

2010 PROFESSIONAL DEVELOPMENT SERIES

Club Lusitano
Hong Kong

With seminars on:

- International Finance **NEW**
- Budgeting: Achieving Results
- Financial Planning, Budgeting & Control
- Cash Flow Planning & Forecasting **NEW**
- Financial Statement Analysis
- Mergers & Acquisitions
- Due Diligence
- Risk Management
- Business Valuation
- Best Practices in Finance & Accounting

Special Shanghai Conference on

SEC Reporting & SOX 404 Compliance

What To Do About the Latest Developments

June 7-9, 2010

Pudong Shangri-La, Shanghai, China

See inside pages for details

Led by top instructors, the Professional Development Series will help you grow your knowledge base and earn valuable CPD credits.



www.cpeonline.com



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

Dear Colleague,

We designed the Professional Development Series outlined in this brochure to meet the needs of financial professionals serving public companies in Hong Kong. If you are short of meeting your CPD requirements, taking one or more of the seminars in this series can help you get the credits you need in advance of your requirement deadline.


This is the third year that CPE INC. has partnered with the HKICPA to bring you the best in continuing professional education. Led by top instructors, the programs in this series will provide you with information that you can use back at the office.

As it did last year, this year's brochure again includes an invitation to attend our 2010 Conference on SEC Reporting & SOX 404 Compliance, which will take place on 7-8 June 2010 at the Pudong Shangri-La in Shanghai, followed by post-conference workshops on 9 June 2010.

With presentations by US regulators, thought leaders from the Big 4 and industry panellists, this conference will provide you with an invaluable update on US financial reporting.

Both the Professional Development Series and this conference reflect our ongoing commitment to delivering high-quality programmes to financial professionals in Hong Kong. We look forward to serving you in 2010.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Markar", with a horizontal line underneath and a period at the end.

M. Markar, MBA
President
CPE Inc.

International Finance

June 21 or November 15, 2010 Course code: **0162**

Multinational companies face unique issues when it comes to financing and running an international operation. This targeted seminar lays out the key elements of international finance with an emphasis on:

- **The impact of globalisation on a firm's operations**
- **How to effectively and efficiently tap international money, bond and equity markets**
- **Foreign exchange issues and the multinational firm**
- **Capital budgeting, cash management and taxation concerns**

Objective

To give financial professionals and corporate leaders a better understanding of the monetary risks, the extent of exposure and means of managing foreign currencies, while doing business in one or multiple foreign countries.

Emphasis

- Globalisation and the multinational firm
- The International Monetary System
- International banking and money markets
- The international bond market
- International equity markets
- Futures and options on foreign exchange
- Currency and interest rate swaps
- Management of economic, transaction and translation exposure
- International capital budgeting
- Multinational cash management
- Exports and imports
- International taxation

Benefits of Attendance

- Immerse yourself in best practices for financing a multinational firm
- Gain a thorough understanding of how to deal with your firm's foreign exchange issues

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours

Mergers & Acquisitions: A Current Guide to Deal-Making

June 22 or November 16, 2010 Course code: **0161**

Having a solid understanding of the merger and acquisition process is a must in today's economic environment. Designed to ground financial professionals in the mechanics of corporate deal-making, this timely seminar will show you how to:

- **Value a potential target**
- **Conduct an effective due diligence process**
- **Understand the regulatory issues that impact M&A activity**

Objective

To give accountants and other financial professionals a comprehensive overview of mergers and acquisitions. From distinguishing among the various types of M&A activity to complying with the relevant rules and regulations, this course will walk you step by step through the M&A process. It also provides an overview of the important legal, accounting and tax considerations.

Emphasis

- Conducting an effective candidate search process
- Valuation issues
 - Modeling
 - Acquirer's internal approval process to proceed
- Due diligence
 - Drafting a Letter of Intent
 - Requesting information
 - Creating an effective team
 - Planning, conducting and reporting due diligence
- Contract and close
 - Elements of the agreement
 - Supporting documents
- Tax ramifications on cross-border transactions
- Purchase accounting
 - Determining the cost of an acquisition
 - Financial reporting of a purchase acquisition
- Regulatory requirements
 - Solicitation and preparation of proxies
 - Tender offers

Benefits of Attendance

- Build a firm understanding of the merger and acquisition process
- Gain a working knowledge of the due diligence process

