## **HKICPA - Talking points/key messages for stakeholders**

## Introduction

This document informs stakeholders on key messages to promote accounting to the public as an attractive career and impactful profession, as well as on behalf of the HKICPA and its Qualification Programme (QP). These messages can be combined and rearranged to convey broader topics that are tailored to different audiences, such as members, the public, students, and future talents.

## Key messages

1. On HKICPA
1.1 What is HKICPA?
1.2 HKICPA shapes future accountants.
1.3 HKICPA safeguards Hong Kong's status as an international financial centre and upholds
the core values and public spirit of accountancy.
1.4 HKICPA empowers its members in their professional and personal development.
1.5 HKICPA is a prestigious home grown brand that is recognized internationally.
2. Qualification Programme (QP) - Cultivating the Next Generation of Accountants
2.1 What is QP?
2.2 QP provides world-class and comprehensive training.
2.3 QP offers alternative pathways and greater flexibility for students with different
educational backgrounds.
2.4 QP has a strong reputation that is respected among the profession all over the world.
3. Discover the Excitement and Prestige of the Accountancy Profession
3.1 Accounting offers a multidimensional career.
3.2 Accounting allows CPAs to follow exciting paths.
3.3 Accounting contributes to the greater good of society in meaningful ways.
3.4 Accounting is futureproof.
4. Empowering the Profession to Contribute to Global Climate Actions
4.1 The HKICPA is the sustainability reporting standard setter in Hong Kong.
4.2 The HKICPA is part of the ISSB Partnership Framework for Capacity Building.
5. Seizing Opportunities in the Greater Bay Area and the Mainland
5.1 The HKICPA helps the profession seize opportunities in the GBA and beyond in the
Mainland.

## Combination of talking points by topic

Highlighted topics should be included under the theme. Darker shade of green means more attention or time should be allotted to the specific topic under the theme.

Theme	accounting HK as IFC profession			Value to members	
Target audience	General public, potential talents to join the profession	General public, members, students and prospects	Tertiary students and teachers, major employers (firm and corporates) and young employees	Incumbent members	
1. On HKIC	PA				
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	ation Programme (QP)	) - Cultivating the Nex	t Generation of Accou	Intants	
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	r the Excitement and I	Prestige of the Accour	itancy Profession		
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<u>3.4</u>					
4. Empowe	ering the Profession to	Contribute to Global	Climate Actions		
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4.2					
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5. Seizing	Opportunities in the G	reater Bay Area and t	he Mainland		
<u>5.1</u>					

		Talking points			
1	1.1	What is HKICPA?			
		Vision, Mission and Values			
		Vision			
		A world class professional body that influences the future of the global profession			
		and serves the business community and public interest of Hong Kong			
		Mission			
		To cultivate a financially-and business-attuned accountancy profession that			
		participates in the development of the country and contributes to the sustainable			
		development of Hong Kong as a leading international business and financial centre.			
		To nurture a valued and respected community for members and equip them with			
		trusted and relevant capabilities and skills.			
		Values			
		Professionalism, innovation, collaboration, integrity, quality and agility			
		Professionalism, innovation, collaboration, integrity, quality and aginty			
	1.2	HKICPA shapes future accountants.			
		#QualificationandRegistration			
		Established in 1973 by the Professional Accountants Ordinance (Cap. 50), the			
		Hong Kong Institute of Certified Public Accountants (HKICPA) is the statutory			
		body for qualifying and registering CPAs in Hong Kong.			
		The Institute is responsible for the professional training and continuous			
		professional development of certified public accountants in Hong Kong.			
		Qualification			
		Qualification			
		The HKICPA's Qualification Programme (QP) assures the quality of entry into the profession and the CPA designation is a ten qualification recognized.			
		the profession, and the CPA designation is a top qualification recognized			
		globally under mutual or reciprocal recognition of accountants with			
		<ul> <li>accountancy bodies in places outside Hong Kong.</li> <li>Members of the Institute are internationally recognized by overseas</li> </ul>			
		<ul> <li>Members of the institute are internationally recognized by overseas accountancy bodies under the Global Accounting Alliance (GAA) through</li> </ul>			
		reciprocal membership agreements. They can also enjoy exemption on			
		examination papers from the Chartered Institute of Management			
		Accountants (CIMA) and Chinese Institute of Certified Public Accountants			
		(CICPA) under the mutual examination paper exemption arrangements.			
		Mutual recognition of memberships with the CPAA and ACCA are also			
		available for members who meet requirements under mutual recognition agreements.			
		<ul> <li>Since its inception in 1999, the QP has cumulated over 28,000 graduates as</li> </ul>			
		• Since its inception in 1999, the QP has cumulated over 28,000 graduates as of June 2024, and has worked hard towards the widespread recognition and			
L	]	of June 2024, and has worked hard towards the widespread recognition and			

