

# Qualification Programme (QP)

Case Analysis Competition 2010  
and Luncheon with CPAs



Hong Kong's  
CPA Qualification  
香港會計師專業資格

This is your way to success



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

Your golden chance to win

- attractive cash prizes and QP fee waivers
- internships at renowned organizations

## Objective

An ability to analyse and evaluate a specific business situation helps a CPA build success in the corporation.

The Qualification Programme (QP) Case Analysis Competition aims to develop QP Affiliate Club members' business skills and to cultivate their professional judgment and prepare themselves for the business environment.

## Six great reasons to join

- 1. Gain internship opportunities and give your CV the ultimate boost**  
Outstanding teams will get internship awards to gain valuable work experience from leading organizations.
- 2. Get real world experience**  
Participating teams can learn how to apply technical knowledge into practical business context by exposing to the QP case question.
- 3. Attractive cash prizes**
- 4. Wavier of QP first registration and subscription fees**
- 5. Free business seminar**  
Participants can join a free seminar on "Success ingredients for the financial sector" on **18 September 2010** to learn the important skills in analysing case problem.
- 6. Free luncheon with CPAs and business leaders**  
Participants can interact with CPAs and business leaders during the luncheon on **27 November 2010**.

## Awards

### Champion team

\$15,000 cash prize, QP fees wavier\* and trophy, with a total value of **\$18,600**

### 1st runner-up team

\$8,000 cash prize, QP fees wavier\* and trophy, with a total value of **\$11,600**

### 2nd runner-up team

\$4,000 cash prize, QP fees wavier\* and trophy, with a total value of **\$7,600**

### Best presenter

**\$2,000** cash prize and plaque

### Best written report

**\$3,000** cash prize and certificate

### Merit teams (5 awards)

\$2,000 cash prize, QP fee waiver# and certificate, with a total value of **\$3,800**

**Internship programmes are awarded to the champion, 1st and 2nd runner-up teams.**

\* Fees waiver of \$450 QP first registration fee and \$450 QP first subscription fee are awarded to each member of the champion, 1st and 2nd runner-up teams.

# Fee waiver of \$450 QP first registration fee is awarded to each member of the merit teams.

Participating organizations are:

- Bank of China (Hong Kong) Limited
- CLP Power Hong Kong Limited
- Esprit Holdings Limited
- Hong Kong Exchanges and Clearing Limited
- Hospital Authority
- Jardine Matheson Limited
- Mandatory Provident Fund Schemes Authority
- Mitsubishi UFJ Securities (HK) Holdings, Limited
- MTR Corporation
- Sa Sa International Holdings Limited
- Standard Chartered Bank (Hong Kong) Limited
- The Bank of East Asia, Limited
- The Treasury, the Government of the Hong Kong Administrative Region
- Tricor Services Limited

## Format of competition

There will be two rounds of competition:

- 1st round** - each participating team is required to submit a case analysis written report in English (details please refer to the section "submission of written report" on this leaflet).
- 2nd round** - eight merit teams will be shortlisted to give a short oral English presentation based on their analytical reports.

## Adjudicating criteria

- 1. Case analysis written report**
  - Problem identification
  - Clear discussion and decision focus
  - Adequacy of research
  - Financial analysis technique
  - Sound theoretical and practical justification
  - Analytical approach and style
  - Strategy feasibility
  - Validity of conclusion
  - Writing style, report organization and references
  - Presentation style
  - Creativity in problem solving
- 2. Oral presentation**
  - Completeness of content
  - Problem identification
  - Clear discussion and decision focus
  - Validity of conclusions
  - Responsiveness to the case question
  - Professionalism of presentation (including use of visual aids)
  - Vocal skills and non-verbal skills
  - Time allocation and teamwork
  - Q&A

## Competition schedule

23 August 2010	Full case background available on Institute's website
14 September 2010	Deadline for registration of free seminar
18 September 2010	Seminar on "Success ingredients for the financial sector"
24 September 2010 (before 12:00 noon)	Deadline for registration of competition
30 September 2010 (before 5:00 p.m.)	Submission of written report
15 November 2010	Announcement of finalist teams
27 November 2010	Oral presentation competition and luncheon with CPAs

## Eligibility for entry to the competition

- QP Affiliate Club members who are studying undergraduate programmes in local universities are welcome to join the competition.
- Non-QP Affiliate Club members are also welcome provided they complete the QP Affiliate Club membership application section when they submit their on-line registration for the competition.
- Admission to the competition is on a team basis. Participants are required to form teams of between three and four members.

