

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.

<u>The speaker</u>: 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.	Rundown	
Venue	Training Centre, Hong Kong Institute of CPAs, 27/F, Wu Chung House, 213 Queen's Road East, Wanchai	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	
Fee	HKD190 per person for HKICPA members HKD300 per person for Non-HKICPA members		
Recommended CPD hours	1.5 hours (subject to actual attendance)	Chair	
Language	English	Mr. Wong Kim Man	
Target audience Business owners/CEOs/CFOs/senior executives		Deputy chairman PAIB Leadership Panel	
Competency	General Business and Professional Knowledge*		
Rating	Intermediate level*	Speaker	
Application deadline	24 February 2012	Mr. Richard C H Wong Principal, Expense Reduction Advisory, Ascent Partners	

* Please refer here for descriptions of other competencies and ratings.

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 <u>click here</u>.
- By post or by fax: Complete the attached reply slip and return it to the Institute on or before <u>24 February 2012</u>, 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.



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

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

MCS-2 Event Code: PAIB120301

Finance & Operations Department, Hong Kong Institute of CPAs 37th Floor, Wu Chung House, 213 Queen's Road East, Hong Kong.

Fax no: 2893 9853

*Click here for online	enrolment (for HKICPA member	<mark>s only)</mark>		
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(Reply on or beto	re <u>24 February 2012</u>)		Handled by:	
Please allow 4 day enrolment status. Y full refund.	s to process your application. In ord ou can check it at " <u>My CPA</u> ". Unsud	der not to delay the process, ccessful enrolment will be no	please DO NOT make any otified before the commence	enquiries on your ment of the event with
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Name:	Name:
Address:	Address:

Notes:

- 1. Enrolments are accepted on a first-come-first-served basis with priority given to PAIBs. Telephone reservations will not be accepted.
- Full payment must be made before applications will be processed. 2.
- The closing date for enrolment is 24 February 2012. 3.
- Confirmation will be sent by e-mail, unless your application for registration is unsuccessful. If you have not received any confirmation by 4. 27 February 2012, please contact Ms May Hung, on 2287 7009, or Ms Canace Leung, on 2287 7089.
- Unless the event is cancelled due to unforeseen circumstances, no refunds will be given after applications have been processed. 5. 6. Bad weather arrangement: The seminar will be cancelled if typhoon signal no. 8 or above / black rainstorm warning is hoisted, as
- announced by the Hong Kong Observatory, at or after 2:30 p.m. on the date of event. In the event of cancellation due to bad weather, the admission fee will be refunded.

Personal Data: All information provided in this form will only be used by the Institute or its agent for the purposes of processing the registration and/or organising the event in which you have enrolled. Although you are not obliged to provide the data sought by this form, failing to do so may result in an inability to process your enrolment. Collected data will only be used for this specific event and promotion of any future similar events. By completing the form you agree that the staff of the Institute or its agent may use your personal data for the purposes specified above. The detailed privacy policy of the Institute is available at www.hkicpa.org.hk.

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: finance@hkicpa.org.hk

Event Information Enquiry: 2287 7009 / 2287 7089 e-mail: may@hkicpa.org.hk