



e-Series – New e-Learning Courses on Corporate Finance, Corporate Governance, Management Accounting and Taxation

The Institute continues to provide e-Learning courses to address members' professional development needs and allow them to learn anywhere and anytime at their own pace. The courses, in a vast variety of topics, are developed and delivered by subject experts with many years of solid professional lecturing experience.

A number of new e-Learning courses have now been added to the pool to further enrich members' learning experiences.

e-Series – Corporate Finance			
Topic		Programme Code	CPD hours
<i>Banking</i>			
An Update of Bank Treasury Products for Financial Accountants	NEW	ESEREF03701	1.5
Understand Wealth Management Products from the Bankers' Perspective: Means to Enhance and Secure the Wealth for Corporate Clients	NEW	ESEREF03601	2
Fundamentals of Structured Finance	NEW	ESEREF03501	2
How Banks Evaluate Credit Worthiness of Corporate Borrowers	NEW	ESEREF03401	1.5
Practical Understanding of Trade Finance		ESEREF02901	1.5
How to Obtain Credit Facilities from Banks?		ESEREF02101	2
Understanding Banking Products for Accountants		ESEREF01701	1.5
Building a Constructive Relationship with Your Banks		ESEREF01601	1.5
Understanding Bilateral Credit Facility Letter		ESEREF01001	1.5
<i>Corporate Financing</i>			
Introductory to Corporate Action of Hong Kong Listed Companies	NEW	ESEREF03901	1.5
Employee Share Incentive Scheme: Trends in Hong Kong Listing Market	NEW	ESEREF03801	2
Convertible Bond Mechanics		ESEREF03301	2
Understanding Convertible Bonds from a Banker's Perspective		ESEREF02501	1.5



e-Series – Corporate Finance		
Topic	Programme Code	CPD hours
Fundamentals of Share Repurchase Scheme for Accountants	ESEREF01801	1
Unveiling the Financial Gimmicks of Listed Companies in HK – Share Swap and Rights Issue	ESEREF01201	1.5
Practical Application of Share Placement and Consideration Issue	ESEREF00801	1.5
Practical Application of Rights Issue	ESEREF00701	1.5
Fundamentals of Share Placement and Consideration Issue	ESEREF00601	1
Rights Issue vs Open Offer	ESEREF00501	1
<i>IPO/ Pre-IPO</i>		
上市前國內帳目處理及規範	ESEREF02401	1.5
上市前國內稅務籌劃	ESEREF02301	1.5
Pre-IPO Investment and Listing Rule Issues	ESEREF01401	1.5
Pre-IPO Preparation from Financial Aspect	ESEREF01301	1
IPO Assessment for Accountants from Non-Financial Aspect	ESEREF00901	1
<i>Mergers and Acquisitions</i>		
From Banker's Perspective: Practical Insights on M&A for Accountants	ESEREF03001	2
Planting COO DNA for CFO: How can a CFO Transform into a Chief Financial Operation Officer in M&As?	ESEREF02701	2
Understanding Mergers and Acquisitions for Accountants	ESEREF02201	2
<i>Valuation and others</i>		
Common Impairment Issues on Listed Companies and Their Mitigations	ESEREF02801	2
Understanding Business Valuation for Transactions of Hong Kong Listed Companies	ESEREF02601	1.5
SME Online Business with Digital Marketing Strategy Funding Assistance Scheme	ESEREF02001	1.5
Mastering Intangible Assets Valuation	ESEREF01901	2



e-Series – Corporate Governance		
Topic	Programme Code	CPD hours
Disclosure of Inside Information	ESERPG00301	1
Reporting/ Internal Controls/ Audit Committee – Finance Managers Essentials	ESERPG00201	1
Practical Overview of Hong Kong Corporate Governance Code	ESERPG00101	1
Understanding Connected Transactions In a Nutshell	ESEREF01501	1.5
Troubles! How to be Handled by Listed Companies	ESEREF01101	1
Practicable Steps for Doing an Acquisition	ESEREF00401	1.5
All About Directors – from Appointment to Removal	ESEREF00301	1
Major Continuing Obligations of Listed Companies	ESEREF00201	1
Common Types of Fund Raising Activities	ESEREF00101	1