Free seminar	Speakers
<p><b>Seminar on "Success ingredients for the financial sector"</b></p> <p>Date: 18 September 2010 (Saturday) Time: 9:30 a.m. – 12:30 p.m. Venue: Royal Plaza Hotel, 6/F, Grand Ballroom I - III 193 Prince Edward Road West, Kowloon</p>	<ol style="list-style-type: none"><li>1. <b>Ms. Sherry Lin</b> Equity Research Analyst, Asian Financials Schroder Investment Management (Hong Kong) Limited</li><li>2. <b>Mr. Paul Tang</b> Chief Economist, The Bank of East Asia, Limited</li><li>3. <b>Mr. Vincent Yip</b> Associate Principal, McKinsey &amp; Company</li></ol>
Oral presentation and free luncheon with CPAs	Adjudicators
<p>Date: 27 November 2010 (Saturday) Time: 9:30 a.m. – 3:30 p.m. Venue: Sheraton Hong Kong Hotel &amp; Towers 3/F, Ballroom, 20 Nathan Road Tsim Sha Tsui, Kowloon</p>	<ol style="list-style-type: none"><li>1. <b>Mr. Chew Fook Aun</b> Vice President, Hong Kong Institute of CPAs Executive Director &amp; Group Chief Financial Officer Esprit Holdings Limited</li><li>2. <b>Ms. Susanna Chiu</b> Council Member, Hong Kong Institute of CPAs Senior Vice President, Li &amp; Fung (Trading) Limited</li><li>3. <b>Ms. Nancy Tse</b> (Chairperson) Council Member, Hong Kong Institute of CPAs Director (Finance), Hospital Authority</li><li>4. <b>Ms. Wendy Wong</b> General Manager &amp; Head of China Division The Bank of East Asia, Limited</li><li>5. <b>Mr. Vincent Yip</b> Associate Principal, McKinsey &amp; Company</li></ol>

If you are interested in joining the above events, please visit [www.hkicpa.org.hk/qpcac2010hk](http://www.hkicpa.org.hk/qpcac2010hk) for online registration.

## Enquiry

Hong Kong Institute of Certified Public Accountants  
Tel: (852) 2287 7070 / (852) 2287 7228  
Email: [etd@hkicpa.org.hk](mailto:etd@hkicpa.org.hk)

### Case analysis competition working group

- **Ms. Nancy Tse** (Chairperson)  
Council Member, Hong Kong Institute of CPAs;  
Director (Finance), Hospital Authority
- **Mr. Edmund Chan**, Practising Director,  
Mazars CPA Limited
- **Dr. Shirley Kan**, Senior Instructor, School of Accountancy,  
The Chinese University of Hong Kong
- **Mr. Ronald Kung**, Council Member,  
Hong Kong Institute of CPAs;  
Co-founder, Theo Integration Group Limited
- **Ms. Shirley Tsang**, Executive Director & Head of Business  
Services, Tricor Services Limited
- **Ms. Josephine Wong**, Lecturer, School of Accounting  
and Finance, The Hong Kong Polytechnic University

