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**FOR IMMEDIATE RELEASE**

**Leading Management Accounting Conference to Debut in Shanghai this September**

*-- Renowned experts to share their knowledge and know-how in these challenging times --*

**Montvale, N.J., USA, May 22, 2009** -- The world's leading accounting and finance thought leaders will convene on 10-11 September, 2009 for IMA's 4<sup>th</sup> Annual Global Conference to be held at the Portman Ritz-Carlton Shanghai. Following three successful Global Conference events, for the first time, IMA will bring this leading event to Greater China.

IMA's inaugural event in this region will present educational sessions in performance management, risk and internal controls, EVA (Economic Value Added), and the balanced scorecard for senior management executives, management accounting practitioners, management consultants, academics, and researchers.

"Especially in today's challenging economy, management accountants provide important input for organizations to make informed business decisions," said Jeff Thomson, IMA president and CEO. "IMA's Global Conference will help management accountants advance their skills to help organizations not only survive the immediate crisis, but to thrive in the long term."

Keynote presenters will include Mr. Thomson and Bennett Stewart, founding partner, Stern Stewart & Co.; and chief executive officer, EVA Dimensions LLC. Mr. Thomson's session, "*Management Accountants – Stepping Up in Turbulent Times*," will draw upon his two decades of experience at AT&T, where he served in various financial, strategic, and operational roles, and was responsible for implementing the company's first Activity-Based Costing program. Mr. Stewart's presentation, "*Measuring, Managing and Maximizing Value – A Practical Management Guide*," will demonstrate how to measure EVA and use it to make business decisions, illustrated through case studies of Chinese companies. Other Conference sessions will include representatives from Ingersoll Rand, SinoChem, and Merck China.

During the Conference, IMA will hold an awards ceremony to announce the winners of the Student Case Competition, in which student teams from colleges and universities submitted solutions for a management accounting case on DVD. The conference will also feature an exhibition area showcasing products and services to support the profession, including software providers, placement services, and consulting firms.

"With a growing economy, Shanghai is an important market to IMA and we're pleased to host our premier international event in this exciting city," said Jim Gurowka, IMA director of international development. "We hope to continue the successful tradition of IMA's Global Conference which began three years ago."

For complete program and registration information on IMA's 4<sup>th</sup> Annual Global Conference, visit IMA's Conference website at [www.imaglobal.org](http://www.imaglobal.org)

**About IMA®**

With a worldwide network of about 60,000 professionals, IMA is the world's leading organization dedicated to empowering accounting and finance professionals to drive business performance. IMA provides a dynamic forum for professionals to advance their careers through Certified Management Accountant (CMA®) certification, research, professional education, networking, and advocacy of the highest ethical and professional standards. For more information about IMA, please visit [www.imanet.org](http://www.imanet.org).

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