



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

A Plus media alert

Dear editors and reporters:

Making a difference in the community

The December issue of A Plus talks to CPAs who make personal commitments to improving the lives of others

(HONG KONG, 7 December 2012) – Many Institute members have their favourite charities and causes. For them, it is not just a case of putting dollars in a donation box, but also devoting their time and talent to changing people's lives. The new issue of the Hong Kong Institute of CPAs magazine, *A Plus*, talks to CPAs who are involved in training cadets, bringing happiness to the elderly, teaching impoverished Mainland students and empowering the visually and hearing impaired.

Today, accountants are taking charge of their careers at an earlier stage instead of pursuing a steady, if slow, career path. Another magazine feature talks to bright Institute members under the age of 35 about their ambitions and why they think working overtime is an advantage.

In the success ingredient interview, Shereen Tong, an Institute member and group chief financial officer of V Tech, explains how she helps the world's leading electronic learning toys and cordless phones maker compete in the consumer technology market dominated by tablet devices, smartphones and other mobile gadgets.

Booming tourism driven by Mainland visitors is a boon to many sectors of the economy in Hong Kong. Another magazine feature talks to Institute members in the field about the danger of over-reliance on the China market and the drawbacks of the tourist influx from the north.

The last magazine feature talks to small- and medium-sized accounting practitioners, which account for 99 percent of the Institute's 1,233 member firms, about how they can diversify their business in the face of a competitive audit market and how the global economic downturn affects most of their small- and medium-sized enterprise clients.

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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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 34,000 members and more than 17,000 registered students. Members of the Institute are entitled to the description *certified public accountant* and to the designatory letters 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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