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

***A Plus* media alert**
Dear editors and reporters:

CPAs exhibit their cooking skills in time for the festive season

Some accountants are just as skilful in the kitchen as they are in the office, according to the December issue of A Plus, *which is out now*

(HONG KONG, 16 December 2013) – For some CPAs, cooking is not only a way to balance their work and life, but also a serious interest into which they put the same passion and innovation as their professional work. Seeing people happy after enjoying their food is an impetus for them to become chefs. From Mediterranean and Indian dishes to Cantonese and molecular cooking, Institute members share their secret recipes for success.

Other stories in the December issue include:

Shanghai free trade zone
Although the future role of Hong Kong accountants in the China (Shanghai) Pilot Free Trade Zone remains unclear, Institute members interviewed by *A Plus* are confident that more opportunities can be explored in helping companies listed on the Shanghai stock exchange adopt international accounting and auditing standards. They say Hong Kong CPAs are sought-after for their experience in advising cross-border transactions and fundraising projects.

Vitasoy financial controller
Vitasoy has been a food and beverage icon in Hong Kong for more than 70 years. Friendly Fong, its financial controller and an Institute member, tells *A Plus* why she is proud to be a member of a company which grew up with many people in the city. She explains how she uses her CPA skills to help the company keep its edge and meet challenges such as managing the fluctuating prices of commodities.

Beating the BlackBerry addiction
Many CPAs still like to use their BlackBerrys for its simplicity in typing and organizing emails. But as the struggling Canadian company considers exiting the device business, accounting firms are drafting up contingency plans and looking into how bring-your-own-device policies can help.

Best Corporate Governance Disclosure Awards
Mainland-based companies are among the most-improved winners at the Institute's 14th Best Corporate Governance Disclosure Awards, according to the judges. They are also encouraged to see entrants going beyond what is required under HKEx's new Corporate Governance Code. Performance in public sector and not-for-profit organizations remains unsatisfactory but winners say the awards continue to serve as a good and independent benchmark to frame their governance.

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

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Note to editor

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 Certified Public Accountants

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 36,000 members and more than 17,000 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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