

PAIB Seminar: Reducing Costs – Besides Staff, What Else?

About the topic and speaker

Nowadays, due to more intensive and globalised competition and the economic downturn, organisations have to reduce costs in order to survive or remain competitive. However, most organizations focus on headcount reduction, which may demoralise staff and limit business growth. Overhead costs are always overlooked. In fact, overhead costs constitute a rather significant portion of business expenses in most organisations and relevant cost reduction in this area could have high impact on net profit.

This seminar aims to reveal the secrets of cutting overhead costs without trimming staff. Successful case studies will be used for illustration.

The speaker: Mr. Richard Wong has 30 years experience on cost control and reduction, specialising in reducing overheads. Prior to his consulting practice, he worked for HSBC, Motorola and HK Telephone, and was mainly responsible for cost optimisation and efficiency improvement. In 2002, he introduced the Expense Reduction Programme, a cost reduction best practice, which helped many companies in HK & PRC (including MNCs) to reduce costs. He is the former president of the Operational Research Society of Hong Kong and author of the book – “Cost Cutting: Besides Staff, What Else?” published by PEARSON Prentice Hall.

About the programme

Date & Time 1 March 2012, Thursday, 6:30 p.m. – 8:00 p.m.

Venue Training Centre, Hong Kong Institute of CPAs,
27/F, Wu Chung House,
213 Queen's Road East, Wanchai

Fee HKD190 per person for HKICPA members
HKD300 per person for Non-HKICPA members

Recommended CPD hours 1.5 hours (subject to actual attendance)

Language English

Target audience Business owners/CEOs/CFOs/senior executives

Competency General Business and Professional Knowledge*

Rating Intermediate level*

Application deadline 24 February 2012

* Please refer [here](#) for descriptions of other competencies and ratings.

Rundown

6:15 p.m. Registration starts
6:30 p.m. Opening remarks by chair
6:35 p.m. Presentation
7:35 p.m. Q&A session
7:55 p.m. Closing remarks by chair

Chair

Mr. Wong Kim Man
Deputy chairman
PAIB Leadership Panel

Speaker

Mr. Richard C H Wong
Principal, Expense Reduction Advisory,
Ascent Partners

Registration

The number of places is limited and in the event of over-subscription, places will be allocated on a first-come-first-served basis with priority given to PAIBs.

To register:

- **Online registration** (for HKICPA members only): Please [click here](#).
- **By post or by fax:** Complete the attached reply slip and return it to the Institute on or before 24 February 2012, together with a cheque made payable to “Hong Kong Institute of Certified Public Accountants”. Fax registration will be accepted for payment by any Visa / Master credit card. Confirmation of registration will be sent by e-mail. If confirmation has not been received by 27 February 2012, please contact Ms May Hung at 2287 7009 / Ms Canace Leung at 2287 7089.

