



**Interview and write-up**  
**By Rhys Brabiner**

## Practical Experience: Views from the Ground



**Authorized Employer (AE):**  
CCIF CPA Limited

**Member-in-charge:**  
Ms. Pammy Fung, Director

**Counsellor:**  
Mr. Edmund Li,  
Senior Technical Manager

**Registered as an AE:**  
5 years

**No. of QP students  
supervising:**  
48

### The value of relationships

CCIF CPA Limited (CCIF) believes in the value of relationships, viewing every client and every staff as a long term partnership.

An accounting firm based in Hong Kong, CCIF provides its clients with a wide range of services including auditing, taxation and corporate governance. Ms. Pammy Fung, Director of CCIF, says their business continues to grow in areas such as financial reporting for IPOs and internal audit reviews. Pammy relishes the challenges of IPOs. “Each one is different and often time is critical,” and it is vital that CCIF has staff who possess good analytical skills, sound judgement and can offer practical solutions to business problems.

### The recruitment profile

CCIF selects new recruits carefully. “We receive hundreds of applications and scrutinize the candidates’ attitude, their commitment to the company as well as their own development,” says Pammy. “The technical skills can be put in place later, but it’s harder to instil an open mind and learning attitude.”

The firm currently has 48 students enrolled in the Hong Kong Institute of CPA’s Qualification Programme (QP), and this number is likely to expand. “QP has proved that it really works for us,” says Pammy. The programme is not only important from a professional qualification standpoint, but also in terms of nurturing talents for the firms. “We benefit from the development of highly skilled and well-rounded professionals that helps improve the quality of our services to clients. Staff is an indispensable and valuable asset. Once students qualify, there are increments in pay to recognize their achievements”.



### **Strengthening the firm**

Mr. Edmund Li, Senior Technical Manager of CCIF, one of the 10 counsellors of the firm under QP's authorized employer's scheme, sees his role as a guide working closely with each of his students. When fresh graduates first join the firm, they will undergo a two-week induction training before being assigned to designated audit groups. The director in charge of that group will become the student's counsellor. "We will try to ensure that assignments are varied within each group so that students are exposed to a variety of challenges. This also gives flexibility within the firm to enable staff to move across groups if needed".

The counsellor and student meet formally every six months. As counsellors work alongside their students, the counsellors are available to assist in drawing up and implementing students' study plans. "Our counsellors are open-minded, working with QP students on an individual basis to develop a close relationship with them," says Edmund. "We help the students to grow".

### **Continuous development**

Clients in many industries that CPA firms serve have rising expectations of their relationships with their auditors. CCIF's values underpin their relationships with both clients and staff. With the abundant training provided to instil such values, Pammy does not worry about the technical ability of the QP students. "Students who undergo QP do demonstrate their improvement in both leadership and management skills, as they have acquired practical training during the workshops." adds Pammy. However, she further advises students that it is important to improve their language proficiency, particularly in Mandarin, as they are frequently required to work with more and more mainland China counterparts.