

THE FUTURE OF THE PHILIPPINE ACCOUNTANCY PROFESSION

Five Imperatives

VALUE

TECHNOLOGY

TALENT

GLOBAL
RELEVANCE

TRUST

“What kind of Filipino CPA will remain relevant, competitive and trusted in the next decades?”

WHY CHANGE CANNOT WAIT

39%

of workers' existing skills
expected to change by 2030

11,000+

finance & accountancy
professionals

160 countries

51%

worried about AI
impact on jobs

82%

confident they can
develop AI skills

NOT THE DEATH OF ACCOUNTING.

A profession ready for reinvention.

FROM COMPLIANCE TO VALUE CREATION

50%+

of finance professionals aspire
to become entrepreneurs

The future CPA



Strategic adviser • Problem solver • Business partner • Value creator

“Our future is in expanding the value accountants can create.”

FROM ACCOUNTANT USING AI TO AI-ENABLED ACCOUNTANT

THE WRONG QUESTION

Will AI replace accountants?

THE BETTER QUESTION

What should accountants become when machines can do more?

51%

worried

82%

ready to learn

PHILIPPINE OPPORTUNITY

Outsourcing transactions → Exporting knowledge, judgment, assurance & advisory

RETHINK THE CPA PIPELINE

9,745

exam candidates

→ 3,004

new CPAs

≈31%

pass rate • May 2026 CPALE

52%

expect next move
outside current organization

THE REAL CHALLENGE IS THE WHOLE PIPELINE



“We cannot solve tomorrow’s talent problem using yesterday’s definition of an accountant.”

FROM FILIPINO CPA TO GLOBAL PROFESSIONAL

72%

of Gen Z finance professionals
want opportunities abroad

10

ASEAN economies

MRA ON ACCOUNTANCY SERVICES

OUR AMBITION

One of the most trusted
& sought-after
accounting
professionals globally

Export talent • Export expertise • Build regional firms • Shape standards

Participate globally → Lead globally

THE PROFESSION'S ULTIMATE CURRENCY

69%

want finance roles
with social impact

63%

want roles addressing
environment & climate

AI CAN GENERATE
INFORMATION.
**ACCOUNTANTS MUST
ASSURE TRUST.**

FINANCIALS • SUSTAINABILITY • GOVERNANCE • CLIMATE • TECHNOLOGY • AI

“We are a profession serving the public interest.”

CALL TO ACTION

THE FILIPINO CPA OF THE FUTURE

VALUE

**Strategically
relevant**

TECHNOLOGY

**Digitally &
AI fluent**

TALENT

**Continuously
learning**

GLOBAL

**Globally
competitive**

TRUST

**Anchored in
public interest**

FROM ACCOUNTING FOR THE PAST

TO ACCOUNTING FOR THE FUTURE

The Philippines already has the talent. The challenge is to transform that talent into global leadership.