



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

## **HKICPA "Rich Kid, Poor Kid" programme awarded "2019 Financial Education Champion"**

(HONG KONG, 26 November 2018) The Hong Kong Institute of Certified Public Accountants' (HKICPA) corporate social responsibility programme, Rich Kid, Poor Kid (the programme), has been recognized by the Hong Kong Strategy for Financial Literacy as a "Financial Education Champion". The award acknowledges the contributions and achievements the HKICPA has made in promoting financial education over the years.

This is the first offering of the award, recognizing organizations that offer high-quality financial education, and aiming to promote the further involvement of organizations in financial education.

"As one of the largest professional bodies in Hong Kong, HKICPA has long had a strong commitment to demonstrating good corporate social responsibility over the years. Rich Kid, Poor Kid, as the HKICPA's very own platform, allows members to play a key role in financial education of future generations. We aim at working together with our members to utilize the unique expertise and skill-sets of CPAs. We are grateful to our members for all their contribution to the community, raising the public awareness on the importance of good financial management," said Mr. Jonathan Ng, Acting Registrar, HKICPA.

As at 31 October 2018, the HKICPA's "Accountant Ambassadors" had visited more than 450 primary and secondary schools, and held over 750 free financial seminars through the programme. They have reached more than 130,000 students in an interactive way with their expertise on money management, educating young children and teenagers in Hong Kong on positive financial management concepts and techniques. In addition, HKICPA has published a series of books on good financial attitude for families and students since 2006.

Rich Kid, Poor Kid has been running since 2005 and has been recognized with multiple awards from a wide range of bodies, including the Asia Pacific PR Awards "Corporate Social Responsibility Campaign of the Year" and a certificate of excellence for "Non-profit Campaign of the Year". The programme also won a gold award for non-profit organizations for its documentary video and "Best of Show" in the QUESTAR International Competition.

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## **About HKICPA**

The Hong Kong Institute of Certified Public Accountants (HKICPA) is the statutory body established by the Professional Accountants Ordinance responsible for the professional training, development and regulation of certified public accountants in Hong Kong. The Institute has more than 42,000 members and 18,000 registered students.

Our qualification programme assures the quality of entry into the profession, and we promulgate financial reporting, auditing and ethical standards that safeguard Hong Kong's leadership as an international financial centre.

The CPA designation is a top qualification recognised globally. The Institute is a member of and actively contributes to the work of the Global Accounting Alliance and International Federation of Accountants.

### **Hong Kong Institute of CPAs' contact information:**

Gemma Ho  
Manager, Public Relations  
Phone: 2287-7002  
Email: [gemmaho@hkipa.org.hk](mailto:gemmaho@hkipa.org.hk)