



***A Plus* media alert**

Dear editors and reporters:

Can China prevent a banking crisis?

In October, A Plus looks into China's growing debt pile, evolving role of financial controllers, SF Express' technological innovation, and more

(HONG KONG, 27 October 2016) – The International Monetary Fund is the latest institution to express concern about the prospect of a banking crisis in China. We ask accountants, banking executives and other frontline experts about the real risks posed by the Mainland's rising debts and non-performing loans.

The first of its kind in Asia, the Institute's Financial Controllershship Programme was launched this year to provide uniquely relevant and practical training to members who are transitioning from practice to business or new to the post. People involved in the pilot programme explain why financial controllers today are at the heart of an organization.

SF Express – China's largest goods delivery group – has launched operations that will make use of big data and FinTech to meet the financing needs of its customers. We talk to HKICPA member Ashley Law, Chief Financial Officer and Chief Operating Officer of SF Express' Financial Services Business Group, to find out more.

Hilary Lindsay, the Institute of Chartered Accountants in England and Wales' second female President, talks about why the profession must invest for the future amid post-Brexit uncertainty and the changing role of CPAs.

Raphael Ding, the Institute's Chief Executive, looks at why the accounting profession today should be led by a high standard of ethical behaviour and professional ethics.

The benefits of yoga range from better posture to a boost in immunity, but there's more to it than sitting on a mat and breathing deeply. CPA yogis share about how the practice has changed their lives and minds.

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 18,000 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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