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Via website posting: <http://www.ifac.org/paib>

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Re: Exposure Draft Comment:

**Professional Accountants in Business Strategy and Work Plan for 2010-12**

The Certified General Accountants Association of Canada (CGA-Canada) welcomes the opportunity to comment on the Professional Accountants in Business (PAIB) Strategy and Work Plan for 2010-12. Having a large and diverse constituency of members who work in public practice and in many areas other than public practice, CGA-Canada is supportive of the International Federation of Accountants (IFAC) continued efforts to position the global accountancy profession as a provider of expertise and value.

Importantly, CGA-Canada sees well the deliberate attention being given to “professional accountants in business” as defined by the Exposure Draft. All too frequently, stakeholders can be perplexed by the distinct roles and the capabilities of either, or both, accountants in “public practice” and those in “business”. Moreover, in some jurisdictions, public expectation and awareness of the professional obligations of the respective groupings can sometimes be unintentionally misconstrued; as outright asymmetrical.

In the spirit of heightening both external understanding of the profession and the internal conduct of its members, the opportunity before the IFAC resides in its ability to shape a renewed public confidence, and reliance, on professional accountants. Undeniably, those engaged in public practice enjoy positive repute as many who rely on the services of public accountants have come to recognize the rigour of the standards that govern these practitioners. The same cannot be as confidently said to have accrued to the balance of the professional accountants who likewise make invaluable contributions to the for-profit and not-for-profit sectors. That is, those in public practice merit the reputation enjoyed while those not engaged in public practice could be advantaged by a deliberate campaign aimed at harnessing and likewise promoting the value and virtue of the “whole” of the accountancy profession.

CGA-Canada congratulates the PAIB’s articulation of a Strategy and corresponding Work Plan. The overview, vision, strategic objectives, direction and output frame the deliberate focus, while the desire to advance common values of the professional accountant and an effective communication strategy provide for the mediums by which the consequence may be allowed to resonate. The tasks and practices

of the Work Plan, in turn, provide for a reasonable set of drivers that set into action the broader PAIB Strategy.

In short, CGA-Canada is fully supportive of the PAIB's direction and is eager to comment on, or to otherwise contribute to, an IFAC *Code of Ethics for Professional Accountants* that continues to universally refine and to externally promote the professional conduct of all recognized accountants; whether "practicing" or "professional".

Should you wish to discuss the contents of this comment paper or require further elaboration on any of the items presented herein, please do not hesitate to contact the undersigned at [rlefebvre@cga-canada.org](mailto:rlefebvre@cga-canada.org).

Sincerely,

[Original signed by:]

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