

ACCA's trusted partner in the global transition to computer-based exams

Partnership working for over 30 years

As a world-leading professional accountancy body, with a worldwide reputation for excellence and rigorous standards, the Association of Chartered Certified Accountants (ACCA) requires a trusted delivery partner to ensure cost-effective, high-quality, secure high-stakes exam delivery worldwide **even in the most challenging of operating environments**.

The British Council has provided this service to ACCA for over 30 years, and the global network of delivery centres has grown to **over 300** locations in **over 80** countries. ACCA now has more than 208,000 members and 503,000 students in 179 countries worldwide, and is one of the world's fastest-growing accountancy membership bodies.



Transition to computer-based exams

ACCA is aiming to further strengthen and increase its global reach and customer service by offering computer-based exams (CBEs) with the Pearson VUE platform. The British Council works with all major CBE platform providers, and uses this expertise to offer a full partnership and consultancy service to ACCA to help manage the phased transition across its extensive global network.

As the introduction has progressed, the British Council has been able to add 10–30 new locations in the highest-volume markets for each quarterly session, while maintaining security, cost and the quality of the candidate experience.

We work with the British Council because we trust them and they have that quality mark. In China they have helped us reach over 50,000 students by identifying venues in the right places. The British Council has really helped us to grow and achieve our global aspirations.

Sarah Corcoran,
Director of e-Assessment Transformation, ACCA

Supporting ACCA's CBE introduction in China

China is one of the British Council's largest exams operations, delivering extensive international exams to individuals, institutions, schools and corporate clients in mainland China.

ACCA entered the China market in 1988 with paper-based exams (PBEs). In 30 years, China has become the largest market for ACCA globally.

As ACCA's sole exams administration partner in China for both PBEs and CBEs, the British Council in China runs the largest-scale ACCA exams in the world, delivering exams securely in the country. It also supported the ACCA CBE transition from 2016 by:

- rapidly developing a CBE centre network of 44 sites in 38 cities in 12 months
- growing seat availability from under 2,000 seats in September 2016 to over 27,000 seats per exam session in December 2017
- flexing to an additional 14,000 seats just six weeks later to meet unprecedented growth in registrations for the March 2018 session
- achieving capacity of 76 sites in 40 cities with a maximum capacity of 71,000 seats per session in December 2019.

The British Council has a dedicated account management team, offering:

- consultancy on transformation from PBEs to CBEs
- scenario planning and modelling of PBEs, CBEs and options for dual running
- proactive cost-effective venue procurement, accreditation and management
- technical support with test system and applications, platform provider, hardware-related configuration and physical infrastructure
- test day management, monitoring and security of confidential materials
- robust identity checks, quality-assurance inspections and spot audits
- risk management and contingency planning
- compliance with UK best practice in equal opportunities, health and safety, and data protection
- training to local centre staff – British Council- and ACCA-specific.

We took the opportunity to visit a session-based computer exam centre at Shanghai Open University run by our impressive strategic partners, the British Council. The students were sitting their exams at 6.30 p.m.! The check-in was very thorough, and the British Council team were very quick and adept at managing the process and any issues arising. Special thanks to the British Council team in China for the insight they gave us while busy doing their jobs supporting the students.

Raymond Jack, Executive Director, ACCA

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We work across all regions worldwide and are on the ground in over 100 countries and territories