



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

***A Plus* media alert**

Dear editors and reporters:

Warner Music CPA

In March, A Plus looks at the critical role of a financial controller in the music industry, the rapid growth of China's healthcare industry, why CFOs have to go digital, profile of CHKLC's Francis Leung, and CPAs who are coffee experts

(HONG KONG, 21 March 2016) – Warner Music Group, one of the world's leading record companies, tackles radical changes brought by free digital music. Its Regional Financial Controller Lorita Wong explains how as a CPA she is helping to unlock the real value of music and revive the industry.

Growing at an exponential rate, China's pharmaceutical market is poised to overtake Japan to become the world's second largest. What are the opportunities out there and why is innovation the key?

It is already well known that technology is redefining the role of finance, and this will only continue. We find out how CFOs can better lead the charge towards digital transformation for companies despite the risks that come with it.

Francis Leung, the outspoken Chairman of the Chamber of Hong Kong Listed Companies, says the city's financial sector has a lot to be proud of, but urges rapid innovation to keep up with the times.

Every bean has a story and every cup has chemistry. Several Institute members share what draws them to study the science of coffee.

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 39,000 members and 19,000 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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