e-Series – Taxation		
Topic	Programme Code	CPD hours
稅收管理及優惠政策	ESEREF03201	2
中國稅務規劃	ESEREF03101	1.5

e-Series – Management Accounting (In partnership with CIMA)		
Topic	Programme Code	CPD hours
Best Practices for Better Budgeting & Planning	ESERCM00401	1.5
Commercial Skills for Accountants	ESERCM00301	1.5
Understanding Key Performance Indicators	ESERCM00201	1.5
Introduction to the Balanced Scorecard	ESERCM00101	1.5

Languages Putonghua for ESEREF02301, ESEREF02401, ESEREF03101 and ESEREF03201
Cantonese for all other courses

Fee (for each) [ESEREF00101](#), [ESEREF00201](#), [ESEREF00301](#), [ESEREF00501](#), [ESEREF00601](#), [ESEREF00901](#),
[ESEREF01101](#), [ESEREF01301](#) & [ESEREF01801](#)
HKICPA member/ student: HK\$120
IA/ HKIAAT member/ student: HK\$120
Non-member: HK\$220

Other courses
HKICPA member/ student: HK\$190
IA/ HKIAAT member/ student: HK\$190
Non-member: HK\$325

Competency* Corporate finance; Corporate governance; Management accounting ; Taxation

Rating* Foundation to intermediate level

* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.



About the e-Series

Corporate Finance

Topic/ Programme code	Presenters
Banking	
<p>An Update of Bank Treasury Products for Financial Accountants (ESEREF03701) </p> <p>This course explains:</p> <ul style="list-style-type: none"> • Various treasury products of spot and derivatives, such as FX Spot, Forward, Options, Cross Currency Swap(CCS), Interest Rate Swap (IRS), Delivery Forward (DF) and Non Delivery Forward (NDF) • When it is appropriate for a company to ask for Chinese New Yuan (CNY) exchange instead of Offshore Chinese Yuan (CNH) with the banks • How to deal with the day-to-day management of a wide range of treasury activities to fulfill cash management and business objectives of a company • The extent of risks before deciding on deployment of resources for treasury investments in various loan structures 	
<p>Understand Wealth Management Products from the Bankers' Perspective: Means to Enhance and Secure the Wealth for Corporate Clients (ESEREF03601) </p> <p>This course aims to enhance your understanding of:</p> <ul style="list-style-type: none"> • A range of wealth management products suitable for the affluent corporate and business, such as SWAP deposits, capital protection deposits and digital structure deposits • Hong Kong Bond Markets and how to trade on the local secondary market • Risk issues in different wealth management products 	
<p>Practical Understanding of Trade Finance (ESEREF02901)</p> <p>This course highlights:</p> <ul style="list-style-type: none"> • Trade terms in international trade and the payment methods • Key risk issues in trade financing transactions relevant to the importers and exporters nowadays • Roles performed by the banks in reducing the potential risks for international business 	
<p>Fundamentals of Structured Finance (ESEREF03501) </p> <p>This course facilitates your understanding of:</p> <ul style="list-style-type: none"> • Syndicated loans • Club deal • Project finance • Various loan structures 	<p>Mr. W. Lai <i>MPA, MBA, ACIS/ACS, ACIB, AHKIB</i></p>
<p>How Banks Evaluate Credit Worthiness of Corporate Borrowers (ESEREF03401) </p> <p>This course introduces:</p> <ul style="list-style-type: none"> • Allocation of different credit approvers depending on corporate's status and nature of loans • Quantitative analysis • Qualitative analysis • Final decision 	