	respect towards the QP as a top qualification in the accounting profession globally.
	<ul> <li>Professional Development</li> <li>➤ The Institute offers a comprehensive range of professional development programmes, including continuing education courses, seminars, and workshops, to ensure that its members stay abreast of the latest industry trends and developments.</li> <li>■ During the 2024 financial year, the Institute organized a total of 127 webinars (including 25 collaborative programmes), 379 e-learning programmes (including 152 collaborative programmes) and 73 face-to-face events (including 15 collaborative programmes), receiving a total of 104,036 enrolments.</li> </ul>
1.3	<ul> <li>HKICPA safeguards Hong Kong's status as an international financial centre and upholds the core values and public spirit of accountancy.</li> <li>#StandardSetting #Advocacy</li> <li>The Institute is the standard setter of the local accounting industry, and actively advocates on behalf of members on issues affecting the profession as well as the public at large.</li> <li>Standard Setting</li> <li>The Institute is the accounting and auditing standard setter for Hong Kong. The Institute also sets the professional ethical standards for accountants in Hong Kong.</li> <li>The Institute upholds and promotes high ethical standards and professional conduct among its members, playing a crucial role in maintaining public trust and confidence in the accounting profession.</li> <li>The Institute issues guidance and alerts, and provides technical training to help members in the application and interpretation of international standards.</li> <li>In addition to its established role in setting standards for financial reporting, assurance and ethics, the Institute is the sustainability reporting standard setter in Hong Kong. This was publicized in the Vision Statement on Turning Obligations into Opportunities in Developing the Sustainability Disclosure Ecosystem in Hong Kong in March 2024. The HKICPA subsequently published HKFRS S1 and S2 (HKFRS Sustainability Disclosure Standards. HKICPA will create an enabling environment for the successful implementation of the HKFRS SDS and to contribute towards the development of a comprehensive sustainability disclosure ecosystem in Hong Kong.</li> <li>The Institute will also foster a more conducive environment for the implementation of Hong Kong.</li> </ul>

	Advocacy			
	The Institute represents all of our members' views towards government bu and legislation and ensure their views are heard			
	<ul> <li>and legislation and ensure their views are heard.</li> <li>Each year, the Institute regularly submits budget proposals to the Financial Secretary before the government's budget address, and subsequently offers a public response to contribute to the betterment of Hong Kong's public finance and economic development.</li> <li>The Institute also advocates public issues through its responses to government and regulatory consultations. The Institute also contributes to and influences the future of the global accounting profession through thought leadership research and insights. In the past years, the Institute has published research reports on topics such as cybersecurity, ESG assurance, board diversity, corporate governance, and more; we also conduct surveys with our members and issue reports to provide insights and nuance to inform relevant public discourse and government policy.</li> <li>Since 2000, the Institute's Best Corporate Governance and ESG Awards have</li> </ul>			
	become an important benchmark of the current corporate governance, and sustainability and social responsibility standards and best practices in Hong Kong.			
1.4	HKICPA empowers its members in their professional and personal			
	development.			
	#MemberSupportandServices #SportsandRecreation			
	The HKICPA is the largest professional body in Hong Kong, with around 48,000 members and about 12,000 registered students (as of Dec 2024)			
	The HKICPA delivers comprehensive support and services to its members, empowering them with resources, opportunities, and guidance for their continuous professional and personal development.			
	Through initiatives such as sports and recreation activities, continuous			
	<b>professional development courses, workshops</b> , and <b>networking events</b> , the HKICPA ensures that members are equipped to excel in their careers, maintain work-life balance, and make a positive impact in their profession and communities.			
	<u>CPD offerings</u>			
	Diverse CPD events are offered to help members acquire the necessary skills to thrive in the ever-changing world of business. The HKICPA constantly updates and expands its offerings to help members navigate the latest trends and developments in the business world.			
	Hundreds of CPD courses are held by the Institute each year, receiving around 100,000 enrolments.			
	The HKICPA launched the Events App to help members easily find CPD programmes through its search function. Members can enjoy an enhanced			