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours

Please bring a calculator

The Role of Financial Statement Analysis in Management Decision-Making

June 23 or November 17, 2010 Course code: **A021**

Rather than using traditional mechanics, this seminar presents a strategic approach to financial statement analysis. You'll work through illustrative case studies to arrive at business decisions in four major areas:

- **Granting credit to customers**
- **Valuing a business**
- **Performance improvement strategies**
- **Development of a strategic financial plan**

Objective

To provide CPAs and management accountants with a strategic approach to financial statement analysis for effective financial management. You will work through a case study and then compare the decisions you've reached. You'll learn to select the most effective financial analysis tools for each type of business decision. You'll also explore the use of computer financial statement models to sort through options and arrive at the optimum decision.

Emphasis

- Methods for determining the value of a business
- Industry comparisons
- Determining a company's financial strength
- Cost of capital concepts
- Cash flow-based financial ratios
- Using free cash flow to determine a company's value
- Using financial analysis models
- Integrating financial forecasting in an organisation's business plans
- Financial statement trend and variance analysis
- Using profitability, solvency, activity and liquidity ratios
- Internet sources for financial data comparisons

Benefits of Attendance

- Study the intersection of financial statement analysis and business valuation
- Enhance your understanding of key financial decision-making metrics

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours

Please bring a calculator

Corporate Financial Planning, Budgeting & Control

June 24 or October 29, 2010 Course code: **A057**

To assume a leadership role in the strategic planning process, financial managers must be aware of key concepts and approaches. This seminar shows how to work with the entire strategic planning, budgeting and control process. You'll learn to:

- **Identify strategies that will provide your company a competitive advantage**
- **Develop an effective strategic plan**
- **Turn strategic ideas into operational plans and budgets**
- **Make your organisation self-controlling via effective feedback processes**

Objective

To provide a comprehensive understanding of the roles, interrelationships and functioning of strategic planning, budgeting and budgetary control. Focusing on the importance of innovation and creativity, the seminar shows how to plan and budget and provides practical examples. You will also learn how to strategically position your organisation within its competitive environment.

Emphasis

- Sources of competitive advantage
- Positioning your company for success
- Creating an effective planning environment
- Developing a strategic plan
- The operating budget as an integral part of the planning process
- Structuring financial systems to support responsibility reporting and budgetary control
- Activity-based budgeting techniques
- Differences in budgeting techniques for small-large- and medium-sized organisations
- Capital budgeting
- Using the budget to protect cash flows
- The budget as a control mechanism
- Controlling within an empowered organisation

Benefits of Attendance

- Learn how corporate finance interacts with strategic planning
- Gain practical tips on planning and budgeting

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours

Budgeting: Achieving Results

June 25 or October 25, 2010 Course code: **A201**

Budgeting is an essential tool for business growth, improving profitability and gaining an edge in our fiercely competitive global economy. This seminar presents new and effective approaches to budgeting and focuses on:

- **The importance of strategic planning in establishing an effective budget**
- **Why the traditional emphasis on earnings doesn't meet long-term goals**
- **How you make budgeting a vital management tool**
- **Today's best practices in budgeting**
- **How to create a world-class budgeting process**

Objective

To demonstrate to the accountant the value of advanced budgeting techniques, which include integrating the corporate strategy into the business model and budgeting process. You'll see how today's best practices in budgeting are being applied in leading corporations and how this process facilitates capital formation, growth and profitability. You'll have the knowledge and tools to evaluate your organisation's strategic budgeting practices, strengths and weaknesses. And you'll be empowered to assume a leadership role in helping your company meet its corporate objectives.