About the e-Series

Topic/ Programme code	Presenters
<p>How to Obtain Credit Facilities from Banks? (ESEREF02101)</p> <p>This course highlights:</p> <ul style="list-style-type: none">• Explanation of key approval process within corporate banks• Review of basic lending principles from the credit approvers' perspectives• Insights of different lending appetite for commercial and corporate borrowers from the lenders' perspectives 	<p>Mr. Duncan Tang Managing Director, iFinance (Asia) Limited</p>
<p>Understanding Banking Products for Accountants (ESEREF01701)</p> <p>This course highlights:</p> <ul style="list-style-type: none">• Trade finance products• Corporate lending products• Treasury products• Cross border financing products 	
<p>Understanding Bilateral Credit Facility Letter (ESEREF01001)</p> <p>This course covers:</p> <ul style="list-style-type: none">• Introduction of bilateral credit facility• Credit appetite from banker's perspectives• Review of major types of banking facilities offered to corporates• Variables in setting terms and conditions for loan facilities• Review of major covenants and collateral package acceptable to bank lenders 	
<p>Building a Constructive Relationship with Your Banks (ESEREF01601)</p> <p>This course highlights:</p> <ul style="list-style-type: none">• What make a constructive relationship with your banks so important?• How to win relationship with banks?• How to utilize banks' strengths and weaknesses• Illustration by examples 	<p>Mr. Paul Kwong <i>MSC., FCPA,</i> <i>CPA (AUST), FCCA</i></p>
Corporate Financing	
<p>Introductory to Corporate Action of Hong Kong Listed Companies (ESEREF03901)</p> <p>This course covers:</p> <ul style="list-style-type: none">• Share split• Share dividend• Share reverse-split/ consolidation• Open offer / Rights issue• Capital Reduction  	<p>Mr. Mark Wong Executive Director, iFinance (Asia) Limited</p>
<p>Employee Share Incentive Scheme: Trends in Hong Kong Listing Market (ESEREF03801)</p> <p>This course covers:</p> <ul style="list-style-type: none">• Common types of share incentive scheme in Hong Kong• Trendy development of share incentive scheme adoption in Hong Kong listing market• Common scheme framework analysis• Execution considerations  	<p>Mr. Jonathan Lee Managing Director, Yunfeng Financial Group Limited</p>









About the e-Series

Topic/ Programme code	Presenters
<p>Convertible Bond Mechanics (ESEREF03301)</p> <p>This course covers:</p> <ul style="list-style-type: none">• Practical insight of the latest development of Asian convertible bond markets• Analytical convertible bond investment framework – “Principal Protection & Trading Framework”• Various types of convertible bonds, including exchangeables, synthetic convertibles, cross currency convertibles• Key structural features and terms and conditions of convertible bonds 	
<p>Understanding Convertible Bonds from a Banker’s Perspective (ESEREF02501)</p> <p>This course covers:</p> <ul style="list-style-type: none">• Latest convertible bond market in Asia• Overview of different types of convertible bonds issued by the listed issuers in Hong Kong• Understanding key structural features embedded in convertible bonds and their implications 	
<p>Fundamentals of Share Repurchase Scheme for Accountants (ESEREF01801)</p> <p>This course introduces:</p> <ul style="list-style-type: none">• What is share repurchase?• Various types of share repurchase schemes in HK:<ul style="list-style-type: none">- On-market share repurchase- Off-market share repurchase- Share repurchase by “general offer”• What are the true rationales behind share repurchase?• What are the rules and regulations governing various share repurchase schemes and their implications? 	<p>Mr. Duncan Tang Managing Director, iFinance (Asia) Limited</p>
<p>Unveiling the Financial Gimmicks of Listed Companies in HK – Share Swap and Rights Issue (ESEREF01201)</p> <p>This course introduces:</p> <ul style="list-style-type: none">• What is a share swap?• What is a rights issue?• What is/are the possible motive(s) behind the combined corporate actions?• How to determine the share swap ratio and its consideration?• How to determine the subscription price in the rights issue? 	
<p>Practical Application of Share Placement and Consideration Issue (ESEREF00801)</p> <p>This course enables the participants to understand:</p> <ul style="list-style-type: none">• The nature of placements and its implications in Hong Kong listed company’s placement proposal• The post-placement corporate actions• The reasons for companies choosing “considerations issue” in merger and acquisition transactions• The pitfalls to be aware of in the past “consideration issue” deals 	







