



ZAMBIA INSTITUTE OF CHARTERED ACCOUNTANTS

**OPENING REMARKS BY THE ZICA PRESIDENT MRS CECILIA ZIMBA 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:

Council Members,

Immediate Past ZICA President Mr. Jason Kazilimani Jr,

Senior Members of the Institute,

Chief Executive Officers,

Vice Chancellors, Dean of Schools from our partner Institutions,

Bridges Limited, Chief Executive Officer, Mr. Chibamba Kanyama

Distinguished participants,

Good Evening!!

Thank you for inviting me to be part of the launch of the prestigious Chartered Accountant (CA) Zambia Ambassadors' programme and I am indeed delighted to officiate at this momentous occasion. I am honored to be here with you, our brand Ambassadors and indeed all our distinguished invited guests. It is a real pleasure to be here with you today. Today's event is a celebration of the power of education as we unite to shape the future of the CA Zambia brand and that of our country through a cohort of torch bearers that will fly the flag of the Institute and represent the Accountancy Profession at large. I must indicate that looking at such enthusiastic, dedicated young leaders who will accomplish great things makes me feel very optimistic about the future of our country, the potential I see in this room is as promising as the potential I see for the leaders of tomorrow.

I wish to take this opportunity to commend the ZICA Management for being proactive in developing initiatives such as this one in promoting the CA Zambia qualification and the ZICA brand at large. I am alive to the rigorous selection process that was undertaken to select the 14 candidates who made it in this prestigious programme. To those that did not make it, I urge you to work harder in ensuring that you position yourselves favourably for the next recruitment cycle

scheduled for November 2021. I also want to thank our partners Bridges Limited for the seasoned and enriching training that they provided to the Ambassadors, equipping them with the skills to thrive in their communities.

Turning to the future, the most important aspect of being a successful brand ambassador is believing in the product you sell or represent, it calls for one to tell everyone who will listen how much you love your brand. It is this genuine appreciation for your brand that you will share within your inner circles and in your communities. With the recent developments in the CA Zambia qualification and in particular, the registration and accreditation of the programme, it calls for extensive outreach to inform, educate and project the wonderful benefits of enrolling onto the ZICA qualifications. I believe that the fundamental challenge that the Institute faces is to achieve a shared understanding of the contribution and value to the education and training of accountants in the country as per the Institutes mandate. This is by no means an easy task and you have a huge task ahead of you to play your role as Ambassadors.

As you represent the Brand, I urge you to uphold the ZICA values of professionalism, innovation, integrity, customer centricity, excellence and accountability. Since the behaviour of the ambassadors reflects on the brand, in whatever you do, and as you execute your duties in your personal life, bear in mind that you have a duty to uphold the values of the Institute. Lastly, I would like to reiterate that, Chartered Accountants Worldwide (CAW) launched a new strategic initiative aimed at positioning Chartered Accountants as reliable, trusted voices and catalysts for change to help get businesses and economies moving again through the difference makers value proposition.

The difference makers' concept is aimed at encouraging Chartered Accountants to connect with each other as difference makers and connect their role of Chartered Accountants to the contribution they make in the organisations where they work, in communities, society and the wider economy. I implore you to take up the mantle to make a difference in the communities your serve. I am confident that all of you our flag carriers will excel in your duties as the CA Zambia Ambassadors.

It is my singular honour and privilege to now declare the launch of the CA Zambia Ambassadors Programme Officially open.

God bless you all