate CA Zambia brand Ambassadors who will share their CA Zambia experience with prospective students, their families, their communities and serve as agents of change in driving a good brand image, new student recruitment through marketing the CA Zambia qualification in their interactions with prospective students and when they perform special ambassadorial duties at various ZICA and non-ZICA events.

The prestigious CAZAP offers candidates outstanding intrinsic and extrinsic benefits including but not limited to the following:

- Discounted Annual Subscription fees
- Discounted Examination fees
- Free attendance at CPD events
- Free attendance at the Pre-AGM workshop and Gala Dinner
- Discounted fees for selected short courses in capacity building
- Special recognition and a pull of talent for employers

In view of the above, I wish to inform you that the application process to prospective candidates was opened in December 2019 and a total of ninety eight (98) applications were received, from which thirty five (35) candidates were shortlisted through a vigorous selection process which involved interviews and presentations to a select panel of experts. Out of the 35 shortlisted candidates, fourteen (14) candidates were selected to be CA Zambia Brand Ambassadors. It is the desire of the Institute to recruit 10-20 CAZA's every year up to a maximum of 70 CAZA's over a 5-year period. The selected candidates will be required to undergo intensive training as has been done for the 2021 cohort, in the first quarter of the preceding year which will be aimed at addressing the breadth and depth of knowledge, skills, and behaviours required to function as brand ambassadors. The training will be followed by a launch event such as this one where the Institute will officially introduce the CA Zambia Ambassadors to the market for the commencement of their activities.

I wish to emphasise that, being a brand ambassador comes with a great deal of responsibility and high expectations. It's a voluntary responsibility that gives you the opportunity to give back to the Community and help in enhancing the Institute's profile worldwide whilst enjoying greater benefits as mentioned earlier. It is worth mentioning that the CAZA become involved in professional and academic networks which will benefit their career paths and enhance their development resulting in a broadened social circle through contact with alumni who had similar experiences. For more details on how CA Zambia Students and graduates can join this prestigious programme, you can visit our website on www.zica.co.zm/zica-cazap/.

Lastly, I would like to mention that even though these CA Zambia candidates will receive special training and recognition, it does not mean that those studying other ZICA Qualifications should relent as they are also flag carriers of the Institute. The call is for all graduates and students to fly the ZICA flag, uphold the highest ethical standards and values that enable professional accountants

to make the right choices and good judgement. I encourage all students studying the Diploma in Accountancy to consider coming on board our premier qualification the CA Zambia programme. The CA Zambia programme will enable you to apply for the prestigious Ambassadors programme and take part in the various activities.

Ladies and Gentlemen,

With these few words, it is my singular honour to call upon the ZICA President Mrs. Cecilia Zimba to give her welcoming remarks.

Mrs. Zimba