About the e-Series

Topic/ Programme code	Presenters
<p>Practical Application of Rights Issue (ESEREF00701)</p> <p>This course provides insights of:</p> <ul style="list-style-type: none"> • The possibilities behind the 5 for 12 rights issue • Financial impact of rights issue • Risks relating to rights issue and new ordinary shares • Investment considerations for existing or new shareholders 	<p>Mr. Duncan Tang Managing Director, iFinance (Asia) Limited</p>
<p>Fundamentals of Share Placement and Consideration Issue (ESEREF00601)</p> <p>This course highlights:</p> <ul style="list-style-type: none"> • The reasons why share placement and consideration issue are popular fund raising exercises in Hong Kong • Different types of share placement techniques adopted by Hong Kong listed companies • Implications of Listing Rules on share placement proposal • Consideration of share placement and consideration issue in an merger and acquisition deal 	
<p>Rights Issue vs Open Offer (ESEREF00501)</p> <p>This course covers:</p> <ul style="list-style-type: none"> • Key attribute of rights issue vs open offer • Considerations for accepting or rejecting the rights issue or open offer proposal • Implications of Listing Rules • Rationale behind rights issue or open offer from the perspective of a listed company 	
<p>IPO/ Pre-IPO</p>	
<p>上市前國內帳目處理及規範 (ESEREF02401)</p> <p>課程包括：</p> <ul style="list-style-type: none"> • 控制企業上市前的財務風險 • 上市企業的資產價值擴大化 • 財務報表管理與解說（內外部財務報表合併處理） • 國內外會計賬目轉換和分析 • 案例研究 	<p>羅東風先生 中深集團合夥人</p>
<p>上市前國內稅務籌劃 (ESEREF02301)</p> <p>課程包括：</p> <ul style="list-style-type: none"> • 公司上市前的稅務違規風險控制 • 企業改制重組上市的稅務規劃 • 資產評估增值的稅務處理與技巧 • 公司上市股權投資相關稅務處理與制定 • 案例研究 	
<p>Pre-IPO Investment and Listing Rule Issues (ESEREF01401)</p> <p>This course introduces:</p> <ul style="list-style-type: none"> • Form of pre-IPO investment • Terms of investment • Protective provisions • Exit options • Listing Rules and Hong Kong regulatory issues 	<p>Mr. Mason Ching Founder, Mason Ching & Associates</p>








About the e-Series

Topic/ Programme code	Presenters
<p>Pre-IPO Preparation from Financial Aspect (ESEREF01301)</p> <p>This course covers:</p> <ul style="list-style-type: none"> • Why IPO? • Why in Hong Kong? • Relevant rules and regulations • Procedures and timeline • Pre-IPO assessment 	<p>Mr. Tiger Wong Director, Greater China Paxwell Limited</p>
<p>IPO Assessment for Accountants from Non-Financial Aspect (ESEREF00901)</p> <p>This course highlights the following factors for considerations:</p> <ul style="list-style-type: none"> • Satisfied ownership continuity? • Satisfied management continuity? • Any reliance on supplier/ customer issue? • Any non-compliance? • Any special circumstances e.g. litigation? 	<p>Ms. Wanda Suen Partner, Hastings & Co</p>
<p>Mergers and Acquisitions</p>	
<p>From Banker's Perspective: Practical Insights on M&A for Accountants (ESEREF03001)</p> <p>This course facilitates understanding of the key considerations and dynamics behind M&As, and bridge knowledge gap of corporate finance and the accounting specialization, including:</p> <ul style="list-style-type: none"> • Latest market trends in M&A deals and its outlook • Rationale behind M&A from the perspectives of acquirers and targets • What is the appropriate valuation of M&A deals? • Various types of payment terms/ methods under M&A and their implications • Lessons learned from M&A deals in the past decades 	<p>Mr. Duncan Tang Managing Director, iFinance (Asia) Limited</p>
<p>Planting COO DNA for CFO: How can a CFO Transform into a Chief Financial Operation Officer in M&As? (ESEREF02701)</p> <p>This course covers:</p> <ul style="list-style-type: none"> • Identify weaknesses in the operations of a newly acquired company for improvement in reducing costs on a continuous basis. • Walking through all departments (functions) of a typical manufacturing enterprise in order to learn: <ul style="list-style-type: none"> - How to identify and eliminate "wastes" in operations? - What are the common sub-standard practices in long-existing companies? - How to transform from a CFO (i.e. merely reporting historical financial results) into a COO (i.e. proactively making recommendations on operational issues)? • Case study 	<p>Mr. Marcus Ho FCPA, CPA(AUST)</p>








