



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

***A Plus* media alert**

Dear editors and reporters:

Accountants' new ethics standard acting for public interest

In July, A Plus interviews the chair of the International Ethics Standards Board for Accountants, features China's growing electric vehicles market, looks at artificial intelligence in auditing, and more

(HONG KONG, 25 July 2016) – IESBA's new ground-breaking standard, *Responding to Non-Compliance with Laws and Regulations*, represents the first time the Code of Ethics for Professional Accountants has allowed accountants to bypass confidentiality. "This is a standard that needs the auditor or other accountant to respond to non-compliance with laws and regulations up to the point of disclosing it to a relevant authority in the appropriate circumstances," IESBA Chair Stavros Thomadakis tells *A Plus*. More from the July issue and the Institute's [email to members](#).

Driven by increasing consumer demand and aggressive government backing, sales of electric vehicles are ramping up in China and accounting for more than half of the global figure last year. Could China become a future leader in the field?

A growing trend towards the application of artificial intelligence in auditing is enabling auditors to automate tasks that have been done manually for years. We find out how cognitive technology is efficiently redefining the auditing process and how CPAs can take advantage.

10 DESIGN has built a name as a reputable mid-sized architecture and design firm in Hong Kong by working in emerging markets. Florence Kong, Finance Director and Institute member, explains how her CPA skills have led her to help physically bring landmark buildings to life.

"When most of our work is related to numbers, reading a good book is one way to switch brain function and provoke a different kind of thinking, stimulating imaginative or creative ideas," says CPA Raymond Lo. Given the heat of book fair in town, we ask Institute members what makes a good book and the lessons they can learn from reading.

Check out the latest [A Plus](#) for the above stories.

To further discuss the magazine stories and the ideas it raises, call Stella To, head of corporate 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 40,000 members and 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.

Hong Kong Institute of CPAs' contact information:

Stella To
Head of corporate communications
Phone: 2287 7209
Mobile: 9027 7323
Email: stella@hki CPA.org.hk