

The Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) applauded Chartered Accountants Worldwide (CAW) for taking an important leap in promoting the values of the accounting profession as well as building international recognition of the Chartered Accounting qualification through the launch of an exclusive network member logo.

Exclusively available to over 750,000 qualified chartered accountants who are members of one or more of the 14 institutes which form Chartered Accountants Worldwide, the new network member logo can be used in email signatures, letterheads and stationery, as well as on websites and social media.

By displaying the logo, individual members can show they are part of a global network of qualified professionals who share common values and a commitment to the highest technical and ethical standard.

It's anticipated the logo will create international recognition for the quality of the chartered accountancy profession, ensuring that chartered accountants' qualifications stand out in an increasingly competitive market. Research has highlighted that businesses would welcome the logo as a way to identify top performers who are both part of a global network and who possess the skills needed in their local market.

Michael Izza, CEO of ICAEW and Chairman of Chartered Accountants Worldwide, welcomed the news. "The Chartered Accountants Worldwide network member logo allows all chartered accountants who are part of the CAW family to promote the value of their chartered accountancy qualification and demonstrate that they are part of a substantial international network. The chartered accountancy network spans the globe with 750,000 members in over 190 countries, it's an opportunity to show that you are not only strong locally but connected globally," he said.

Jagath Perera, President of CA Sri Lanka extended his congratulations to CAW while also applauding it for taking an important step aimed at promoting a 'one voice' concept through the new network member logo. "At a time when our profession is facing increasing challenges, I believe the network member logo launched by CAW will strengthen the position of Chartered Accountants while also enhancing their brand internationally," he said.

The network member logo is currently available for qualified chartered accountants who are members of ICAEW, ICAS, CAI, SAICA, ISCA, CA ANZ, IAI, CA Sri Lanka, ICAB, ICAN, ICAM and ZiCA.

Chartered Accountants Worldwide plays an important role in protecting, promoting and developing the Chartered Accountancy brand and profession. At the heart of CAW is the desire for all Chartered Accountants to be recognised as trust leaders in business, finance and accountancy around the world.

To find out more about the CAW network member logo, please visit

www.charteredaccountantsworldwide.com/network-member .