

Guide to Member Services



Hong Kong Institute of
Certified Public Accountants
香港會計師公會

Welcome to the Hong Kong Institute of CPAs and the services we offer. From education and training to mainland visits to social events, you'll find dozens of ways to interact with other members and develop professionally. Your prestigious CPA designation entitles you to a host of other benefits, too.

Read on, and visit the Institute's website, www.hkicpa.org.hk, for more information about the services described in this brochure.

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Branding Communi

Branding, media and advertising

You are the “success ingredients” in business and in Hong Kong life and our communications bring the CPA brand messages to businesses, government, regulators and the public. Through creative stories and imagery, we show the values of professionalism and integrity behind your CPA designation.

Your Institute is widely viewed as the voice of the profession in Hong Kong and we hold constant dialogue with the media in this regard. We are the first place reporters turn to for information about accounting, tax, and financial reporting. Our “share of voice” in the news media grows stronger every year as we advocate for the profession’s point of view and ensure the public and businesses hear from CPAs.

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Publications

Annual report

You can read what the Institute has accomplished and how it has worked for you at home in Hong Kong and abroad through the annual report, which wins top international accolades year after year.



Year book

We published the first year book in February 2012 to honour members who volunteer their time and expertise through the Institute's committees and activities. You will see from the book how well they work together and how much they enjoy their work.



A Plus magazine

Our monthly magazine just for CPAs features analysis of timely accounting matters, economic and financial issues relevant to your work, and profiles of members as “success ingredients.” Over the years, the magazine has become a respected source for the mainstream news media, which quotes the magazine and stories inside. It won a business reporting prize in the highly sought-after Society of Publishers in Asia Awards for Editorial Excellence in 2012. You will receive the magazine every month and you can find the latest issues and the back issues in the archive by going to www.hkicpa.org.hk/aplus.



May Moon book series

The book *May Moon's Book of Choices* published in June 2012 was to teach children money morals and making the right choices. As Hong Kong and the rest of the world emerged from a bruising recession in 2010, the Institute published *May Moon Rescues the World Economy* to help children understand broad economic concepts and the causes of the financial crisis. These books follow the first book set, *May Moon and the Secrets of the CPAs* for children and *How to Raise a Money-Wise Child* for parents, which was published in 2005 as part of our “Rich Kid, Poor Kid” financial education programme. The books won the gold award for custom publications in the 24th International Mercury Awards.



Community services

Join our “Rich Kid, Poor Kid” programme to use your CPA skills to teach young people money values. The programme started in 2005 and has more than 200 active volunteer members and has reached more than 52,000 primary and secondary school students. As a volunteer, you can choose to lead storytelling sessions in primary schools or you can star in road shows in secondary schools. Whichever you choose, the kids are thrilled to meet and talk to a CPA. Designed and conducted by

CPAs, this community service is a way for us to use our skills to make a meaningful difference for Hong Kong families. Enquiries: Carrie Leung 2287-7216.

This programme has won the Asia Pacific PR Awards – “Corporate Social Responsibility Campaign of the Year.”

E-newsletters

This is a quick way for us to keep you up-to-date with news from the Institute, and includes the weekly **e-circular** with regular news updates, the monthly **TechWatch** with news about standards and financial reporting and auditing forums, **CPD Online** with upcoming training events, **Inside Business** with information for professional accountants in business, and **Lifestyle**, which tells you about the social events planned by the Institute. Back issues of the e-circular can also be found under “member communications” on the website, which will also lead you to issues of TechWatch, CPD Online and Lifestyle.

From time to time, the chief executive sends updates to members on important issues affecting the Institute. These, too, can be found on the website under “member communications.”

My CPA

Your personalized
web-page 

My CPA is accessed through the “members’ area” of the website and allows you to maintain your CPD records, make CPD seminar bookings and view the online version of *A Plus*. You can access My CPA by logging in and entering your password – your data is protected to comply with the Personal Data Privacy Ordinance.

CPA recruitment

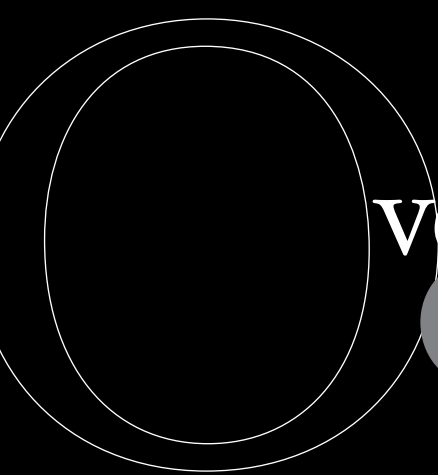
A List and Firm Directory

“A List” is an online recruitment tool for accounting, banking and finance professionals in Greater China. You can find jobs and career tips from the website.

