



2023 Fiji Institute of Chartered Accountants Congress

Theme: Fiji's Tomorrow Today.

Friday June 23 – Saturday June 24

Support for congress

By AISHA AZEEMAH

ASCO Motors has added sponsoring the Fiji Institute of Chartered Accountants (FICA) Congress 2023 to its growing list of initiatives to support capability building.

Electing to be gold level sponsors, the company is proud to do its part in support of the congress.

Chief executive officer Ronald Kumar said: "Asco Motors is part of Toyota and Toyota is very focused on learning and development, supporting growth and supporting any platform that supports the development of professionals."

Asco Motors has long sponsored similar conferences and, recognising the industry's importance to business, saw the FICA Congress as an opportunity to support the accountancy profession.

"With professionals in accountancy, that's a profession that champions corporate ethics, good governance, and we are very big on that," Mr Kumar said.

Eager to attend the event himself, Mr Kumar said: "I'm a strong advocate for face-to-face networking and you can't put a dollar value on that sort of interaction."

"Since lockdown I think there is more of an appreciation for any avenue to meet people and rekindle business relationships, so I think that's exciting more people for this forum as well."

"I've been attending such congresses and forums for as long as I can remember, and every time, I've come back having learned new things which ultimately help us connect with new people, new processes, new business opportunities."

Asco Motors Fiji has its own academy that provides a wide range of training programs, not only to its own people but to the wider Pacific.

"Asco motors believes that the human element of anything needs fostering and development," Mr Kumar said.

"So, it's an inherent DNA thing with us to support any opportunity to grow, not just our own people, but any profession, any organisation that could use



Asco Motors Fiji chief executive officer Ronald Kumar at his office. Picture: JONA KONATACI

the support."

The sponsorship allows Asco a platform to market their services, but a greater importance is placed on the opportunities for growth for the Asco team that will be in attendance.

Mr Kumar emphasised that their measure of success for the sponsorship will be in seeing their executives and staff broaden their minds and implement the ideas they absorb from the conference's many brilliant

speakers. Asco Motors is proud to support the FICA Congress and hopes to maintain a positive working relationship with the organisation.

"It is our corporate responsibility."



LICI, Fiji Operations general manager Pradeep Shenoy says the Fiji Institute of Chartered Accountants 2023 Congress should be looked upon as a great learning opportunity. Picture: SUPPLIED

Annual event a learning opportunity, says Shenoy

By MONIKA SINGH

THE Fiji Institute of Chartered Accountants 2023 Congress should be looked upon as a great learning opportunity, says LICI, Fiji operations general manager Pradeep Shenoy.

LICI is a silver sponsor for the FICA 2023 Congress which will be held at the Shangri-La Yanuca Island, Fiji this month.

Mr Shenoy said LICI had been sponsoring various events such as "Prime Minister's International Business Awards", various carnivals, jerseys for school rugby/soccer teams etc which fit into its vision and mission and provide an opportunity to reach out to its key constituents.

"FICA is a very important institution in Fiji playing a crucial role in spreading the knowledge of accountancy in the country. We are very happy and proud to be the Silver Sponsor of its 2023 Congress," he said.

Citing the impressive line up of

speakers for the Congress, Mr Shenoy said urged the delegates attending the Congress to take full advantage of this may be, once in a life time opportunity and listen and take notes when the presentations are on.

"I would also like the delegates to share the learnings with their team members when they go back to their workplaces so that a larger group is benefited by the insights shared by the renowned speakers."

"Networking is another benefit which accrues when one attends such conferences."

"The attending delegates should obviously take advantage of the networking opportunity since more than 400 delegates will be in attendance."

According to Mr Shenoy sponsoring such a huge event will obviously provide them with the publicity and the opportunity to network and interact with a large number of industry and business leaders of Fiji.

"Our visibility in the Congress will help us gain mindshare of the attend-

ing delegates as well as of those who read about the event in various media channels. Sponsoring this event is a means of further enhancing the Branch Equity of LICI."

Mr Shenoy acknowledged the tremendous hard work put in by the team at FICA for arranging an event of this magnitude, which is not an easy task.

"Contacting speakers from various countries, arranging for their travel and stay and also that of over 400 delegates is no easy task."

"I convey my sincere appreciations to the team FICA for undertaking and executing this task very professionally."

"Their organising skills were evident during the technical workshop that was arranged at Warwick a couple of months ago."

"I am confident that the event will be a memorable one for all the delegates and a grand success. I wish them all the best!"



Fiji Institute of Chartered Accountants Fiji's Tomorrow Today

FICA CONGRESS

23-24 June 2023 - Shangri-La's Fijian Resort & Spa.

Major Sponsor



Gold Sponsors



Silver Sponsor



Bronze Sponsor



Supporting Sponsors:



Media Partner:

The Fiji Times