



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



## HKICPA X IFAC SMP Conference

**From compliance to confidence: How SMPs can lead in sustainability**



**Mr Ken Siong**  
**Program and Senior Director**  
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Ken Siong became technical director of the International Ethics Standards Board for Accountants (IESBA) in January 2013, and program and senior director in January 2018. In his role, Mr Siong manages and oversees the work of the IESBA, including its strategic and operational activities and its work program. As program and senior director, Mr Siong also plays a key role in developing and strengthening the IESBA's relationships with its stakeholders.

Mr Siong previously served as deputy director of the International Auditing and Assurance Standards Board (IAASB). In this capacity, he provided technical direction and support on the development of IAASB standards. He also played a key role in managing the IAASB's strategic and operational activities, and the IAASB's relationship with major national auditing standard setters.

Mr Siong joined the staff of the IAASB in July 2002. Previously, he worked as a senior manager in the assurance practice of PwC in Hong Kong SAR, where he managed a number of transnational audits in various industries.

Mr Siong graduated from the University of Bristol in the UK with a bachelor's degree in computer science. He is a member of the Institute of Chartered Accountants in England and Wales, and a member of the Hong Kong Institute of Certified Public Accountants.