



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

***A Plus* media alert**

Dear editors and reporters:

Robotics is changing the business of tomorrow

With the advancement of artificial intelligence, robotics has moved beyond manufacturing to cover sophisticated surgeries, financial consulting, and even people's needs for daily companions

(HONG KONG, 26 April 2017) – China is aggressively developing industrial robots and has become the world's largest market. Meanwhile, the use of robots has been diversifying into other forms. Experts predict three areas will see significant future development, including medical robots, logistics robots and financial robots. The April 2017 issue of *A Plus* looks at the broadened scope of robotics innovation beyond industrial use, and Hong Kong's place in the rise of intelligent machines.

With 1,500 companies worldwide following its framework, the International Integrated Reporting Council has moved from concept to consolidation. Richard Howitt, its new chief executive officer, talks about his plan for global developments, and HKICPA's important role in the Asia-Pacific region.

Moving to cloud computing is inevitable for small- and medium-sized accounting practices looking to remain as relevant as larger firms with more resources. What are the benefits and pitfalls?

In a fast-paced, high-tech society where people have easy access to on-demand entertainments, classical ballet still has its unique attraction to today's audience. Belinda Lau, Finance Director of Hong Kong Ballet, and a CPA, explains why.

Mindfulness training is quickly becoming recognized as an international phenomenon for its potency to help practitioners reduce stress. We talk to Institute members to find out how this form of meditation benefits them.

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

To further discuss the magazine stories and the ideas it raises, call Margaret Lam, Head of Member and Public Relations of the Hong Kong Institute of CPAs, at 2287-7053.

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Note to editor

About the name of the magazine: *A Plus* stands for excellence, a reference to our top-notch members – 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 20,000 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.

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