



Sustainable Cost Control

Programme Code: W130415S

It is not possible to create a framework for on-going profit improvement by continuously chopping cost down. The ultimate result will be poor quality, increased remedial costs, damaged reputation and dissipated brand value, or worse.

So what should be done? It's about creating a new future, every day, through the application of people and processes working at optimum effectiveness.

A financial focus cannot be left to the accountants but must be understood and shared by the whole enterprise. To effectively manage costs to optimize profits and achieve lasting growth, the finance team needs to become flexible, fast-paced and interactive.

Date	Monday, 15 April 2013
Time	6:30 p.m. – 9:30 p.m.
Venue	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.
Format	Workshop including practical examples and case studies
Language	English
Fee	HK\$750 for HKICPA member or student; and IA/ HKIAAT member or student HK\$1,500 for non-member
Objectives	<ul style="list-style-type: none">• Exploring the 'Pick & Mix' approach to costing systems and techniques to achieve the most practical benefits for your business• Drawing out practical tips from Lean Accounting processes• Continuous process regeneration: Chopping will destroy• Cradle to Grave Supply Chain Focus on every product• Getting planning & budgeting processes right and optimized• In-depth examination of the hidden 'Secret Costs'
Speaker	W Francis Rowlands FCMA MCIM AMIMI AAE Executive President, Dragon Business Skills & Development Past Chairman, Global Markets Committee, CIMA
Participants	CFO, VPs, & Chief Accountants - to understand cost-cutting damages the business; Accountants & FCs - to maximize costing efficiency for short, medium & long-term.
Competency	Management accounting
Rating	Intermediate to Advanced Level (Please refer to the Institute's online CPD Learning Resource Centre)
CPD hours	3



**To confirm your CPD booking,
 just log on to "My CPA" at
<http://www.hkicpa.org.hk>**

CPD ENROLMENT FORM (For Support Programme)

Finance & Operations Department,
 Hong Kong Institute of CPAs,
 37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: finance@hkicpa.org.hk Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: cpd@hkicpa.org.hk	FOR OFFICE USE
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Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address ^{*(2)} (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
							Total (HK\$)	

* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

I am unemployed and not working. I am planning to rejoin the workforce.
 The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.
 The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : _____ Tel No. : _____ Fax No. : _____ E-mail : _____

Payment Method (Please tick the appropriate box)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA"	
<input type="checkbox"/> VISA / MasterCard	<input type="checkbox"/> BOC HKICPA UnionPay card
Card Number: _____	Card Expiry Date (MM/YY): _____
Cardholder's Name (block letters): _____	Cardholder's Signature: _____
	Date: _____
If you require a receipt, please put a "✓" indicate your choice of delivery: <input type="checkbox"/> by email <input type="checkbox"/> by post (to the address as shown below)	
Name : _____	Name : _____
Address : _____	Address : _____

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
 - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
 - All applications are on a first-come-first-served basis.
 - Application by fax will ONLY be accepted when payment is made by credit card. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
 - Cheque(s) should be made payable to "Hong Kong Institute of Certified Public Accountants". Please issue SEPARATE CHEQUE for each event.
 - NO REFUND/CANCELLATION will be entertained after the application is processed. If you are unable to attend the enrolled programme, you may nominate a substitute to take your place, provided that the Institute is notified in writing at least two working days prior to the event date.
 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
 - Personal data collected from the enrolment process and administration of courses will be used for the purpose of the administration of the course on which applicants are enrolled. Data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and for other uses internally. The Institute intends to use the personal data of your name, email address and correspondence address to inform you of CPD activities, members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. For member and student member you may opt out from receiving such materials at any time by login the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. For non-member you may opt out from receiving such materials at any time by sending an email to the Institute at privacyofficer@hkicpa.org.hk or a letter to the Institute's privacy officer.
 - No unauthorized audio or video recording is allowed at CPD events.