Member Support and Services Regular newsletters and the Institute's flagship magazine A Plus keep members
informed about important developments in the Institute, the profession and Hong Kong.
A range of specialist faculties, as well as interest groups, both technical and leisure based for specific industry or interest, offer many opportunities to build professional networks.
The annual Mentorship Programme, celebrating its 10 <sup>th</sup> anniversary in 2024, offers younger members an invaluable opportunity to learn from a senior member and enrich themselves through a personalized plan aimed at addressing
<ul> <li>their career and personal development goals and needs.</li> <li>A hosts of exclusive member discounts are offered to members, covering various</li> </ul>
sectors, including professional publications, technologies, healthcare, wine and dine offers, and many more.
Sports & Recreation
The Institute offers fifteen interest groups (IGs) dedicated to organizing a wide range of sports and recreational events designed for members to share experiences and build comradery.
<ul> <li>Two new IGs will be introduced in 2025 (Pet and Volleyball)</li> </ul>
HKICPA is a prestigious home grown brand that is recognized internationally.
#InternationalRecognition
<ul> <li>The Institute celebrated its 50th anniversary in 2023, demonstrating its</li> </ul>
longstanding role in upholding the integrity of Hong Kong's development as an international financial centre.
The HKICPA was a founding member of the International Federation of Accountants (IFAC) in 1977, and the Global Accounting Alliance (GAA) in 2005, reflecting its commitment to international collaboration and the development of accounting standards and practice. It actively contributes to the development of the profession on the international stage.

2	2.1	What is QP?					
		The Qualification Programme (QP) provides world-class and comprehensive training					
		to ensure that upon completion, the newly qualified CPAs will be equipped with the					
		necessary technical knowledge, professional skills, values and ethics, and relevant					
		practical experience to meet the needs of employers in today's work environment.					
	2.2	QP provides world-class and comprehensive training.					
		#WorldClassCurriculum					
		Since its inception in 1999, the QP has accumulated over 28,000 graduates (as of June 2024).					
		<ul> <li>The QP develops all round-CPAs through Education, Examination and</li> </ul>					
		<b>Experience</b> . It also offers a variety of pathways and greater flexibility with					
		various entry routes that cater to students with different backgrounds.					
		The QP is renowned for offering opportunities to develop the necessary					
		technical knowledge, professional skills, values and ethics, and relevant practical					
		experience to meet the needs of employers in today's work environment.					
		Professional skills including analytical thinking, problem solving, communication,					
		time management, business acumen and leadership skills are developed through					
		the interactive workshops of the Professional Level and Capstone.					
		> The QP's quality assurance procedures also undergo regular peer reviews					
		conducted by members of the Global Accounting Alliance to ensure its					
		compliance with the professional standards and best practices, which has					
		enabled the QP to be internationally recognized by other chartered accounting					
		bodies.					
		The QP has three levels, which consists of a total of 14 modules and a Capstone. The Associate level modules agains condidates with foundational technical					
		The Associate level modules equips candidates with foundational technical knowledge; whereas the Professional level modules train students to obtain					
		advanced technical knowledge and relevant enabling skills.					
		<ul> <li>The Capstone represents the pinnacle of the QP journey, where candidates are</li> </ul>					
		required to demonstrate their ability to competently handle professional-type					
		situations. It focuses on the integration and application of knowledge and skills					
		across all areas of accounting and related fields to analyze complex professional					
		problems and formulate effective solutions.					
		The latest cohort of the Capstone saw an impressive passing rate of 82%,					
		demonstrating the exceptional abilities and dedication of our QP graduates to					
		their professional development.					
		QP Students are also required to obtain competence in core areas through					
		practical work experience, and can fulfill this requirement simultaneously with					
		the exams.					
		The Institute also provides a wide range of exam support resources for QP					
		students' exam preparation:					
		List of current hot topics					
		Condensed revision course					
		<ul> <li>Module preparation seminar</li> </ul>					

