



Hong Kong Institute of
Certified Public Accountants
香港會計師公會

A Plus media alert

Dear editors and reporters:

Tencent's money-making plan

The April issue of APlus is out now, featuring a profile of Tencent's CFO, the 40th anniversary of the Hong Kong Institute of CPAs, and more

(HONG KONG, 10 April 2013) – Before the current buzz about whether the highly popular WeChat should be charged, Tencent's Chief Financial Officer and a member of the Hong Kong Institute of CPAs, John Lo, talks to *A Plus* about the company's plan to maximize the monetization online customer activity including, introducing more value-added apps for subscribers, expanding WeChat to countries such as the United States, and tapping into the Mainland's burgeoning online shopping market.

The Hong Kong Institute of CPAs celebrates its 40th anniversary this year. The formation of what is now the Institute four decades ago was a complex process that involved the profession, the business community and the government. In the first of a series of stories marking the anniversary, *A Plus* looks at the early days of Hong Kong and interesting anecdotes about the profession before 1973.

Another feature showcases spirituality-pursuing accountants for whom daily work and life is imbued with a sense of meaning through religion. They also share how faith helps them resolve conflicts in the workplace.

The last feature looks into the ever-expanding global rules and regulations on banking and their impact on Hong Kong.

To discuss more about the magazine and the ideas it raises, call Stella To, deputy director of communications, Hong Kong Institute of CPAs at 2287-7209.

– End –

Note to editor

About the name of the magazine: *A Plus* stands for excellence, a reference to the top-notch accountant members and Hong Kong CPAs, who are success ingredients in business and in society. It is also the quality of the magazine – going an extra mile to reach beyond grade A.

About the Hong Kong Institute of Certified Public Accountants

The Hong Kong Institute of CPAs is the only body authorized by law to register and grant practising certificates to certified public accountants in Hong Kong. The Institute has more than 35,000 members and more than 17,000 registered students. Members of the Institute are entitled to the description *certified public accountant* and to the designatory letters CPA.

The Hong Kong Institute of CPAs evolved from the Hong Kong Society of Accountants, which was established on 1 January 1973.

The Institute operates under the Professional Accountants Ordinance and works in the public interest. The Institute has wide-ranging responsibilities, including assuring the quality of entry into the profession through its postgraduate qualification programme and promulgating financial reporting, auditing and ethical standards in Hong Kong. The Institute has responsibility for regulating and promoting efficient accounting practices in Hong Kong to safeguard its leadership as an international financial centre.

The Hong Kong Institute of CPAs is a member of the Global Accounting Alliance – an alliance of the world’s leading professional accountancy bodies, which was formed in 2005. The GAA promotes quality services, collaborates on important international issues and works with national regulators, governments and stakeholders.

Hong Kong Institute of CPAs’ contact information:

Stella To
Deputy Director, Communications
Phone: 2287 7209
Mobile: 9027 7323
Email: stella@hkicpa.org.hk