



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

A Plus media alert

Dear editors and reporters:

World's top woman accountant discusses her fight for gender equality

The March issue of A Plus is out now, featuring the IFAC's first female president, implications from the settlement between U.S. SEC and Chinese Big Four accounting firms, a CPA who works in the camper and boater business, one year after the new Companies Ordinance, and team-building ideas for the profession

(HONG KONG, 19 March 2015) – The first female president of the International Federation of Accountants, which oversees 2.5 million accountants around the world, Olivia Kirtley tells *A Plus* that she was almost barred from entering the profession 40 years ago because of the strong prejudice against women that prevailed in the profession.

The managing partner at another firm who had three daughters and was brave enough to go against the status quo gave her a chance, thus rescuing her professional career.

In her interview with the March issue of *A Plus*, she also talks about her responsibility as a role model for women, the bright future of the profession, and other topical issues during her two-year term.

The breakthrough settlement between the United States' Securities and Exchange Commission and Chinese affiliates of the Big Four accounting firms has paved a solid foundation for the future, but also presents challenges for cross-border cooperation on audit regulation. Another *A Plus* feature has more.

The increasing travel and leisure appetite of Chinese consumers is a boon to Sweden's Dometic Group, a manufacturer of appliances for campers and boaters. According to estimates, China will add more than 100 campgrounds to its existing 70, which still has huge room for growth when compared with more than 7,000 in the United Kingdom. The number of recreation vehicles on the road will jump 40 percent year-on-year from 6,000 in 2013 to 28,000 by 2018. The company's Asia Pacific chief financial officer, Eric Yuen, also a member of the Hong Kong Institute of CPAs, explains the company's regional strategy to *A Plus*.

The migration to the new Companies Ordinance regime has been smooth as the usage rate of new forms for submitting incorporation applications was close to 100 percent, according to the Companies Registrar. Some of the more common issues arising from the implementation of the new legislation in its first anniversary are also highlighted in *A Plus*.

Building sandcastles is not just fun, it also brings colleagues closer together and strengthens communication skills that benefit work and life, according to CPAs who have participated in the corporate team-building activity. *A Plus* also looks at how other corporate events, such as mooncake-making and a retreat to Barbados, can lead to more productive office environments.

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

To further discuss the magazine stories and the ideas it raises, call Stella To, deputy director of 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 38,000 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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