

## EVENTS WATCH

# ACCOUNTING FORUM HIGHLIGHTS CAREER OPTIONS

Young CPAs need to adopt new ways of thinking and add value wherever possible, writes **Wilson Lau**

With the arrival of the “Accounting Plus” era, young CPAs need to adopt new ways of thinking if they are to meet changing workplace demands and capitalise on the exciting career prospects offered by ever more diverse roles.

That was one of the core messages from October’s “HKICPA Career Forum 2018”, which was held at the Science Park and emphasised the importance of professional accountants’ role as a vital “connector” within the business world, as well as the need for them to add value wherever possible.

Organised by Hong Kong Institute of Certified Public Accountants, the event attracted hundreds of undergraduates keen to hear the views and insights of thought leaders and eminent figures within the profession.

For instance, HKICPA president Eric Tong noted that “Accounting Plus” principle had helped many CPAs advance to leadership positions in their respective organisations, but also that those career journeys usually began with experience in auditing.

“Young CPAs who work in auditing are exposed to the operations of various companies and sectors and accumulate vital insights,” Tong said. “The profession is also the ‘Critical Piece’ because CPAs working for businesses have become increasingly forward-looking. They are able to leverage their insights to give forecasts and advice. And with their combination of higher-order capabilities, many HKICPA members are not just CFOs, but have diversified into other value-adding specialisations.”

Reflecting the concept of “new thinking” which underpinned the forum, Tong explained that use of a “focus group” format created a more informal setting. This, in turn, allowed attending students to move around more freely, thus encouraging more interaction between speakers and audience members plus a greater exchange of ideas and viewpoints.

Jonathan Ng, HKICPA’s acting registrar, added that the profession continued to offer a diverse range of rewarding career paths for young people. These might be seen as something like “accounting plus information technology” or “accounting plus risk management”.

Also, thanks to China’s Greater Bay Area scheme and the Belt and Road initiative, Hong Kong’s status as a regional finance hub looked secure. This meant that the profession had further appeal, with companies in every sector having a need for CPAs’ expertise.

Importantly, it was also confirmed that the New Qualification Programme will be launched in 2020. It will help to broaden access to a CPA qualification, opening another door for interested students, including those without a degree in accounting.

Ng said the forum was a great chance for students to explore everything the profession offers and reflect on where it could take them.

Indeed, many students made a point of visiting the Focus Group zone to hear how successful CPAs had built their careers and moved into different roles and industries. For example, at the “Audit and Risk Management” focus group, they were told how accounting know-how served as a solid foundation for a later move into risk management.



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“Although it was very hectic as an auditor in an accounting firm, the experience was highly rewarding,” said one speaker, Ken Lin, who is senior manager for risk advisory at Baker Tilly Hong Kong Risk Assurance. “I especially enjoyed working as part of a team and made many great friends.”

His colleague, Patrick Tong encouraged the students to think carefully about possible career paths and to recognise the breadth of opportunities.

Keith Lee, associate director for forensic accounting at Deloitte China, described some of the specific cases he has handled. He pointed out that his field now encompasses many areas such as business intelligence and forensic work to track evidence in computer files or databases.

At the “Strategic Management” focus group, which was led by Patrick Kwok, general manager of Starbucks Coffee Singapore, many students

were curious about possible paths from auditing into business analysis. Kwok said auditors have to pore over company reports and financial statements, which gives them insights into different types of operation. Such experience proved a good grounding in risk assessment and business analysis, Kwok said.

Stephanie Chan, who worked in risk advisory at Deloitte for a while, felt Kwok’s talk was inspiring in the way it outlined how an accounting qualification could open up different options and specialist areas.

Marko Yu, a Year 2 accounting student at the Hong Kong Polytechnic University, had attended a previous career forum and felt the new focus group format was effective in bringing participants closer together. “It lets students feel at ease and encourages them to interact more with the speakers more,” Yu said. “I especially enjoyed the forensic accounting focus group because the



The “focus group” format encourages interaction between speakers and audience.

case study featured a storyline, and it was interesting to hear how the speakers approach an investigation.”

At the “Accounting with New Technologies” workshop, Stanley Yung, partner of advisory services

and Hilbert Tsang, senior manager of advisory services at EY, took the audience through some of the latest advances in digital technology and explained the possible implications for businesses.



