



## HKICPA seminar: Financial Forecast – overview and areas of focus (re-run)

Programme Code: S141106S

Financial forecasting is critical to measuring a company's expected performance against budget and ensuring compliance with financial covenants under banking facilities. It encourages forward thinking and looks into current market trends. Financial forecasts allow business executives to revisit current business strategies and assess the possibility of achieving the financial targets of the year. It also provides a basis for management decisions about resource re-allocation, financing options and capital return / investment. It helps to identify area of risks and develop timely action plans.

In this seminar, the speaker will give an overview of financial forecasts and highlight key areas of focus for discussions. By way of examining case studies, he will share his real life experiences in managing multinational companies' financial forecasts and financial covenant compliance, and suggest different ways to resolve conflicting scenarios. Participants are encouraged to discuss and share best practices on financial forecast.

**Date** Thursday, 6 November 2014

**Time** 6:30 p.m. – 8:00 p.m.

**Venue** Hong Kong Institute of CPAs,  
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.

**Format** Seminar including case studies

**Language** English

**Fee** HK\$190 for HKICPA member or student; and IA/ HKIAAT member or student  
HK\$180 for online enrolment  
HK\$330 for non-member

**Objectives**

- Understand the objectives and importance of financial forecast
- Learn definition and measurement of certain financial covenants under banking facility
- Improve communication and decision making skills to effectively manage the financial forecast and financial covenant compliance

**Speaker** **Mr. Michael Cheung**, CFA, CPA, CGMA  
Chief Financial Officer of ThreeSixty Group Limited

Mr. Cheung oversees all financial functions for the global sourcing and consumer product business of ThreeSixty Group to support the Group's achievement of both short-term and long-term business objectives and financial targets. He works in close business partnership with company executives in Hong Kong, China and the US on commercial strategies and analysis, and participates in key corporate and M&A negotiations.

**Participants** Financial/ Business Analysts or Managers, Accountants

**Competency** Management accounting;  
Corporate finance

**Rating** Intermediate Level (Please refer to the [Institute's online CPD Learning Resource Centre](#))

**CPD hours** 1.5



**To confirm your CPD booking,  
 just log on to "My CPA" at  
<http://www.hkicpa.org.hk>**

**HKICPA Event Enrolment Form (For Support Programme)**

Finance & Operations Department,  
 Hong Kong Institute of CPAs,  
 37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

**Please click here for online enrolment  
 (for HKICPA members only)**

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: <a href="mailto:finance@hkicpa.org.hk">finance@hkicpa.org.hk</a> Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: <a href="mailto:cpd@hkicpa.org.hk">cpd@hkicpa.org.hk</a>	<b>FOR OFFICE USE</b>
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**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>*(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
							Total (HK\$)	

\* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

I am unemployed and not working. I am planning to rejoin the workforce.  
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.  
 The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_

**Payment Method** (Please tick the appropriate box)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(6)</sup>												
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- Notes:
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - Please issue SEPARATE CHEQUE for each event.
  - NO REFUND/CANCELLATION will be entertained after the application is processed.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
  - Your personal data collected from the enrolment process and administration of courses will be used for the purpose of the administration of the course on which you are enrolled. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis and, if applicable, for validation of CPD hours. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of CPD activities, members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.
  - No unauthorized audio or video recording is allowed at CPD events.

For payment by cheque, please fill-in your postal address for refund in case the event is full or cancelled. (Remarks: For payment by credit card, refund will be made directly to your credit card.)	
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