In the dictionary, “A List” refers to a group of sought-after or admired individuals who are welcomed, especially in social and professional situations.

The Firm Directory is an up-to-date searchable database of accounting firms in Hong Kong for businesses to quickly identify firms that match their needs.

These online tools can be found on the Institute’s homepage.




Overseas Con

▶ GAA Passport

▶ China Desk

▶ City Groups


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If you travel to work or go on secondment in the jurisdictions covered by the Global Accounting Alliance, you can use the membership services of these world class institutes while you are there. These countries include England and Wales, Scotland, Ireland, Germany, Canada, the United States, Australia, New Zealand, South Africa and Japan. It is quick and easy to apply for the GAA Passport in order to benefit from this scheme. Enquiries: Margaret Lam 2287-7053.



The Institute has a China Desk service at the office of the Shenzhen Institute of Certified Public Accountants to provide free advice and information to Institute members and international affiliates on mainland related issues. Enquiries: member and corporate services department 2287-7361 or 2287-7387.



The Beijing and Shanghai city groups let you socialize and exchange your work experience stories with other members living or working in these cities. If you're interested, please join – there is no additional fee. Enquiries: Institute's Beijing office 8610-6641-7438.



Technical

As financial reporting and auditing continue to evolve, the Institute helps you keep up with training courses and publications:

- ▶ The technical training and support programme is a comprehensive training session to build knowledge on the latest accounting, auditing and ethical issues. The weekly e-circulars and the magazine will keep you up-to-date with the subjects explored in these sessions.
- ▶ Financial reporting forums on standards, exposure drafts and discussion papers issued by the International Accounting Standards Board and other standard-setting bodies.
- ▶ Technical publications (TechWatch, financial reporting and auditing alerts, staff summaries of financial reporting standards, *A Guide to Quality Control*, *Audit Practice Manual*, etc.) are available in electronic and hard copy formats.



Backup

- ▶ Technical enquiries service and *A Plus* Q&A section answer your queries on standards issued by the Institute and where appropriate, provide examples to expand your understanding of issues related to auditing, code of ethics or financial reporting. You can submit technical enquiries through the main email address (hkicpa@hkicpa.org.hk).
- ▶ The small- and medium-sized practitioners and small- and medium-sized enterprise resource centre appears on the front page of the website and was created for fast and ready access to technical publications relevant to this sector.

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P
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D
evelopment

Continuing professional development brings you the latest technical updates and in-depth information on topical issues. CPD is a requirement of membership and the Institute is committed to making its courses interesting and relevant for you. Most training takes place at our own training centre on 27th floor of Wu Chung House and more courses are being made available online to make meeting your CPD requirement more convenient.

The online competency development tool, introduced in 2010, can guide you through planning your career. The tool helps you identify the skills you need to reach the top of your chosen career stream and, most importantly, links you to resources to help you develop professionally. You can find this by clicking on “CPD & specialization,” then on “competency development tool.”

Specialist accreditations, faculties, interest groups and forums

Specialist programme on insolvency and taxation – The Institute’s first specialist qualification and specialist designation in insolvency was introduced in 2011.

You must pass the Institute’s diploma in insolvency before you can hold the specialist qualification and be entitled to the letters SQ (Insolvency) after your name.

The specialist designation is meant for CPAs who have many years of experience in insolvency practice.

To give you a wider choice of specializations, we introduced the advanced diploma in specialist taxation in March 2012.

Restructuring and insolvency faculty – Hong Kong’s premier group for members and other professionals involved or interested in the field of insolvency and restructuring.

- Regular lunch seminars
- The *IP’s Voice* e-newsletter
- Liaison with the Official Receiver
- Liaison with other insolvency practitioners through INSOL, the international body for insolvency professionals
- Annual cocktail reception



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Annual subscription fee is \$780 for members and \$950 for non-members. The subscription includes £29 the Institute pays on behalf of each member to join INSOL.

Enquiries: Mary Lam at rif@hkcipa.org.hk

Taxation faculty – a popular group for members, who are tax practitioners in practice and in-house.