About the e-Series

Topic/ Programme code	Presenters
<p>Understanding Mergers and Acquisitions for Accountants (ESEREF02201)</p> <p>This course introduces:</p> <ul style="list-style-type: none"> • Typical terms of acquisitions • Due diligence • Documentation • Issues associated with an acquisition by and of a listed company • Success and failure • Case studies 	<p>Mr. Mason Ching Founder, Mason Ching & Associates</p>
Valuation and others	
<p>Common Impairment Issues on Listed Companies and Their Mitigations (ESEREF02801)</p> <p>This course covers:</p> <ul style="list-style-type: none"> • Brief discussion about the relevant accounting standard • Impairment indicators • Measuring recoverable amount • Value-in-use • Fair value less costs of disposal • Common impairment issues on listed companies • How to be better prepared for impairment? 	
<p>Understanding Business Valuation for Transactions of Hong Kong Listed Companies (ESEREF02601)</p> <p>This course covers:</p> <ul style="list-style-type: none"> • Background of the regulatory environment in Hong Kong • Types of transactions under Chapter 14 of the Listing Rules • Selection of valuation methodology • Adoptions and verifications of valuation parameters • Identifying and quantifying uncertainty in valuations • Reconciliation of valuation results across different methods • Case studies 	<p>Mr. Ferry Choy CFA, ICVS</p>
<p>Mastering Intangible Assets Valuation (ESEREF01901)</p> <p>This course introduces:</p> <ul style="list-style-type: none"> • What are intangible assets? • What constitutes identifiable intangible assets under the accounting standards? • Categories of intangible assets and their roles in business operations • The principles of common valuation methodologies for intangible assets 	
<p>SME Online Business with Digital Marketing Strategy Funding Assistance Scheme (ESEREF02001)</p> <p>This course covers:</p> <ul style="list-style-type: none"> • Web store platform setup • Digital marketing strategy • SME Export Marketing Fund (EMF) • Retail Technology Adoption Assistance Scheme (ReTAAS) Fund • Tips on applying for government funding 	<p>Mr. Ivan Fok Business Development Director, Intimex Business Solutions Company Limited</p>







About the e-Series

Corporate Governance

Topic/ Programme code	Presenters
<p>Disclosure of Inside Information (ESERPG00301)</p> <p>This course introduces:</p> <ul style="list-style-type: none">• Summary of the law• How, what, and when to disclose• Practical examples• Recent enforcement case• Internal control aspects 	
<p>Reporting/ Internal Controls/ Audit Committee — Finance Managers Essentials (ESERPG00201)</p> <p>This course covers:</p> <ul style="list-style-type: none">• More in-depth coverage of “Accountability and audit” section under Hong Kong Corporate Governance Code• Financial reporting• Internal controls and risk management• Audit committee• Hot issues and examples including effective disclosure under internal controls/ risk management requirements 	<p>Ms. Wendy Yung <i>CPA, Solicitor, FCS</i> Founder of Practising Governance</p>
<p>Practical Overview of Hong Kong Corporate Governance Code (ESERPG00101)</p> <p>This course introduces:</p> <ul style="list-style-type: none">• Fundamental concepts in corporate governance• Overview of Hong Kong Corporate Governance Code (Listing Rules)• Core “board functioning” sections• Accountability and audit sections• Hot issues and examples 	
<p>Understanding Connected Transactions In a Nutshell (ESEREF01501)</p> <p>This course covers:</p> <ul style="list-style-type: none">• Definition of connection transactions under the Listing Rules• Types of connected transactions• Requirements for connected transactions• Requirements for continuing connected transactions• Exemptions from the connected transaction requirements 	<p>Mr. Mason Ching Founder, Mason Ching & Associates</p>
<p>Troubles! How to be Handled by Listed Companies (ESEREF01101)</p> <p>This course covers tips for handling:</p> <ul style="list-style-type: none">• Press speculation• Enquiries from regulators• Complaints• Internal unrest• Hostile takeover 	<p>Ms. Wanda Suen Partner, Hastings & Co</p>





