Recognized Audit and Advisory top quality professionals
“Passion is the key essential force that drives our success. It determines everything that we think and do!”
CELEBRATING 15 YEARS

CEEMA AUDIT & ADVISORY, located in Amman – Jordan since 2002. CEEMA was officially registered in 2002 in Jordan under registration No.133625, to provide various audit & advisory services. The company has its headquarters in Amman. In November, 2016 “CEEMA AUDIT & ADVISORY - ABU DHABI” has been registered in UAE – Abu Dhabi as a branch of foreign company. Under registration NO.59 registered as a licensed practicing Auditor (Foreign Companies). CEEMA has a team of top notch professionals to provide Auditing, Risk Management, Business Development, Research and Consultancy services to meet the needs of Businesses and institutions in Jordan and UAE.

VISION

Vision is that CEEMA AUDIT & ADVISORY be recognized as one of the most trusted Business Consultant & Auditor in the region.

MISSION

To provide businesses, entrepreneurs and individuals with the highest quality auditing, and business advisory services delivered in a timely, efficient and innovative manner by experienced, qualified and professional team.

TRUST

- We always under-promise and over-deliver
- We respect our client’s time
- We conform to our client’s work style
- We listen to our client’s pain points and relieve them
- We keep our commitments

INITIATIVE

- Through behavior and attitude of our people
- We listen to our clients and answer in a simple and clean manner. We conform to our client’s work style
- We surprise our clients by anticipating their needs. We keep our commitments

EXCELLENCE

- We place ourselves in our client’s shoes whenever a decision has to be made.
- We promote the development of skills and merit
- We demand excellence in everything that we do
OUR SERVICES

- STATUTORY AUDIT
- B2B CFO
- SALES TAX / VAT & INCOME TAX
- RISK BASED INTERNAL AUDIT
- ENTERPRISE RISK MANAGEMENT (ERM)-CONSULTANCY
- FRAUD EXAMINATION / FORENSIC ACCOUNTING
- BUSINESS VALUATION & DUE DILIGENCE
- COMPLIMENTARY SERVICES
- COMPETITIVE INTELLIGENCE
What is Statutory Audit?
Statutory Audit is a legally required external audit conducted annually to meet a specific set of requirements by the government. A financial statement audit is the examination of an entity's financial statements and accompanying disclosures by an independent auditor.

Why we Audit?
- The purpose of a financial statement audit is to add credibility to the reported financial position and performance of a business.
- The Commercial Companies Law requires that Every Joint Stock Company or Limited Liability Company shall have one or more auditors to audit the accounts of the company every year.
- Banks and financial institutions typically require an audit of the financial statements of any entity to which they lend funds.
- Suppliers may also require audited financial statements before they will be willing to extend trade credit.
- Most of the UAE Free Zones have made it mandatory that the companies under its control have to submit annual audited financial statements.
- The Federal Commercial Companies Law requires Foreign companies or branches to provide to the competent authority and the Ministry of Economy annually a copy of the balance sheet and the final accounts, together with a report by the auditor.

Why “CEEMA AUDIT & ADVISORY”?
We in CEEMA- AUDIT & ADVISORY, promise not to deliver merely a package of audited financial statement to fulfill regulatory requirements, but to add more value for our client’s business to help them taking the rational decisions targeting building and protecting their competitive edges and achieving sustainable growth.
RISK BASED INTERNAL AUDIT

What is Risk Based Internal Audit?

Internal auditing is an independent, objective assurance and consulting activity designed to add value and improve an organization’s operations.

**Risk based Internal Audit (RBIA)** is an internal methodology which is primarily focused on the inherent risk involved in the activities or control risk, and to provide assurance that risk is being managed by the management within the defined risk appetite level.

Why we need Internal Audit?

Internal auditing is a catalyst for improving an organization’s governance, risk management and management controls by providing insight and recommendations based on analyses and assessments of data and business processes.

With commitment to integrity and accountability, internal audit provides value to governing bodies and senior management as an objective source of independent advice.

