



***A Plus* media alert**

Dear editors and reporters:

Accounting for Yahoo

The June issue of A Plus features Yahoo Asia Pacific's Finance Director, how CPAs soldier against cyber-crimes, management accountants' day in the sun, and the road to unifying for Canadian CPAs

(HONG KONG, 12 June 2014) – Yahoo!, one of the world's largest Internet companies, has a portal reach of 95 percent in Hong Kong. *A Plus* talks to Institute member Rita Kok, the company's Finance Director, about the challenges of working in a growth-obsessed technology world.

Cyber-crimes are rising worldwide and Hong Kong is not immune. The number of reported cases rose 30 percent while financial losses totaled HK\$916.9 million last year, according to estimates from the Hong Kong Police Force. *A Plus* finds out from our members how CPAs can be frontline soldiers in the battle against computer hacking.

New trends and the recent development of proposed global principles have pushed management accounting into the spotlight. *A Plus* explores the quality and skills of management accountants and why they are sought after in an increasingly complex business environment.

Canadian accountants have united under a single umbrella group after decades of disunity and years of debate. President and Chief Executive Officer of CPA Canada Kevin Dancey talks to *A Plus* about the road to union, the future of the profession and how they cope with the challenges from its neighbor.

Check out the latest [*A Plus*](#) for the above stories.

To discuss more about the magazine and the ideas it raises, call Stella To, Deputy Director of Communications, Hong Kong Institute of CPAs at 2287-7209.

– End –

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 37,000 members and 17,000 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.

Hong Kong Institute of CPAs' contact information:

Stella To
Deputy Director, Communications
Phone: 2287 7209
Mobile: 9027 7323
Email: stella@hki CPA.org.hk