About the e-Series

Topic/ Programme code	Presenters
<p>Practical Steps for Doing an Acquisition (ESEREF00401)</p> <p>This course introduces:</p> <ul style="list-style-type: none"> • Typical flow of an acquisition • Typical flow of a disposal • Consideration – cash/ securities? • Pitfalls to beware of 	<p>Ms. Wanda Suen Partner, Hastings & Co</p>
<p>All About Directors – from Appointment to Removal (ESEREF00301)</p> <p>This course enables the participants to understand:</p> <ul style="list-style-type: none"> • Appointment of directors • Dealings of securities by directors • Rewards for directors • Cessation of directorship – resignation/ retirement/ removal 	
<p>Major Continuing Obligations of Listed Companies (ESEREF00201)</p> <p>This course highlights:</p> <ul style="list-style-type: none"> • How to handle fluctuations of price and/ or trading volume of shares? • Disclosures required under Listing Rules • General mandate or specific mandate? • Public float vs high concentration of shareholding 	
<p>Common Types of Fund Raising Activities (ESEREF00101)</p> <p>This course covers:</p> <ul style="list-style-type: none"> • Some common types of equity fund raising activities • How to structure a fund raising exercise? • Documentation requirements • Compliance matters 	

About the e-Series

Taxation

Topic/ Programme code	Presenters
<p>稅收管理及優惠政策 (ESEREF03201)</p> <p>課程包括：</p> <ul style="list-style-type: none"> • 新稅法下企業稅收管理與籌劃 • 科技企業稅收優惠政策及介紹 • 西部大開發優惠政策及稅務解讀 • 非居民企業的稅收管理 • 案例分析 	<p>羅東風先生 中深集團合夥人</p>
<p>中國稅務規劃 (ESEREF03101)</p> <p>課程包括：</p> <ul style="list-style-type: none"> • 國內現有稅務體系介紹 • 營改增新政策企業稅務規劃 • 資本運營中稅收解析與稅務籌劃 • 個人所得稅政策解析與稅務規劃 • 案例分析 	



About the e-Series

Management Accounting

Topic/ Programme code	Presenters
<p>Best Practices for Better Budgeting & Planning (ESERCM00401)</p> <p>This course highlights:</p> <ul style="list-style-type: none">• Planning and Budgeting Challenges• What a good budget should seek to achieve?• Understanding drivers• Understand budgetary alternatives being practiced today<ul style="list-style-type: none">- Activity or Driver-Based Planning- Rolling forecasts- Zero-Based Budgeting	<p>Dr. William Chen <i>FCMA, CGMA, FCPA</i></p>
<p>Commercial Skills for Accountants (ESERCM00301)</p> <p>This course highlights:</p> <ul style="list-style-type: none">• Future CFOs• Analytics Skills to Unlocking Business Value• People Skills of a True Business Partner• Coaching Skills for Talent Development	
<p>Understanding Key Performance Indicators (ESERCM00201)</p> <p>This course enhances your understanding about:</p> <ul style="list-style-type: none">• Myths of Performance Measurement• What are good KPIs?• Strategy and Its Relevance to KPIs• Choice of KPIs• Reporting the KPIs to Management and Staff	
<p>Introduction to the Balanced Scorecard (ESERCM00101)</p> <p>This course introduces:</p> <ul style="list-style-type: none">• What is Balanced Scorecard?• Performance Measures• Implementing Balanced Scorecard	



About the presenters

Mr. Stephen Chan, Executive Director, iFinance (Asia) Limited

Mr. Chan is a senior banker with over 40 years banking experience specializing in marketing, lending and credit approval activities. He worked with various leading international investment and commercial banks in Hong Kong, including but not limited to ING Bank and China Construction Bank (Asia).