		Examination technique seminar				
		• Free online access to learning resources, workshop and examination related				
		materials (e.g. past papers)				
	2.3	QP offers alternative pathways and greater flexibility for students with				
		different educational backgrounds.				
		#AFlexibleCareer				
		Students with different educational backgrounds, including sub-degree holders				
		and non-accounting majors, can also become CPAs via the QP. This enables more				
		students from other disciplines to join the accountancy profession, which is				
		important in developing a sustainable talent pool of accounting professionals.				
	2.4	QP has a strong reputation that is respected among the profession all over				
		the world.				
		#WorldWideRecognition				
		Local recognition				
		The QP has a strong reputation among accounting professionals in Hong Kong,				
		with many employers requiring HKICPA memberships or giving preference for				
		accountancy positions.				
		Global recognition The QP is internationally recognized, offering an essential career pathway and				
		professional recognition around the world through the Global Accounting				
		Alliance under reciprocal membership agreements, mutual recognition				
		agreements or examination exemption agreements with 11 overseas				
		accountancy bodies and the Chinese Institute of Certified Public Accountants.				
		HKICPA members are eligible for full/ partial exemption from the professional				
		programme and practical experience requirements for these accountancy				
		bodies.				
		Mainland China Recognition				
		HKICPA members enjoy the most examination paper exemptions, including				
		four out of six papers in the PRC CPA Uniform Examination and the highest				
		number of exemptions from the Chinese Institute of Certified Public Accountants				
		(CICPA).				
3	3.1	Accounting offers a multidimensional corport				
3	3.1	Accounting offers a multidimensional career. #ExpertiseinDemand				
		<ul> <li>Accounting is a fundamental business language, regardless of the industry or</li> </ul>				
		role.				
		<ul> <li>Accountants possess a spectrum of expertise that are highly sought-after,</li> </ul>				
		transferrable and relevant to any business				
		<ul> <li>These skills include technical skills such as financial analysis and taxation</li> </ul>				
		knowledge, and soft skills like problem-solving, attention to detail, critical				
		thinking, and communication abilities.				

	<ul> <li>This offers a multidimensional career path, where you can explore diverse industries, such as finance, technology, consulting, and entrepreneurship</li> <li>Over 60% of HKICPA members identify as PAIB. CPAs play critical roles helping businesses, organizations and communities reach their financial and strategic goals across a vast number of industries - from finance, to health and social work, hospitality, and even agriculture, real estate, and technology.</li> </ul>
3.2	Accounting allows CPAs to follow exciting paths.
	#ExcitingCareers
	They can be:
	<ul> <li>Risk navigators (risk and compliance management)</li> </ul>
	<ul> <li>Crime fighters (forensic accounting, cybersecurity management)</li> </ul>
	<ul> <li>Climate champions (climate reporting, ESG assurance)</li> </ul>
	<ul> <li>Public servants (government auditors, senior officials, regulatory authorities)</li> </ul>
	<ul> <li>Business pioneers (entrepreneur)</li> </ul>
	<ul> <li>Technology Specialists (data analyst, IT auditor)</li> </ul>
	Investment Gurus (investment banker, portfolio manager)
	<ul> <li>And many, many more!</li> </ul>
3.3	<ul> <li>Accounting contributes to the greater good of society in meaningful ways.</li> <li>#APurposefulCareer</li> <li>Accountants contribute to the stability, transparency, and growth of the economy, while providing essential financial services and guidance to individuals, businesses, and society as a whole.</li> </ul>
	<ul> <li>Financial stability</li> </ul>
	<ul> <li>Accountants play a crucial role in ensuring the financial stability of individuals, businesses, and organizations. They help in managing and analyzing financial data, preparing accurate financial statements, and providing insights for making informed financial decisions.</li> <li>Ethical and Professional Standards</li> </ul>
	<ul> <li>Accountants adhere to ethical and professional standards, promoting</li> </ul>
	integrity and trust in financial reporting and transactions. Their commitment to professional conduct enhances the reliability and credibility of financial information.
	<ul> <li>Taxation and Public Finance</li> </ul>
	<ul> <li>Accountants assist individuals and businesses with tax planning and compliance. They ensure proper payment of taxes, which is crucial for funding public services, infrastructure development, and social welfare programs.</li> </ul>
	<ul> <li>Economic Growth</li> </ul>
	<ul> <li>By providing reliable financial information, accountants facilitate investment</li> </ul>
	decisions, lending activities, and resource allocation. Their work contributes