Emphasis

- Why traditional budgeting doesn't serve today's corporate needs
- The importance of the business model in the budgeting process
- Performance-based budgeting concepts
- Computerise the budgeting process without spreadsheets
- Budgeting best practices
 - Partaking in a best practice survey evaluating a company's budgeting process
 - Defining the term "meeting or not meeting the budget during the year"
- A checklist to evaluate the effectiveness of your budgeting process
- Websites that offer the latest budgeting software
- New dynamics in financial management and budgeting
- Improving budgeting process efficiency, shortening preparation time and reducing revisions
- Making the budget work throughout the year

Benefits of Attendance

- Become immersed in budgeting best practices
- Learn how to improve the efficiency of your budgeting process

Prerequisite	Basic knowledge of financial accounting and budgeting
Preparation	No advance preparation required
Level of Knowledge	Basic/intermediate
CPD Credit	7 Hours

Cash Flow Planning & Forecasting

July 26 or October 26, 2010 Course code: **0028**

Forecasting cash flow accurately and maintaining liquidity are even more critical as the economy slows. And the better the forecast, the better your company's profitability. An expert reveals:

- **Why forecasts fail**
- **Fresh approaches to solve this age-old problem**
- **Cutting-edge techniques for predicting cash excess and shortfalls**
- **How to establish and improve banking relationships**

Objective

To enable accountants and financial managers to achieve greater profitability with more effective cash flow planning and forecasting. Participants will learn how to augment their forecasting skills using the most current financial methodology as well as "outside-the-box" thinking.

Emphasis

- Cash management vs. cash forecasting: an overview
- Forecasting for fluctuations in the business cycle
- Types and purpose of cash forecasts
- Techniques for more accurate forecasts
- Forecasting methodology: selecting the best methods for short-term, mid-term and long-term forecasts
- Free cash flow: analysing acquisitions, creating financing alternatives
- Developing your forecast through analysis of:
 - Industry trends and global trends
 - Competitive strategy
 - Strategic planning and the budget process
- Disbursement techniques
 - Payment and transfer methods
 - EDI: E-currency, Internet payments
- Collection techniques
- Float: how to maximise its use
- Reporting tools available from your banking partners
- Emerging cash management technologies
- Designing and updating your cash management systems in today's economy

Benefits of Attendance

- Improve your forecasting skills for better financial management
- Learn best practices for forecasting, financial modeling and analysis

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours

Risk Management: Internal Controls & Fraud Prevention

July 27, 2010

Course code: **A217**

Preventing fraud is a major focus of risk management. And while some risks are insurable, internal controls are a necessary component to an effective risk management programme. Using real-life examples and case studies, this seminar gives you the tools to:

- **Identify, analyse and quantify key risk areas in your organisation**
- **Determine necessary controls**
- **Ensure that operational risk is a key component in your risk assessment programme**
- **Understand why some controls fail**

Objective

To provide accountants with an understanding of the financial and operational risks facing their organisation that go beyond insurance and how to manage them. You'll learn what internal controls are most effective in reducing or eliminating risk and how to implement them cost-effectively.

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours

Best Practices in Finance & Accounting: Building a World-Class Organisation

July 28 or October 28, 2010

Course code: **A194**

For every best practice you may already be using, there are probably dozens more you could use to be more competitive. Many are very simple and easy to implement with immediate impact while others are more complex. This unique seminar:

- **Presents finance and accounting as integral business processes executing the organisation's strategy**
- **Explains how to select and prioritise best practices**
- **Shows how to evaluate potential costs and benefits**

Objective

To equip the accounting professional with a comprehensive array of best practices now being employed by today's leading organisations. You'll explore many practices you can implement immediately with little or no expense, as well as practices that require advanced technologies but can pay off quickly. You'll be empowered to challenge traditional accounting paradigms and prioritise the practices that will work best for your organisation.

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours

Emphasis

- Defining risk and determining acceptable levels of operational and financial risk
- The accounting professional's responsibility for risk management and fraud prevention
- Identifying the different types of risk in your organisation
- Key factors that lead to fraud
- Making sure it's worth it — applying cost benefit analysis to controlling risk and preventing fraud
- The role of Management Information Systems (MIS)
- Hedging and derivatives as a way to reduce financial risk
- Common tools to strengthen controls, limit risk and prevent fraud, including:
 - Financial statement reviews
 - Reconciliations and investigations to identify fraud and control weaknesses
 - Analysing costs to control risk
 - General financial controls
 - Key performance indicators
 - Policies and procedures
 - Staffing issues and how they relate to risk
- Insurance
 - Types of coverage available
 - Kinds of risk covered
 - Cost-effectiveness

Benefits of Attendance

- Gain an in-depth understanding of the types of risks that face your organisation and how to manage them
- Leave with a set of tools that will help you to control risk and deter fraud