- Seminars and discussion forums
- *Tax Link* e-newsletter
- Networking events
- Chat room for members to exchange views on tax-related matters

Annual subscription fee is \$250.

Enquiries: May Hung at 2287-7009

Corporate finance interest group – for members and other professionals working or interested in the field of corporate finance.

Annual subscription fee is \$200 for Institute members and \$350 for non-members.

- Lunch seminars
- Networking and other events to discuss topics of interest
- *Corporate Finance Alert* e-newsletter

Enquiries: Mary Lam at cfig@hkcipa.org.hk

Financial services interest group – open to all Institute members, no subscription fee.

- Lunch seminars
- Networking cocktail

Enquiries: Canace Leung at 2287-7089

Forensics forum – a new forum for members and other professionals in the field of forensic accounting, where accounting and analytical skills are applied to civil and criminal litigation. Forensic skills are also used in risk management, fraud investigation, litigation support, dispute analysis and expert witness testimony.

- Seminars
- Networking and other events

It is free to join this forum.

Enquiries: Mary Lam at mary@hkiepa.org.hk

Goldies – for senior members, meeting monthly over breakfast with guest speakers who give their views of a variety of topics of interest to the profession.

Enquiries: Sophie Chui at 2287-7054

Information technology interest group – for all members, no subscription fee.

- Site visits
- Seminars
- Conferences

Enquiries: Kay Choy at 2287-7220

Mainland business interest group – for all members, no subscription fee.

- Evening seminars
- Networking dinner
- Study tours

Enquiries: 2287-7065

Professional accountants in business events – for members working in business.

- Forums and events for professional development and networking

- Representation and advocacy for professional accountants in business
- Publications, such as corporate governance guides and the *Inside Business* e-newsletter for CFOs and members in business
- Best Corporate Governance Disclosure Awards
- Liaison with global PAIB bodies through the IFAC PAIB committee

Enquiries: May Hung at 2287-7009

Property, infrastructure and construction interest group – for all members, no subscription fee.

- Evening seminars
- Site visits

Enquiries: Canace Leung at 2287-7089

SMP discussion group – for small- and medium-sized practitioners.

- Forums and annual symposium
- Representation and advocacy on issues of relevance for SMPs
- Publications, such as *Audit Practice Manual*, *A Guide to Quality Control*
- Liaison with global SMP bodies through IFAC SMP committee

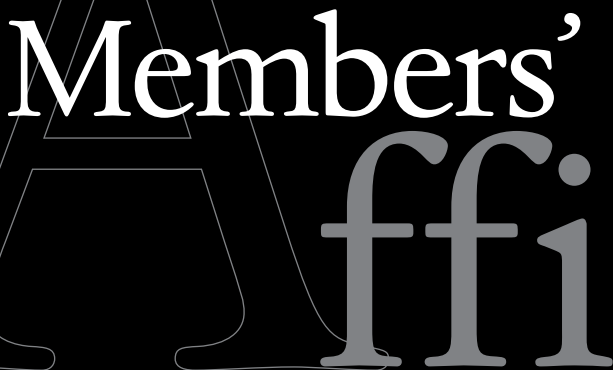
Enquiries: 2287-7361

25.35 group – for members under 36 years of age.

- Facebook networking
- Merry Monday – a social event for all members with speakers, wine and food
- Professional development events
- Cross-professional networking

Enquiries: 25.35Group@hki CPA.org.hk

Members'



Branded merchandise

The Institute offers a host of attractive items with our CPA branding that can help you show the world you are a CPA. The merchandise ranges from Links silver plated photo frame embossed with the Institute's logo to silk scarves for women and neckties for men. These items can be purchased online by clicking on "membership and benefits," "benefits and services," then "CPA shop."

Trust Fund

We have a trust fund for assisting members or dependants of members who are in financial hardship. Financial assistance can be in the form of payment of the Institute's annual subscription fee, a grant or a loan.

Insurance

A wide range of insurance policies is available for members and member practices at a discounted premium. These include life insurance, hospital and medical insurance,

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household and office insurance, and employees' compensation. Contact Insuright Brokers' Jessie Cheung at 3443-9891 or Estella Cheng at 3443-9898 or Bupa (Asia) at 2721-1881 for details.

Merchandise discounts

As a member, you can get an array of discount benefits ranging from professional publications to fitness programmes. You can find full details on the website as these change frequently. Look for these under "membership and benefits."