	<ul> <li>to economic growth by attracting investors, securing loans, and supporting business expansion.</li> <li>Decision-Making Support         <ul> <li>Accountants provide financial analysis and insights to aid decision-making at various levels, such as cost analysis, budgeting, and performance evaluation. Their expertise helps organizations optimize their operations, increase efficiency, and achieve their strategic objectives.</li> </ul> </li> <li>Sustainability and ESG         <ul> <li>With growing attention on sustainability and climate reporting across companies of all sizes, accountants have a crucial role to fill in terms of data management and assurance.</li> </ul> </li> </ul>
3.4	<ul> <li>Accounting is futureproof.</li> <li>#DebunkingMyths #AI</li> <li>Accountants will not be overtaken or replaced by automation and artificial intelligence         <ul> <li>Al is powerful but cannot replace accountants.</li> <li>Indeed the development of AI is highly related to the profession. But while AI might be powerful, it is not all powerful. Automation simply cannot completely substitute the human touch and our intellect.</li> <li>Accounting demands complex judgment, decision-making, and contextual understanding that surpass the capabilities of current AI systems.</li> <li>There remain risks about inaccurate data which require human management</li> <li>AI cannot replicate the interpersonal skills that are required to navigate</li> </ul> </li> <li>Instead, accountants can utilize AI tools to automate routine processes, freeing up time for higher-value tasks such as         <ul> <li>financial analysis</li> <li>strategic planning</li> <li>providing valuable insights to clients and organizations.</li> </ul> </li> <li>This automation improves efficiency, reduces errors, and enables accountants to focus on tasks that require their expertise, contributing to better decision-making and financial outcomes.</li> <li>One example of a process that can be automated is the reconciliation of financial statements. Traditionally, accountants would manually</li> </ul>
	<ul> <li>compare and match various financial records, such as bank statements and general ledger entries, to identify discrepancies and ensure accuracy.</li> <li>With AI tools, this reconciliation process can be automated. The AI system can analyze and match large volumes of data, flagging any inconsistencies or discrepancies for review. By leveraging machine</li> </ul>

		learning algorithms, the system can learn from past reconciliations and improve its accuracy over time.
4	4.1	<ul> <li>The HKICPA is the sustainability reporting standard setter in Hong Kong.</li> <li>#LocalSustainabilityStandardsSetter</li> <li>On 12 December 2024, the Institute published HKFRS S1 General Requirements for Disclosure of Sustainability-related Financial Information and HKFRS S2 Climate-related Disclosures (HKFRS SDS), allowing Hong Kong to be among the first jurisdictions to have announced new climate-related reporting requirements for listed companies that are based on IFRS S1 and IFRS S2 (ISSB Standards), which will come into force in January 2025.</li> <li>The HKFRS SDS are fully aligned with ISSB Standards, subject to having an effective date of 1 August 2025, this is critical to maintaining and enhancing Hong Kong's competitiveness in international capital markets. It provides a standardized framework for enhancing the consistency and comparability of corporates' sustainability reports.</li> <li>The timeline:         <ul> <li>The International Sustainability Standards Board (ISSB) established on 3 November 2021 at COP26 in Glasgow under the IFRS Foundation</li> <li>The draft ISSB Standards published in early 2022, the Institute submitted its comments on the ISSB exposure drafts (ISSB EDS) in July 2022.</li> <li>In June 2023, the inaugural ISSB standards were issued by ISSB.</li> <li>On 25 March 2024, the Government issued the Vision Statement on Turning Obligations into Opportunities in Developing the Sustainability Standard setter.</li> <li>HKICPA gathered views on the application of the ISSB Standards in Hong Kong which included a technical feasibility study of the standards from March to June 2024.</li> <li>HKICPA conducted public consultation of the draft HKFRS SDS in September to October 2024.</li> <li>On 10 December, the Government published the <u>Roadmap on Sustainability Disclosure in Hong Kong</u>.</li> <li>On 12 December, the HKICPA published HKFRS S1 and S2.</li> </ul></li></ul>
	4.2	<ul> <li>The HKICPA is part of the ISSB Partnership Framework for Capacity Building.</li> <li>#CapacityBuilding #CPD</li> <li>➤ The HKICPA's admittance into the ISSB Partnership Framework in July 2023 demonstrates our active involvement in supporting the implementation of the International Financial Reporting Standards (IFRS) Sustainability Disclosure Standards (SDS).</li> </ul>