Emphasis

- Finance and accounting alignment with the organisation
 - Aligning the back and front offices
 - Planning/budgeting with environmental flexibility and nonfinancial metrics
 - Reporting an integrated performance measurement model — a balanced scorecard
 - Providing business process tools and dashboards
 - Applying economic value added
- Efficient and effective processing
 - Web-linking supply chain opportunities
 - Matching and documentation elimination
 - Reducing non value added approvals/steps
 - Maximising the use of procurement and T&E cards
 - Advancing to web-based invoicing/paying
 - Using self-service payroll/HR techniques
 - Accelerating the close
- Roadmap to process improvement
 - Evaluating costs and benefits
 - Reducing both organisation and accounting expenses
 - Consolidating into shared service centers
 - Outsourcing benefits and issues
 - Prioritising for execution
 - Reinvesting savings in increased effectiveness

Benefits of Attendance

- Leave with a host of best practices to apply at your organisation
- Take home checklists for selected best practices

Due Diligence: Steps to Securing a Good Deal

July 30 or November 18, 2010 Course code: **A072**

When negotiating an acquisition, purchasing securities, entering a joint venture, participating in a workout and turnaround or dealing with a dominant supplier or customer, the due diligence process is paramount. This seminar:

- Examines the full scope of the process—from an informal review of financial statements and a survey of company operations to a detailed investigation of all target company activities
- Gives you the tools and practice aids to apply due diligence to an array of business dealings and opportunities
- Shows how to obtain valuable information for investors and identify serious problems early on

Objective

To provide the professional accountant with the knowledge and organisational skills to plan and participate in the due diligence process. The seminar focuses on applying due diligence to the acquisition of closely held companies.

Emphasis

- Using analytical procedures for evaluation
- Evaluating potential going concern issues
- What to look for in an initial review
- What to look for when reviewing financial statements
- Determining what to buy and the valuation method(s) to use
- How to quickly arrive at an initial valuation
- How to organise and conduct an operational audit
- How to recognise symptoms of failure
- How to assess adequacy of systems, practices and procedures
- How to assess target company management
- Developing and assessing restructuring and refinancing options
- Assessing weaknesses, risks and buyers' initial negotiating positions
- Supporting negotiations with timely re-analyses

Benefits of Attendance

- Gain a comprehensive view of the due diligence process
- Take away a variety of checklists and practice aids to assist your own due diligence efforts

Prerequisite	Basic knowledge of financial accounting and budgeting
Preparation	No advance preparation required
Level of Knowledge	Intermediate/advanced
CPD Credit	7 Hours

How to Value a Business

November 19, 2010 Course code: **0023**

The value of a business is its ultimate financial scorecard. But which valuation methods do you use when structuring a sale or purchase or providing litigation support? This seminar explains:

- Valuation methods for private, public and partnership entities
- Issues and techniques for specific industries and situations
- How to provide business valuation services

Objective

To enable the financial professional to understand and apply alternative methods for estimating the value of a business. You'll review case studies to gain hands-on experience in applying different valuation concepts and methods to different sets of circumstances. You'll also learn to profit from the professional practice of providing business valuation services.

Emphasis

- Planning, structuring and performing a valuation engagement
- Analysing the company: due diligence planning and checklist, industry and economic data, ratio analysis and pro forma adjustments
- Approaches to valuation
 - Rules of thumb
 - Asset valuation methods: book value, market value, liquidation value, excess earnings
 - Income approach
 - Comparable company method: comparable acquisitions, using stock prices and total capitalisation
 - DCF: weighted cost of capital approach, equity approach
 - Leveraged buyout method
- Determining applicable valuation methods
- Preparing the valuation report
- Common deficiencies of valuation reports
- Special applications of valuation services
- Using the valuation to price and structure a purchase or sale
- Litigation support services
- Fairness opinions, solvency opinions, insolvency opinions

Benefits of Attendance

- Become familiar with a variety of valuation methods
- Learn how to choose the right valuation method for any situation

Prerequisite	None
Preparation	No advance preparation required
Level of Knowledge	Overview
CPD Credit	7 Hours
	<i>Please bring a calculator</i>

Course Leaders



Thomas J. Lieven, MBA, CPA (USA), is an executive with over 30 years of experience in finance, information systems and production. His responsibilities included general accounting, cash management, budgeting and taxation. He is currently President of Applied Management, LLC, a small business consulting company.