The scope of internal auditing within an organization may involve:

- Organization’s governance,
- Risk management
- Management controls over efficiency/effectiveness of operations
- Safeguarding of assets
- Reliability of financial and management reporting
- Compliance with laws and regulations

Why “CEEMA AUDIT & ADVISORY”?

In CEEMA- AUDIT & ADVISORY we are different from others; we have the qualifications and expertise to create new internal audit units within the organizations of our clients and to conduct an effective ON Job training for their staff until they become reliable and efficient.
What is Fraud?

Fraud involves an intentional deception by employees, management, vendors, and customers to obtain money, other assets or services from a business. Some frauds are perpetrated by individuals and some in collusion across the management–employee social boundaries or between insiders and outsiders.

Types of Financial Fraud

- Outright cash thefts
- Theft of other assets
- Kickbacks to customers
- Front-end frauds
- Purchases and Payments schemes
- Payroll and Personnel schemes
- Inventory and Warehousing
- Capital Acquisition and Repayment
- Other Types of Financial Fraud

Did you know…..?

- Ninety percent (90%) of all Americans have been victims of fraud.
- Over ninety percent (90%) of financial frauds are discovered by accident.
- Perpetrators of fraud usually rationalize their actions and often feel entitled to what they have taken.
- Those who commit fraud are often the employees you consider your most loyal and trustworthy and only 12 percent (12%) of fraudsters in a study had previous convictions for a fraud-related offense.

Fraud Examination

Fraud examination is a methodology for resolving fraud allegations from inception to disposition. More specifically, fraud examination involves obtaining evidence and taking statements, writing reports, testifying to findings, and assisting in the detection and prevention of fraud.

Why “CEEMA AUDIT & ADVISORY”?

In CEEMA- AUDIT & ADVISORY we have qualified team that are holding a professional certifications in Fraud examination, in addition to their long experience in many industries.
B2B CFO

Expert CFO Guidance

Businesses of almost any size benefit from hiring Chief Financial Officers. These experts deliver professional guidance on cash flow, strategy, accounting oversight, investments, borrowing and hiring. They also help growing companies gain financing or negotiate favorable contracts. A CFO can make accurate fiscal predictions and prepare your firm for the future. He or she could advise you on improving the efficiencies of your operations, particularly the accounting systems.

Should You “Rent” or “Buy”?  

In the past, businesses could only gain these valuable benefits by employing full-time CFOs. Some major corporations continue to favor this option. If you “buy” a professional, you’ll need to supply all the business infrastructure (an office, an assistant, computer, etc.), medical insurance and a substantial salary. However, the CFO will always be available to answer questions and assist only you with any financial task.

Advantages of “Renting” a CFO

Many companies prefer part-time professionals because they cost much less than standard officers. On average, full-time CFOs earn salaries that exceed AED 900,000. This amount doesn’t include benefit, recruiting or office expenditures. A Remote CFO may charge per the limited needs your business has and is scalable as the needs increase.

Another advantage of renting a Chief Financial Officer is that he or she will work more flexibly. You might need an officer to work extra hours during the first few weeks. After your bookkeeping processes have improved, you may choose to only pay for periodic consultations.

Remote CFOs often provide better advice. They can look at your company more objectively because they don’t have relationships with its employees, contractors or customers. These professionals also possess greater experience. They have worked for more businesses than the average full-time CFO. This gives them many opportunities to see the results of different financial strategies.

Advantages of “Renting” a CFO

“Rent-a-CFO” services from “CEEMA”? Can help any company succeed in the long run. CEEMA can offer Rent-To-Own CFO services that include an On Job training to senior/chief accountants until they become qualified enough to provide management with satisfactory level of CFO services with a minimized cost.
ENTERPRISE RISK MANAGEMENT

What is ERM?
ERM can be described as a risk-based approach to managing an enterprise, integrating concepts of internal control, and strategic planning.

Why should companies consider adopting ERM?