		ining and professional development
		In anticipation of the ISSB standards, the Institute has enhanced the
		HKICPA Qualification Programme syllabuses to include sustainability
		related subjects across different modules and will continue these efforts.
		The HKICPA provides training programs, workshops, and resources to
		help members develop competence in sustainability reporting, climate
		disclosures, and related areas. Members can participate in professional
		development activities, participate in consultations and international
		discourse to shape the relevant standards, and engage in knowledge sharing platforms to stay updated and contribute to the sustainability
		journey.
		We launched the <b>Sustainability Capacity Building</b> Framework. This
		comprehensive approach integrates the fundamental principles of IFRS
		S1 and S2 across the learning journey, providing you with essential
		knowledge to tackle the evolving landscape of sustainability reporting.
		Visit our dedicated webpage to learn more about this framework.
		The <b>Sustainability Community</b> was launched to create a dedicated forum
		for individuals and organizations to connect with like-minded
		professionals, gain deeper insights into sustainability trends and
		regulations, and access valuable resources to integrate sustainability into
		their services and business operations.
		To facilitate the implementation and application of the HKFRS SDS, the
		HKICPA has issued a series of FAQs and launched an implementation
		support platform for stakeholders to submit technical questions for
		discussion and will leverage this platform to relay any Hong Kong-specific
		issues to the ISSB as appropriate.
	Crea	ating an ecosystem
		The HKICPA plans to develop and promote sustainability reporting
		frameworks and guidelines that align with international standards. It
		collaborates with stakeholders, including regulators, industry bodies, and
		organizations, to create a robust ecosystem for sustainability reporting
		and disclosures. The HKICPA also provides resources and educational
		materials to increase public awareness and understanding of
		sustainability-related matters.
		We have established a dedicated Sustainability Information Centre
		webpage to provide updates on this initiative and offer useful resources,
		including our current suite of sustainability-related trainings. The HKICPA's Best Corporate Governance and ESG Awards form part of
		the Institute's advocacy for high standards of corporate governance and
		sustainability in the Hong Kong market. We also publish sustainability
		related thought leadership that are incorporated in the Institute's
		research reports and budget submissions.

5	5.1	The HKICPA helps the profession seize opportunities in the GBA and beyond
		in the Mainland.
		#AdvocatingforMembers
		The Institute will do its utmost to advocate on behalf of the profession with
		regards to capturing opportunities in the GBA, and the Council and management
		will continue to liaise with the various stakeholders to facilitate members'
		success in the region.
		Constant engagement with relevant stakeholders in the Mainland
		<ul> <li>Engagement with stakeholders including government and regulatory</li> </ul>
		authorities, as well as counterparts, the Institute continues to:
		• advocate on behalf of the profession to help facilitate professional and
		business development opportunities that members can benefit from.
		In promoting high professional standards, ethics, and quality financial reporting
		in the GBA and Mainland China, the HKICPA's engagement contributes to a
		reliable and transparent business environment, fostering investor confidence
		and sustainable economic growth.
		In addition to official engagements such as leadership visits, the Institute also
		organizes <b>delegations to the China and GBA</b> through the SMPC, GBAC and YMC.
		Chinese accounting bodies also participate in the Institute's local events such as the CPA congress, offering opportunities for engagement for members
		<ul> <li>The HKICPA integrates GBA and Mainland China-specific topics into the</li> </ul>
		education and training of members. It offers specialized courses, workshops,
		and mentorship programs that expose students to the business environment
		and practices in the region.
		<ul> <li>Under agreement with the CICPA, QP graduates can also enjoy exemptions for</li> </ul>
		four papers when applying for membership upon graduation.