



## ***A Plus* media alert**

Dear editors and reporters:

### **Lessons from Pokemon Go**

*In September, A Plus studies how app developers can survive in the crowded market, MTR chairman's big plans, skills for tomorrow's accountants, ambitious CPAs under 35, and Lee & Man Paper's finance chief on reviving the traditional industry*

(HONG KONG, 27 September 2016) – Pokemon Go, an augmented reality mobile game, has caused a global frenzy since it was first released in July, getting both hard core and casual gamers out of their homes and onto the streets. We look at whether and how mobile app developers in Hong Kong can learn from it.

Frederick Ma, Chairman of the MTR Corporation, explains how he faces up to the challenges of meeting public expectations amid project delays in the age of social media, and why he has high hopes for the future of one of the world's most profitable systems.

With the advent of Big Data, artificial intelligence and other innovations, the accounting profession is changing at a breathtaking pace. We look at the training needed to help prospective CPAs utilize new technology and take on an ever-evolving role.

Young accountants are steadily stepping up and taking charge of their careers. They are exemplary of the promising career paths that are open to the new generation with hard work and a willingness to lead by example.

Henry Cheung, Chief Financial Controller of Lee & Man Paper Manufacturing and Institute member, explains how rising environmental consciousness and new technologies such as e-commerce are creating new opportunities for an old-fashioned commodity.

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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