### Reviewers

- **Mr. Daniel Au**, Vice President, Deutsche Bank Hong Kong
- **Ms. Annie Chan**, Associate Director, Corporate Finance  
Division, Securities and Futures Commission
- **Mr. Edmund Chan**, Practising Director, Mazars CPA Limited
- **Mr. Ivan Chan**, Executive Director, Investment Banking  
and Principal Investments, Samsung Securities (Asia) Limited
- **Mr. Yee-Chung Cheang**, Director, Corporate Finance,  
PricewaterhouseCoopers
- **Dr. Suwina Cheng**, Assistant Professor, Department of  
Accountancy, Lingnan University
- **Ms. Susanna Cheung**, Chief Treasury Accountant  
(Planning and Development), The Treasury, the Government  
of the Hong Kong Special Administrative Region
- **Mr. Sherman Chong**, Proprietor, Sherman Chong & Co.
- **Mr. Eric Chung**, Chief Executive Officer and Executive  
Director, China Post E-Commerce (Holdings) Limited
- **Mr. Kantstant Fung**, Finance Manager, Corporate &  
Investment Banking, Wachovia Bank N.A. HK Branch,  
A Wells Fargo Company
- **Dr. Shirley Kan**, Senior Instructor, School of Accountancy,  
The Chinese University of Hong Kong
- **Ms. Janet Kwan**, Lecturer I, Department of Accountancy  
& Law, Hong Kong Baptist University
- **Ms. Mabel Lam**, Assistant Professor, Lee Shau Kee School  
of Business and Administration, The Open University of  
Hong Kong
- **Mr. Arthur Lee**, Controller, Meiya Power Company Limited
- **Mr. Ian Lee**, Lecturer, Kaplan Financial (HK) Limited
- **Mr. Eric Leung**, Instructor, School of Accountancy, The  
Chinese University of Hong Kong
- **Dr. Mandy Li**, Assistant Professor, Lee Shau Kee School of  
Business and Administration, The Open University of  
Hong Kong
- **Mr. William Lo**, Executive Director - Finance,  
Airport Authority Hong Kong
- **Ms. Eugenia Ma**, Finance Director, Pizza Hut Hong Kong
- **Ms. Annie Mok**, Instructor, Department of Accountancy,  
City University of Hong Kong
- **Mr. Ng Hok Man**, Fellow of the Hong Kong Institute  
of CPAs
- **Mr. Andy Ng**, Regional Head of New Business  
Representatives - Global Banking and Markets, The Royal  
Bank of Scotland
- **Mr. Edmond Ng**, Head of Global Custody China,  
HSBC Securities Services
- **Mr. John Rasheed**, Partner and National Learning Leader,  
Deloitte Touche Tohmatsu
- **Ms. Sarah Siu**, Manager, Professional Development, KPMG
- **Mr. Michael So**, Academic Advisor, Business & IT Studies  
Division, School of Continuing Education, Hong Kong  
Baptist University
- **Ms. Patricia Tan**, Manager, Professional Development,  
KPMG
- **Prof. Tedmond Tang**, Adjunct Assistant Professor,  
Department of Accounting, The Hong Kong University of  
Science and Technology
- **Ms. Shirley Tsang**, Executive Director & Head of Business  
Services, Tricor Services Limited
- **Mr. Wilson Wan**, Certified Public Accountant
- **Mr. Wilson S.C. Wan**, Chief Executive Officer, Jacob  
Walery Limited
- **Ms. Josephine Wong**, Lecturer, School of Accounting  
and Finance, The Hong Kong Polytechnic University
- **Dr. Raymond Wong**, Lecturer, School of Business, The  
University of Hong Kong
- **Ms. Tanny Wong**, College Lecturer, College of Business  
and Finance, School of Professional and Continuing  
Education, The University of Hong Kong
- **Ms. Winnie Wong**, Certified Public Accountant
- **Mr. Bernard Wu**, Executive Director, CSC Securities  
(Hong Kong) Limited
- **Ms. Cecilia Yam**, Partner and Head of Quality Assurance,  
BDO Limited
- **Mr. Yip Ka Ki**, Director, Lak & Associates C.P.A. Limited
- **Dr. Qiang Zhou**, Assistant Professor, Department of  
Accounting, Hong Kong Shue Yan University

# Hong Kong Institute of Certified Public Accountants

## QP Case Analysis Competition 2010

### Case problem in brief

Omega Asia Bank Limited is a full-fledged banking and financial services group, with a head office located in Hong Kong, and operations in Macau and Manila. The bank is a "licensed bank" under the supervision of the Hong Kong Monetary Authority (HKMA). The last three decades have seen the Group grow markedly in both Hong Kong and Macau, and to a lesser extent in Manila.

In recent years, it has been seeking vigorously to expand its presence in the region. In light of the new business environment under the new economy, the Group has undergone a re-orientation, with investment banking, commercial banking and insurance identified as the three major lines of businesses, while non core businesses are grouped under "other" sector pending for the strategic review by the Board of Directors.