Financial Considerations
Having a risk-management program may be welcome news to your banker and insurance agent. Both are risk managers by profession, so you may see a banker willing to increase credit lines, while an insurance broker can affordably customize your coverage based on a well-designed risk program. The presence of a risk-management program may aid you in proving due diligence in legal action, potentially limiting and protecting your liability in case of a lawsuit.

Protecting Resources
When your risk-management program identifies and prioritizes key risks that are likely to occur, you improve your company’s chances to plan and respond. In turn, this saves you staff hours away from the core efforts of your business. For example, health and safety components of your program may address ergonomics and equipment safety, reducing lost-time injury. Production contingency planning gives your staff alternatives for re-routing production, when an important machine goes down, for instance.

Business Culture
The presence of an active risk-management program says something about your company’s brand. Workers have knowledge of expectations and leadership from the start of their employment, while your business develops a reputation as thorough and professional. You build and support strategic planning through development of your program, and you establish a standard to which you can evaluate performance and adapt to changing needs. When you anticipate risk, your preparation begins, and the shock of the unexpected is dissipated.

Why “CEEMA AUDIT & ADVISORY”?
In CEEMA, we are proud to help organizations to set up ERM units, drawing a Risk Management Policy, conducting a Risk Assessment & preparing a company Risk Register, in addition to an on Job Training for our clients future Risk Managers.
BUSINESS VALUATION & DUE DILIGENCE

**What is Business Valuation?**

Business valuation is a process and a set of procedures used to estimate the economic value of an owner’s interest in a business.

**What is Due Diligence?**

Due Diligence is a reasonable investigation of a proposed investment deal and of the principals offering before the transaction is finalized to check out an investment’s worthiness.

**Why Business Valuation?**

- To understand the value (worth) of the business.
- To set a base line value for the business and develop a strategy to improve the profitability of the business and increase the value of the business for an exit strategy.
- To evaluate an offer and negotiate a strategic sale of a business.
- For exit strategy planning purposes.
- For shareholders or partnership disputes.
- For shareholders or partnership investments or buyouts.
- To obtain bank financing or alternative investment funding.
- To identify whether the business is growing, stagnant or declining in value to restructure the business.

**Why “CEEMA AUDIT & ADVISORY”?**

In CEEMA, we have experience in conducting due diligence & business valuation for small & very small businesses for reasonable fees.
“CEEMA AUDIT & ADVISORY” has sound support of all kinds of resources to offer the best taxation services to the clients. We have a team of professionals who are expert in various educational backgrounds like commerce, law and accounting.

Direct / Indirect Tax compliance, advisory, opinion, assurance and litigation services. We remind you over tax filing due dates, keep you updated, consult you over implementation of change, maintain the record, give reports and represent you in the tax department as and when you have got a tax scrutiny notice.

SALES TAX / VAT & INCOME TAX

COMPLIMENTARY SERVICES

At “CEEMA AUDIT & ADVISORY” we offer a range of complimentary consultations.

Before working with a client we feel it is important to complete a comprehensive review of current working practices to identify better ways of working, avoid duplication and unnecessary costs.

With this in mind we have developed a series of free consultations to review current practices and make recommendations on changes/enhancements that may be made. This enables us to identify the work required before our clients have any spend; ensuring budgets can be understood and agreed at the start.

If you have been in a business for a while, or are just setting up, these reviews will help you understand where you are, and identify the tasks required to meet your future goals.

We offer complimentary consultations in the following areas:

- Preliminary Risk Assessment
- Financial analysis
- Finance & Admin personnel recruitment
- Bookkeeping and accounting software
- Business Continuity
- Startup Business
OUR CLIENTS

- Entrepreneurial start-ups
- Electric Utilities
- Restaurants and Hospitality
- Training & Education
- Marine
- Construction & Engineering
- Mining Support Services
- Commercial Printing Services
- Advertising & Marketing
- Tobacco
- Real Estate Development & Operations
- Healthcare Facilities & Services
- Government entities
- Travel and Tourism
- Pharmaceuticals
- Internet Services
- General Retailing & Trading
- NGOs

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