Mr. Chan graduated as one of the top candidates of the Master Degree of Applied Finance (major in corporate finance) in Macquarie University, Australia in 2000. He is an Individual Member of Hong Kong Securities and Investment Institute, Associate Member of The London Institute of Banking and Finance – the UK and Associate Member and Certified Banker of The Hong Kong Institute of Bankers, Hong Kong.

Dr. William Chen, *FCMA, CGMA, FCPA*

Dr. Chen is a seasoned CFO and has over 20 years financial management experience with local and global high-growth companies in food & beverage chain stores, manufacturing and distribution for FMCG and retailing sectors with operations in the Greater China & Asia Pacific region. He is currently a group CFO and general manager (HK & Macau) for food & beverage group with presence in Mainland China, Hong Kong, Malaysia, South Korea and Canada.

Dr. Chen earned his doctorate degree in Business Administration from Curtin University, Australia. He is a Fellow Chartered Management Accountant in UK, Chartered Global Management Accountant and Fellow Certified Public Accountant in Hong Kong and Australia.

Dr. Chen is North Asia Region board member of Management Accounting, Association of International Certified Professional Accountants. He is also a Strategic Advisory Board member of Griffith Business School in Australia and financial expert of The Hong Kong Council for Accreditation of Academic and Vocational Qualifications.

Mr. Mason Ching, Founder, Mason Ching & Associates

Mr. Ching founded his own law firm, Mason Ching & Associates, in 2004. He is qualified to practise in Hong Kong and England & Wales and holds an LL.M degree with distinction in Technology and Investment Laws.

Mr. Ching has over 25 years of legal experience gained in international law firms including Baker & McKenzie handling listing of large-cap companies, spin-off listings by blue chip issuers, takeovers, cross-border mergers and acquisitions, venture investment and PRC direct investment.

Mr. Ferry Choy, *CFA, ICVS*

Mr. Choy is the director of Flagship Consulting. He is an International Certified Valuation Specialist (ICVS), a professional license in business valuation issued by the International Association of Consultants, Valuators and Analysts (IACVA) and a CFA charterholder.

Mr. Choy was the Chairman of Continuous Education for the IACVA Hong Kong Chapter providing business valuation training courses to its members.

Mr. Ivan Fok, Business Development Director, Intimex Business Solutions Company Limited

Mr. Fok has over 15 years of hands-on experience in e-commerce and business development. He has conducted seminars and delivered lectures, covering e-commerce and online marketing in universities, CPA Australia, YOT, TID, HKTDC, HKPC SME ONE and FHKI. He has also successfully helped over 6,000 Hong Kong corporate clients with their e-commerce business by offering website development, online marketing and consultancy services.

Mr. Marcus Ho, *FCPA, CPA (AUST)*

Mr. Ho has been a fellow member of HKICPA and CPA (Aust.) for more than 20 years. He has been CEO, COO, CFO and business consultants for various sizable companies in Southeast Asia for almost 30 years, with vast experience in fine-tuning and overseeing manufacturing groups.

Mr. Ho has just finished a project in a reputable cleaning company in Hong Kong after its merger and acquisition deal, followed by pre-IPO preparation in the Hong Kong Main Board.



About the presenters

Mr. Paul Kwong, *MSC., FCPA, CPA(AUST), FCCA*

Mr. Kwong currently works in an energy and resources company, which invests in all key oil and gas businesses accessible to foreign investors in the PRC. Apart from taking full responsibilities for financial and accounting, cross-border taxation and treasury functions, Mr. Kwong is also the key member of the top management committee of the group for developing business planning and strategy formulation, and has extensive experience in fund-raising and M&A activities.