In the last two years, the finance industry in Hong Kong has been hard hit by the financial tsunami in 2008. In 2010, the economy of Hong Kong has showed sight of recovery amid global economic recovery, especially Mainland China. Assume that your team are members of the Board and management, you are required to address the ethical dilemmas and possible actions to be taken, to perform a six months forecast and propose a strategy in the next five years to grow the businesses.

Full details of the case will be available on the Institute's website from 23 August 2010 at [www.hkicpa.org.hk/qpcac2010hk](http://www.hkicpa.org.hk/qpcac2010hk)

### Submission of written report (Submission deadline: 5:00 p.m., 30 September 2010)

- Each team should submit a written report in English of not more than 20 pages of A4 papers which includes executive summary, index, appendix, graphs, etc.
- Submit four hardcopies together with soft copies (both pdf and word format) saved in CD-Rom.
- Font type: Arial
- Font size: 12
- Double line spacing
- Margin: 1 inch for each side
- Each report should include a **separate cover page** with the name of the competition, names of team members, university, contact number, e-mail address and postal address of the team leader.
- The content pages should **not** include the names of team members and university.
- Failure to follow the above requirements may render the report unmarked and result in disqualification from the competition.

#### Important notes

- By registering for the competition, the Hong Kong Institute of CPAs is authorized to transfer students' personal information to the internship sponsors for internship arrangement.
- Winners are required to sign an undertaking to accept and complete the internship programme at the organization assigned to him/her by the Institute.
- Prizes are not transferable and the fee waiver cannot be redeemed for cash or credit.
- All entries must be received by the closing date specified above.
- By registering for the competition, all participants will be deemed to have accepted and be bound by the rules of the competition.
- All the finalists and winners must consent to the use of his/her name, photograph, presentation materials and video for publicity purposes.
- The Institute reserves the right to decide on the terms, final results of the competition and amend the competition rules at any time.

## Photo album of QP Case Analysis Competition 2009



Champion team in QP Case Analysis Competition 2009

“ The competition provides us the most precious opportunity to deliver a presentation to the leading professionals and executives. We can broaden our horizons through sharing from the professionals’ perspectives, ”

said team leader, Philip Yin, from the University of Hong Kong



Group photo of the winning teams, merit teams, sponsors and adjudicators of the competition.



The Immediate Past Vice President, Ms. Susanna Chiu (Left) and the Chairperson of the QP Case Analysis Competition 2009, Ms. Nancy Tse (Right), gave their valuable remarks of the competition in the luncheon.

## Testimonials from the professionals



“ The QP Case Analysis Competition provided an excellent forum for students to showcase their professionalism in solving business issues through teamwork. I’m impressed with the way they communicate and their thought-provoking presentations which were powered by smart ideas and enthusiasm. It’s been a difficult decision choosing the winners! ”

Ms. Nancy Tse  
Council Member,  
Hong Kong Institute of CPAs  
Director (Finance),  
Hospital Authority



“ The QP Case Analysis Competition is an “Ivy League” challenge of the year among the accounting and business students. Not only does the competition test the accounting knowledge and business flair of the students, it also brings out the best of the students in problem solving, presentation and communication skills, and most important of all team work. It is definitely a great test of mind and personality - an experience that money can’t buy which will benefit the students’ future! Welcome you to be part of this valuable journey. ”

Ms. Susanna Chiu  
Council Member,  
Hong Kong Institute of CPAs  
Senior Vice President,  
Li & Fung (Trading) Limited



“ I felt that all teams put in tremendous effort in analyzing the case, both qualitatively and quantitatively, and presented their findings and recommendations in a professional context. Some of the solutions are extremely creative and “out of the box”, while others are practical and business oriented. Overall, it was a pleasant experience for me as a reviewer. ”

Mr. Daniel Au  
Vice President,  
Deutsche Bank Hong Kong



“ The QP Case Analysis Competition provides students with a “real” business solving challenge. The methodology not only provides students with an opportunity to apply the knowledge and skills they have acquired, but also motivates them for pro-active learning. They prepared for business plans with extensive research on the relevant industries. Teams generated high quality business plans within a short period of time demonstrating excellent communication skills. ”

Ms. Josephine Wong  
Lecturer, School of  
Accounting and Finance  
The Hong Kong Polytechnic  
University

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