

CPD Seminars – Financial Controller Series (November to December 2013)

Hong Kong Institute of CPAs (the “Institute”) plans to develop a training programme, the Financial Controllership Programme (“Programme”), for aspiring or recently appointed financial controllers. The Programme will also help CPAs to make the transition from practice to the commercial sector. The Programme aims to provide in-depth, practical training to develop these competencies, particularly those relating to management accounting to an advanced level to enable CPAs to add value and efficiencies to their employers’ businesses.

As an introduction to the Programme, the Institute presents this seminar series as a pilot to allow members to have a first taste of the Programme.

Date/Programme code	Time/CPD hours	Topic	Competency
Thursday, 14 November 2013 (S131114S)	6:30 p.m. – 8:00 p.m. (1.5 hours)	Fund Raising – From Private Equity to Public Market	Corporate finance
Thursday, 21 November 2013 (S131121S)	6:30 p.m. – 9:00 p.m. (2.5 hours)	IPO Readiness – Internal Control Systems and Corporate Governance Compliance (re-run)	Auditing and assurance; Accounting and financial reporting
Monday, 2 December 2013 (S131202S)	6:30 p.m. – 8:00 p.m. (1.5 hours)	Strategic financial management: experience sharing from Professional Accountants in Business	Management, leadership and soft skills

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

Format Seminar

Language English

Fee **For S131114S & S131202S:**
(for each session) HK\$190 for HKICPA member or student; and IA/ HKIAAT’s member or student
HK\$180 for online enrolment
HK\$330 for non-member

For S131121S:
HK\$320 for HKICPA member or student; and IA/ HKIAAT’s member or student
HK\$320 for online enrolment
HK\$550 for non-member

Rating Intermediate to advanced level
(Please refer to the Institute’s online CPD Learning Resource Centre)



About the programme

S131114S – Fund Raising – From Private Equity to Public Market

Speaker:

Mr. Ernest Wong, President and Group CFO, KVB Kunlun Holdings Limited

Course outline:

One of the essential skills and important tasks for senior management is to know and learn how to get funding for the company to grow. When the company is still a private company, there are various sources to raise the funding. Many companies want to bring in venture capital / private equity, they may not know how to approach or how to attract the PE/VC firm though. Some companies also plan to go public at some stage, there are many issues to consider for the fund raising from the public market.

This seminar will introduce the appropriate way to raise funding from the venture capital and private equity firm. It will also discuss the major differences between private equity industry and public stock market. The major tools and factors that the company needs to consider during the fund raising at the public stock market will also be introduced.

Objective:

- The various sources of fund raising for private company
- How to approach venture capital (VC) or private equity firm (PE)
- What are the key elements that VC/PE firms will evaluate
- What are the differences between raising funding from PE and public market
- Which stock exchange should the company to go listed
- Tools to raise fund in public market
- What factors does the company need to consider for raising fund in public market

S131121S – IPO Readiness – Internal Control Systems and Corporate Governance Compliance (re-run)

Speakers:

Mr. Roy Lo, Deputy Managing Partner, SHINEWING (HK) CPA Limited

Ms. Gloria So, Risk Manager, SHINEWING Risk Services Limited

Course outline:

Going public by Initial Public Offering (IPO) is a milestone for market outperformers. During the IPO journey, companies often focus on their business financial performance but may overlook the importance of a sound infrastructure of internal control system and corporate governance. Pre-listed companies are requested to establish procedures, systems and controls (including accounting and management systems) which are adequate having regard to the obligations of the pre-listed companies and their directors to comply with the relevant regulatory requirements. The objective of this seminar is to provide a general idea for pre-listed companies to build up an effective internal control system as well as a strong corporate governance structure, which will enable them to facilitate regulatory compliance and beat market expectations after listing.

Objective:

- Provide an overview of the statutory requirements and guidelines (e.g. Listing Rules Practice note 21 and HKICPA Technical Bulletin – AATB1) on internal control of IPO projects
- Share practical experiences on planning an effective internal control system and corporate governance structure before listing
- Discuss the potential challenges on building the infrastructure of internal control system and corporate governance

S131202S – Strategic financial management: experience sharing from Professional Accountants in Business

Speakers:

Ms. Susanna Chiu, Director, Li & Fung Development (China) Ltd and President, HKICPA

Mr. Eddie Kam, Company Secretary, Getnice Holdings Limited

Mr. William Lo, Executive Director of Finance, Airport Authority Hong Kong

Mr. Simon Wong, CEO, Legend Capital Partners Inc

Objective:

During the experience sharing session, the panelists will discuss:

- Attributes and competencies of a financial controller
- How to make yourself ready to be a financial controller
- How to make use of your knowledge as a CPA in practice in the commercial environment
- The difficulties when firstly appointed as a financial controller
- The challenges usually faced by a financial controller



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: finance@hkicpa.org.hk
Fax : 2893 9853

Course Information Enquiry:
2287 7386 / 2287 7253
e-mail: cpd@hkicpa.org.hk

FOR OFFICE USE

Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address ^{*(2)} (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"	
<input type="checkbox"/> VISA / MasterCard	<input type="checkbox"/> BOC HKICPA UnionPay card
Card Number: _____	Card Expiry Date (MM/YY): _____
Cardholder's Name (block letters): _____	Cardholder's Signature: _____ Date: _____
If you require a receipt, please put a "✓" indicate your choice of delivery: <input type="checkbox"/> by email <input type="checkbox"/> by post (to the address as shown below)	
Name : _____	Name : _____
Address : _____	Address : _____

- 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. 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.
 - Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". 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.
 - 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 applicants are enrolled. 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, for keeping members informed of its services and validation of CPD hours. The Institute intends to use the personal data of your name, email address and correspondence address to inform you of CPD activities, members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. For member and registered student you may opt out from receiving such materials at any time by login the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. For non-member you may opt out from receiving such materials at any time by sending an email to the Institute at privacyofficer@hkicpa.org.hk or a letter to the Institute's privacy officer.
 - No unauthorized audio or video recording is allowed at CPD events.