Working with/in state-owned enterprises, privately-owned enterprises, MNC and domestic entrepreneurs over the last 20 years, Mr. Kwong's career has seen him develop skills through senior management roles, and audit and assurance roles from different corporate cultures.

Being a recipient of Dean's List Award, Mr. Kwong was educated in National University of Ireland, Dublin with a Master of Science in Finance.

羅東風先生, 中深集團合夥人

羅先生有多年之實操專業經驗，在企業從事17年多的財務會計工作，具備豐富的一線財務工作經驗。他擅長稅務籌劃、賬務梳理、新三板、IPO審計等。

羅先生是中國註冊會計師、稅務師、高級會計師。

Mr. W. Lai, *MPA, MBA, ACIS/ACS, ACIB, AHKIB*

Mr. Lai has over 25 years of experience in credit administration, SMEs banking and commercial banking at various foreign, local Chinese and China-based banks. He is a senior manager in charge of credit and marketing functions of a commercial banking unit.

Mr. Lai has gained teaching experience as part time lecturer at Vocational Training Centre, IVE, and professional bodies delivering courses in corporate governance, company law, corporate finance, etc.

Mr. Jonathan Lee, Managing Director, Yunfeng Financial Group Limited

Mr. Lee has over 12 years of experience in the employee share plans industry specifically focused on Asia. He has worked on more than 100 employee share plan projects; assisted Hong Kong and US listed companies in formulating all types of management solution; and worked with over 300 listed companies in Asia since 2005.

Mr. Lee was the Vice President of Computershare Plan Manager Asia before joining Yunfeng Financial Group Limited.

Ms. Wanda Suen, Partner, Hastings & Co.

Ms. Suen is an experienced corporate finance lawyer focuses on corporate finance, regulatory compliance and general commercial work. She has extensive experience in handling IPO, compliance matters and advising on shareholders' dispute.

Ms. Suen was qualified as a solicitor in Hong Kong in 2001. She joined Hastings & Co. in 2003 and became a partner in 2011. Prior to joining Hastings & Co., Ms. Suen worked in the Listing Division of the Hong Kong Stock Exchange from 2001 to 2003.

Mr. Duncan Tang, Managing Director, iFinance (Asia) Limited

Mr. Tang has over 20 years of professional experience in corporate financing, credit and product risk analysis at various major US and European international banks, including Merrill Lynch, UBS, RBS and BNP Paribas. He was previously a Vice President-Finance of a mainboard-listed company in Hong Kong.

Mr. Tang has ample training experience at various professional institutes, international banks and investment banks. He is also an author of an investment book published in Hong Kong.



About the presenters

Mr. Mark Wong, Executive Director, iFinance (Asia) Limited

Mr. Wong is a Chartered FRM. He has worked in Asset Management Department and Corporate Finance Department in two top-tier Hong Kong listed companies. He has more than 10 years of buy and sell side experience in investing equities, bonds, business projects and funds as well as more than 5 years corporate finance experience in facilitating and executing bonds issuances. He is also experienced in advising overseas M&A projects.

Mr. Tiger Wong, Managing Director, Greater China Paxwell Limited

Mr. Wong has over 15 years of experience in the corporate finance industry. He has held various positions, including chief financial officer, director and company secretary in different companies in Hong Kong, where he has experience in handling corporate finance transactions such as mergers and acquisitions, capital fund raising and restructuring.

Mr. Wong is also the responsible officer for Greater China Paxwell Limited, a company that provides corporate financial advisory services, where he is supervising type-6 regulated activities under the Securities and Futures Ordinance.

Ms. Wendy Yung, CPA, Solicitor, FCS, Founder of Practising Governance

Ms. Yung is an advocate for good corporate governance in Hong Kong. Prior to founding "Practising Governance" for this cause, she was Executive Director and Company Secretary of Hysan Development. Ms. Yung is first trained as a solicitor and she is a qualified CPA.