



*A Plus* media alert

Dear editors and reporters:

## **City Telecom gears up for the TV market**

*A Plus September issue highlights: City Telecom's business transformation, young CPAs got talent, growing trade ties between China and India, and personal affairs in family-controlled business*

(HONG KONG, 5 September 2012) – On top of recruiting creative talents to build up an inventory of competitive programmes, City Telecom is busy adjusting its accounting and financial strategies to fit in a new television business. The company's CFO and Hong Kong Institute of CPAs member, Alice Wong, tells the Institute's monthly magazine *A Plus*, that one of her toughest tasks is to convince sceptical investors on why it makes sense for her company to change from telecoms to entertainment business. Wong is confident that they can begin broadcasting in the first quarter of 2013.

Another feature of the magazine interviews some young accountants who are shining outside the profession with their various talents, including catering, music, painting, photography and adventure training.

Despite cool political relations, China and India, the two most populous nations on earth, are slowly realizing their relative strengths and co-operation needs in business. The third feature takes a look on how Hong Kong CPAs are teaming them up.

Headline-grabbing sibling rivalries in large corporates have called into question the quality of governance in some Hong Kong family businesses. When important decisions are often made at the dining tables or in bedrooms, how can families separate their personal matters from their business? The last feature explores how accountants, with their financial and governance knowhow, can help.

To talk about the magazine and the ideas it raises, call Stella To, deputy director of communications, Hong Kong Institute of CPAs at 2287-7209.

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### **Note to editors**

About the name of the magazine: *A Plus* stands for excellence, a reference to the top-notch accountant members and Hong Kong CPAs, who are success ingredients in business and in society. It is also the quality of the magazine – going an extra mile to reach beyond grade A.

## **About the Hong Kong Institute of CPAs**

The Hong Kong Institute of CPAs is the only body authorized by law to register and grant practising certificates to Certified Public Accountants in Hong Kong. The Institute has more than 33,000 members and more than 16,000 registered students. Members of the Institute are entitled to the description *certified public accountant* and to the designation *CPA*.

The Hong Kong Institute of CPAs evolved from the Hong Kong Society of Accountants, which was established on 1 January 1973.

The Institute operates under the Professional Accountants Ordinance and works in the public interest. The Institute has wide-ranging responsibilities, including assuring the quality of entry into the profession through its postgraduate qualification programme and promulgating financial reporting, auditing and ethical standards in Hong Kong. The Institute has responsibility for regulating and promoting efficient accounting practices in Hong Kong to safeguard its leadership as an international financial centre.

The Hong Kong Institute of CPAs is a member of The Global Accounting Alliance - an alliance of the world's leading professional accountancy bodies, which was formed in 2005. The GAA promotes quality services, collaborates on important international issues and works with national regulators, governments and stakeholders.

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