



## Dinner Discussion Forum on the Institute's Public Education Campaign against Accounting Service Agents

Priority will be given to SMP  
Discussion Group members

**Date** Tuesday, 28 September 2010

**Time** 6:30 p.m. – 9:30 p.m.

**Venue** Hong Kong Football Club  
3 Sports Road, Happy Valley, Hong Kong

**Panelists**

**Ms. Winnie Cheung**  
Chief Executive, HKICPA

**Ms. Mabel Chan**  
Convenor, SMP Leadership Panel, HKICPA

**Background** The Institute has launched a **Public Education Campaign against Accounting Service Agents** since May 2010 with the following features:-

❖ **CPA Impostors article and leaflet**

- The "[CPA Impostors](#)" article in English was published in the May 2010 issue of APlus.
- SMPs may collect free prints of the Chinese translation of the "CPA Impostors" (「假冒 CPA 專業會計師的騙徒」) for distribution to their clients.

❖ **Advertisements in APlus (July Issue)**

- A message in the "Institute News" to talk about the campaign.
- Two-page [advertisements](#) : "Face your responsibilities and you'll be a respected CPA" and "Turn your back on those responsibilities and you will tarnish your reputation".

❖ **Radio Programme**

- [Two Cantonese episodes](#) were broadcast 6 times a day in Commercial Radio 1 throughout July.
- The episodes warn small businesses about the consequences on using accounting agents, and urge them to employ CPA practices.

❖ **Classified Prints**

- Two-page print advertisements titled 「[專業核數服務何處尋?](#)」 are published in the classified section of Hong Kong Economic Times and Sing Tao in July.

## Highlights

The Institute would like to take this opportunity to listen to your views on the following issues:-

- ❖ Effectiveness of the Public Education Campaign.
- ❖ Application of Section 42 of the Professional Accountants Ordinance ("PAO") which disallows the use of the descriptions "CPA" by non-members of the Institute.
- ❖ Section 42 Enforcement issues – register of company names at Companies Registry and prosecution by Police.
- ❖ Use of the Institute's logo.

## Competency

General Business and Professional Knowledge\*

## Rating\*

Foundation Level

\* Please click [here](#) for the Rating details

## Language

Cantonese

## Fee

\$400 (HKICPA member)

\$550 (Non-HKICPA member)

*(Inclusive of a buffet dinner and a standard drink )*

## CPD credit hour

2 hours

## Enrolment deadline

~~17 September 2010~~ **noon, 22 September 2010**

## Your input

You are strongly encouraged to send in your questions and / or opinions to the topics by completing part II of the enrolment form. Your contribution will be very useful for the panelists to maximise the value of this event and exchange their views with you.

**Acceptance** is on a first-come-first-served basis. Confirmation on enrolment will be sent out **by email** to participants latest by 24 September 2010. The forum will be held if with an audience of 40 and more.

### Payment & Enrolment Status Enquiry

Tel: 2287 7381  
Email: [finance@hkipa.org.hk](mailto:finance@hkipa.org.hk)

### Event Information Enquiry

Tel: 2287 7067 / 008  
Email: [mcs.scm@hkipa.org.hk](mailto:mcs.scm@hkipa.org.hk)



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Venue: Hong Kong Football Club  
3 Sports Road, Happy Valley, Hong Kong

**FOR OFFICE USE**

Seq. no.: \_\_\_\_\_  
Handle by: \_\_\_\_\_

(MCS-1 Event Code : S-DF100928)

**Enrolment Deadline: ~~17 September 10~~ noon, 22 September 10**

Please click [here](#) for online enrolment

You can check your enrolment status at "My CPA" at [www.hkicpa.org.hk](http://www.hkicpa.org.hk). Unsuccessful enrolment will be notified by 22 September with full refund.

(One form for one participant)

### Part I: Participant's Information

Name: \_\_\_\_\_ (Mr./Mrs./Ms.)\*\*  
Organisation: \_\_\_\_\_  
Position held: \_\_\_\_\_ Email: \_\_\_\_\_  
(must be provided: please refer to Note 3)  
Contact tel. no.: \_\_\_\_\_ Fax no.: \_\_\_\_\_  
Mobile no.: \_\_\_\_\_

HKICPA Membership no.: \_\_\_\_\_

SMPDG member:  Yes  No  
PC Holder:  Yes  No

### Part II: Your Questions to the Topic

(Please use a separate sheet if space provided is insufficient)

Please ✓ as appropriate

Participation fee: <input type="checkbox"/> HK\$400 (HKICPA member) <input type="checkbox"/> HK\$550 (Non-HKICPA member)		
Payment by: <input type="checkbox"/> Cheque no.: _____ (Bank: _____) <input type="checkbox"/> VISA Card <input type="checkbox"/> Master Card		
For payment by credit card, please fill in the following:	Card no.: _____	
Cardholder's Name : (Please print)	Card Expiry Date (month/year) :	
Date :	Cardholder's Signature :	
<i>Cheque should be made payable to "Hong Kong Institute of Certified Public Accountants"</i>	<b>FOR OFFICE USE</b>	
	Auth. code no.	Handled by
		Date

- Notes:**
- Enrolments are accepted on a first-come-first-served basis. Priority will be given to SMP Discussion Group ("SMPDG") members. No telephone reservation will be accepted.
  - Full payment must be made before an application will be processed.
  - Confirmation will be issued by email to participants latest by 24 September 2010. If you do not receive it by then, please contact Member & Corporate Services Department at telephone no.: 2287 7067 / 008.
  - No refund will be made for cancellation after payment has been received by the Institute. However, an alternate to attend the dinner forum may be accepted in case the participant is unable to attend. Please inform the Institute on or before 24 September 2010 if such arrangement is required.
  - The Institute reserves the right to change the venue, date and / or speaker of the event due to unforeseen circumstances.

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