## 聚焦商業及科技議題 剖析會計多元發展

會計專業前景優厚，對不少擅長數理的大學精英尤具吸引力。一年一度由香港會計師公會（下稱公會）舉辦的職業論壇，今年移師至香港科學園舉行，特設加強互動交流的焦點小組環節，助數百名來自多間大學及大專院校的莘莘學子加深對行業現況的了解，及早裝備自己，抓緊「Accounting Plus」世代的龐大機遇。

本報記者 何詠儀

會計專業持續朝多元領域發展，由傳統的核數及稅務等範疇，廣及企業管治、融資上市、風險管理、法證會計、策略管理，以至晉身企業領導層，肩負決策重任等，出路廣闊。有見及此，香港會計師公會會長唐業銓表示，踏入第11年的職業論壇，在舉行地點、形式及活動內容方面皆煥然一新，務求讓同學與各嘉賓講者增進交流，鼓勵學生更投入參與，助他們發掘並認識具興趣的專業領域，對規劃個人會計專業發展大有幫助。

為配合行業趨勢，唐業銓稱，今次職業論壇圍繞商業領導及新科技兩大議題，助同學一方面掌握AI（人工智能）對會計專業的影響，明白機械式的數據處理可交由AI處理，惟會計師的專業判斷、全面分析及多角度思考，始終無法取代。另一方面也讓學生體會到會計是商業世界的共通語言，懂得會計，有助作出更全面的風險管理、策略管理及商業決策，為多元專業發展帶來優勢。

### 增3大焦點小組 零距離交流分享

「過往職業論壇以專題工作坊及座談會為主，雖設有發問時段，但同學普遍如上課般坐着聆聽嘉賓講者分享，在接收行業資訊上較



唐業銓喜見參與同學在焦點小組踴躍發問，聽取嘉賓的經驗及意見。

與嘉賓講者零距離互動交流。



由香港會計師公會主辦的職業論壇，今年移師香港科學園舉行，邀得多位在不同專業領域具卓越成就的會計專才出席，與莘莘學子分享成功經驗。

為被動。」唐業銓表示，是次論壇增設3個焦點小組，聚焦於風險管理、法證會計及策略管理這3大專業領域，並邀得相關範疇的行業翹楚擔任嘉賓講者，包括：天職香港內控及風險管理有限公司風險管理部高級經理連浩然、香港警務處偵緝高級督察武少禧、德勤中國財務諮詢部副總監李啟祥，以及新加坡星巴克總經理郭百祥等，讓同學在沒有座位及講台的陳設下自由參與不同小組，零距離聽取各講者的經驗分享，更可自由發問，由此了解入職會計和轉往其他專業領域發展所需的技能及資訊，為「Accounting Plus」世代來臨作好準備。

要成為認可會計師，必須先考取專業資格，香港會計師公會署理註冊主任伍大成強調，公會一直致力優化專業資格課程（QP）的設計及內容，助業界人士與時並進。「將推出的新QP課程，覆蓋內容更全面，並設實務工作坊，助準會計師增強解難、高層次分析、批判思維及橫向思考等軟技巧，更加設『基礎級別』，讓曾修讀商業學科的非會計本科畢業生，可透過獲得部分單元豁免，提升進修效率及靈活度，有助廣納優秀人才加入業界，令會計專業團隊日益壯大。」

### 工作坊及展覽 提供行業及實習資訊

「今年職業論壇以『The critical piece』為主題，彰顯會計專業在商業社會屬不可或缺的一環。」伍大成形容，現時業界人士取得會計專業資格，如同踏上通向無限可能的康莊大道，可按興趣或專長走出屬於自己的專業之路，除投身會計師樓，爭取成為合夥人外，亦可晉身成法證會計專家，或加入企業專責風險管理或策略管理事務，逐步升上CFO或CEO的領導位置，同學值得投資時間與心思投身會計專業，取得認可資格。

一如以往，職業論壇亦設有涵蓋不同題材的工作坊，有會計專業新科技、形象建立及CV Doctor等熱門主題；另有17家會計師行及企業參與職業展覽，展示最新行業及實習資訊。壓軸活動是安排同學與資深會計師直接交流的午餐會，讓他們可充分掌握行業現況及專業路向。

### 3大焦點小組 嘉賓與同學分享感受

**天職香港內控及風險管理有限公司風險管理部高級經理 連浩然**  
「企業風險管理涉及不少公司帳目，擁有會計背景無疑更具優勢。有志入行的同學，宜爭取到會計師行及企業實習，及早了解行業運作及工作環境，加深有關核數及風險管理等會計範疇的認識，對日後投身相關領域發展甚有幫助。」

**香港警務處偵緝高級督察 武少禧**  
「法證會計的工作在商界及紀律部隊的角色均舉足輕重，前者主力協助企業在尋找商業夥伴及簽訂重要協議時，減低遭詐騙或被利用作犯罪掩飾的風險；後者則致力偵破如倫敦金及層壓式推銷等商業罪案，維護法紀，特別適合頭腦縝密且性格較外向的會計專才。」

**新加坡星巴克總經理 郭百祥**  
「具會計背景的人士從事策略管理，可善用專業技能及經驗，從各部門帳目等數據資料中，分析企業的優勢與不足，藉此制定符合各部門發展所需的政策，助企業按既定目標前進，解決挑戰之餘，同時拓展商機。」

**浸大3年級會計本科生 梁同學**  
「這個活動讓我接觸到從事不同專業範疇的會計專才，掌握行業最新發展。當中最喜歡焦點小組的靈活安排，讓我可穿梭3個小組，並透過自由發問，對不同專業領域有更深入的认识，可更好地規劃未來的事業發展。」