

Facilitating Credit In The SME Market Place

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WORLD CONGRESS OF ACCOUNTANTS 2014
ROME, AUDITORIUM PARCO DELLA MUSICA - NOVEMBER, 10-13 2014



Business in the Asia-Pacific Region



CPA: Show some vision Accountants urge firm direction from Budget



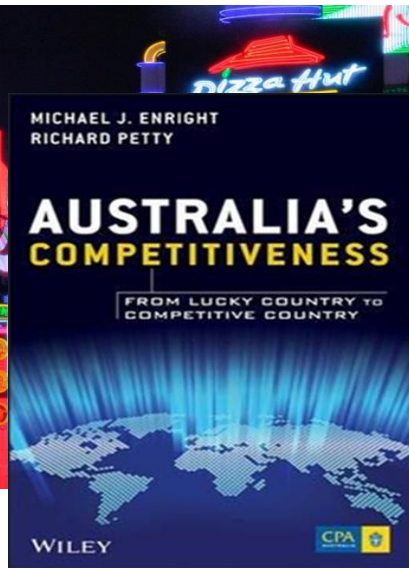
CPA: Get competitive

AUSTRALIA risks being too complacent in its engagement with Asia due to a lack of competitiveness, a peak accountancy group warns.

As Australia prepares itself to take advantage of the opportunities of the Asian Century, CPA Australia has released a book on the subject, drawing on the insights of 6000 business leaders.

"Australia's competitiveness has been on the agenda for a long time but the reality is that we are not as competitive as we think," CPA Australia chief executive Alex Malley told the National Press Club in Canberra yesterday.

"In fact, our complacency may become our achilles heel."



Economy Productivity under fire

Accountants hit out at reform pace

Madeleine Heffernan

Australia's strong economic growth

"The results appear to be environment where good suggestions for change and reform

About CPA Australia

- Our mindset is global
- We have more than 150,000 members across 121 countries
- Almost one-quarter of our members reside outside Australia
- Early entrant into the Asian market



The Australian Banking System

- Dominated by the Big 4
- Benefiting from improved wholesale funding conditions
- Residential rather than business lending
- Financial system review underway
- Digital disruption creating new forms of competition



CommonwealthBank



 **National Australia Bank**

 **estpac**

Asia-Pacific Small Business Survey

- Demand for finance – significantly higher in emerging Asian economies than Australia or NZ
- Business growth – most popular reason for borrowing in each market
- Banks are the main source of finance
- Informal sources of finance, such as investors, are popular in Asia, particularly China
- Borrowing conditions are relatively easy in Australia, NZ, and Indonesia, but relatively difficult in China, Malaysia, Vietnam, Hong Kong and Singapore

Australia and Crowdfunding

- Crowdfunding is part of the Government's National Industry Investment and Competitiveness agenda
- Looking to introduce new laws to allow start-ups to get access to capital through crowdfunding and employee share schemes
- Caps recommended by CAMAC:
 - Companies can only raise up to \$2 million through crowdfunding in any one year, and individuals can only invest up to \$10,000 a year in start-ups with a maximum of \$2,500 in any one company
- NZ has no caps in place
- Australia slow to move – concerns that a formal crowdfunding regime may not be up until 2016