



## Workshop on "Analyzing Financial Statements"



<b>Date</b>	13 & 20 October 2010, Wednesdays
<b>Time</b>	6:30 p.m. – 9:30 p.m.
<b>Venue</b>	The Joint Professional Centre Limited, Lecture Rooms A & B, Unit 1, G/F, The Centre, 99 Queen's Road Central, Hong Kong.
<b>Speaker</b>	<b>Mr. Ip Pui Sum</b> Mr. Ip is an associate member of the Hong Kong Institute of Certified Public Accountants. He has over 20 years of experience in public accounting and company secretarial practices. He is a partner of a local CPA firm.
<b>Target participants</b>	Commercial accountants, internal auditors and external auditors with at least two years' relevant experience.
<b>Language</b>	Cantonese supplemented with English handouts
<b>Enrolment fee</b>	HK\$450 per person for HKICPA registered students and members HK\$720 for non-members
<b>Enrolment deadline</b>	29 September 2010

### Course outline

This workshop aims at enabling participants to interpret the financial health of a company by critically reviewing financial statements and other relevant information. Topics include:

- **General analytical review techniques:**
  - Financial ratio analysis
  - Variance analysis through budget comparison
- **How to analyze the liquidity, solvency, profitability and operating efficiency of the company:**
  - Analysis of receivables, intangible assets, investment properties, property, plant and equipment, depreciation methods and deferred charges
  - Analysis of liabilities, shareholders' equity, and book value per share
  - Liquidity and solvency assessment
  - Evaluation of the stability and quality of earnings; operating efficiency; return on investment; and company growth
  - Analysis of the statement of changes in equity and cash flow statement
  - Use of further information disclosed in the notes to the financial statements such as financial risk management and critical accounting estimates and judgments
- Identifying symptoms of window dressing
- Consider the impact of critical accounting issues for non-recurring and unusual events such as global financial crisis
- **Other techniques:**
  - Analysis of segmental data
  - Use of common size financial statements to evaluate trends and to make industry comparison
  - Review of the reconciliation for the accounting practices in different jurisdictions such as Hong Kong and the Mainland China
  - Comparison of accounting practices among small and medium-sized entities, private entities and those entities with financial statements giving a true and fair view
- **Interpretation of non-financial information:**
  - The Directors' report
  - The Chairman's statement
  - Management's Discussion and Analysis
  - Corporate Governance Report
  - Latest company developments in the media
- **Formation of opinions related to our objectives**

**To enroll** please click [here](#) to download the application form.

**Acceptance** is on a first-come-first-served basis. Confirmation on enrolment will be sent to participants three days before the course commencement date.

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**Register early  
to secure your seat!**