Membership and affinity cards

Members are entitled to a membership card. In addition, co-branded platinum cards with BOC Credit Card (International) are available to members upon application. The credit cards also serve as the Institute's membership card for attending our events and enjoying merchandise discounts.

Professional publications discount

The Institute arranges bulk purchase discount for IFRS's publications and others published by large international accounting firms.

Publications for sale

You can buy a wide range of professional publications at discounted prices at the member and student services counter on the 27th floor, Wu Chung House. We also accept mail orders for some publications.

Facilities

Rooms for hire

The Institute's function and training rooms are situated on the 27th floor of Wu Chung House and are available for hire (subject to availability). Members who wish to make use of the rooms get a members' discount of 30 percent off the published rates. Details and booking availability can be found on the Institute's website.

Library

Our library on the 27th floor of Wu Chung House provides an excellent source of reference materials for members and students. We are constantly adding to our stock of physical and online reference books and journals. Library telephone: 2287-7018.

Members' lounge

The members' lounge is open for breakfast and lunch, and it's a good place for a break during training. It is also available for member activities like Merry Monday after office hours. The lounge is situated on the 27th floor adjacent to the training rooms. Contact us at 2287-7300 for details.

Sports & Recreation

Our sports and recreation club gives members a way to network while they train for competitions as representatives of the profession. The Institute organizes an array of competitions so members can meet each other, members of other professional bodies and their counterparts from the mainland. Members can join up to five interest groups for free.

The 12 interest groups are:

Athletics

- Training classes
- Competitions (e.g. Standard Chartered marathon, Nike 10K challenge)
- Hiking and nature trips

Badminton

- Badminton games
- Competitions (internal and inter-professionals)

Basketball

- Basketball games
- Competitions (e.g. amateur league, internal and inter-professionals)

n Club

Bowling

- Bowling games and leagues
- Coaching
- Competitions (internal and inter-professionals)

Bridge

- Bridge games
- Training classes
- Tournaments (internal and inter-professionals)

Dance

- Dance classes
- Dance fun days
- Dance dinner with members of other professional bodies
- Dance performances at corporate events

Dragon boat

- Physical fitness and paddlers training
- Competitions (e.g. Hong Kong international dragon boat races, Discovery Bay Tuen Ng races)

Football

- Football games
- Competitions (e.g. city league, internal and inter-professionals)

Golf

- Golf talks
- Golf lessons and fun days
- On course and driving range practice
- Competitions (internal and inter-professionals)

Sailing

- Dinghy sailing, windsurfing and yachting courses
- Competitions (e.g. Around the Island race)

Singing

- Singing classes
- Singing contests (internal and inter-professionals)
- Group performance of opera singing
- Sing together nights
- Opera and musical nights

Table tennis

- Table tennis games and leagues
- Competitions (internal and inter-professionals)

To join the club and interest groups, please contact the member and corporate services department at 2287-7058 or 2287-7034.

Corporate Events

Annual general meeting

The annual general meeting is normally held in December and at this meeting, the president addresses members to give an account of his or her presidency. Members then approve the Institute's statement of accounts, appoint the Institute's auditor and witness the results of the council election.

Conference

This high-level event discusses topics important to the business community and the accountancy profession. You will hear the views of well-known and respected speakers.

Annual membership dinner

This membership event has light entertainment, sometimes by our fellow CPAs, and food and drink, allowing plenty of time for you to greet old friends and make new ones. It is usually held in early December before the AGM.

National Day dinner

This is an occasion to foster a closer working relationship with government officials (Hong Kong and mainland) and the Institute's counterparts in the Pearl River Delta. This event gives you the opportunity to build networks with business associates on the mainland and is usually held in September.

New members cocktail

To welcome new members into the Institute, we host a cocktail so that they can meet each other, the council members and the management team to learn more about the services and support available to them.

Spring dinner for committee members

The spring dinner is the time we show appreciation to committee members who have volunteered their services and contributed to the work of the Institute. We also invite our prominent stakeholders, to thank them for their support.

Office address

37/F, Wu Chung House
213 Queen's Road East, Wanchai, Hong Kong
Tel: (852) 2287-7228
Fax: (852) 2865-6603

Member and student services counter

27/F, Wu Chung House
Website: www.hkicpa.org.hk
Email: hkicpa@hkicpa.org.hk