Michael E. Palmer, MBA, Th.D., has held positions as President and CEO of three different corporations, as well as CFO of a publicly held corporation. He has special expertise in strategic planning, mergers and acquisitions, international corporate finance and organizational theory. He is an instructor and an expert in business ethics.

Seminars at-a-glance

	June	July	October	November
International Finance	21			15
Mergers & Acquisitions	22			16
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Cash Flow Planning & Forecasting		26	26	
Risk Management		27		
Best Practices in Finance & Accounting		28	28	
Due Diligence		30		18
Business Valuation				19

Seminar Registration Form

Family name _____

Given name _____

Title _____

Organisation _____

Address _____

Country _____ Postcode _____ Telephone _____

Email _____ Fax _____

Mail CPE INC.,
11 Floor, Hong Kong Trade Centre,
161 - 167 Des Voeux Road Central,
Hong Kong

Call Free 800 930 511
(852) 2116 5308

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370 Reed Road, Suite 227, Broomall,
PA 19008-4098 USA

Call +1 610 328 7086 Ext 1450

To be eligible for the Hong Kong Institute of CPAs special rate, you have to be a member/student of a member institute of the Global Accounting Alliance or the HKIAAT.

Name of Institute _____ Membership Number _____

Enter my registration as follows:

Code	Date	Cost
_____	_____	_____
_____	_____	_____
_____	_____	_____

Cost per seminar

Standard rate **HK\$3,750**

Hong Kong Institute of CPAs
Special Rate **HK\$2,500**

Breakfast and executive lunch included.

Total amount

Enter my registration as follows:

- Cheque or Money order (Payable to The Center for Professional Education, INC.)
 Pre-registered by phone Bill me
 Charge my: VISA MasterCard AMEX

*A credit card hold will be taken at the time of registration.
This card will only be processed if payment has not been received two weeks prior to the programme date.*

Card number _____ Exp. Date _____ Signature _____

Training Venue

Club Lusitano
16 Ice House Street, Central, Hong Kong

Class Hours

9.00 AM to 5.00 PM

Continuing Education Credits

Attending this programme qualifies you for CPD or CPE credits. Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other CPD or CPE requirements.

Unique 100% Satisfaction Guarantee

If you're unsure whether this programme will give you the level of knowledge or relevant information you seek, register today, knowing that you can rely on our unique 100% money-back Relevance Guarantee. It's our way of reassuring you that your satisfaction is our highest priority.

Discount Policy

Each participant enrolling for the 3rd through 5th seminars - 5% off. For seminars over 5 in a calendar year - 10% off. When two or more from the same company attend a seminar together, each receives a 10% discount.

Cancellation & Refund Policy

CPE Inc. has the right to cancel the above training courses as a result of low enrolment. You may cancel your registration by sending us cancellation notice to reach us prior to five (5) business days before the date of the programme. The registration fee will be refunded in full. For cancellation notices received after the five-day deadline, the full fee, less HK\$1,000, will be converted to a transferable, non-refundable credit to be applied toward a future programme. Any credits issued must be used within one calendar year. If cancellation notice is not received, payment is due in full. Colleague substitution is permitted with no penalty.

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Important: Hong Kong Institute of CPAs Typhoon / Black Rainstorm Arrangement applies. <http://www.hkicpa.org.hk/membership/cpd/activities/typhoon.pdf>

About CPE INC.

Since 1984, CPE INC. has been in the forefront of continuing professional education, providing more programmes on more topics than any other source—including multi-day conferences, forums, seminars and workshops not available elsewhere. CPE INC. programmes are developed and presented by leaders in their fields. Annually, the company conducts over 2,500 programmes in 40 cities on more than 150 topics. We have held programmes across the globe, including seminars and conferences on SOX 404 in Asia.



2010 Conference on

SEC Reporting & SOX 404 Compliance

What To Do About the Latest Developments

Pudong Shangri-La, Shanghai, China

June 7-8, 2010

(Presentation will be in English with simultaneous translation in Mandarin)

Course code: **C254FCHA040**

Price	
Standard rate	HK\$13,000
HKICPA special rate	HK\$10,400

Traveling & accommodation cost excluded

A complete update on US financial reporting from the regulators, other experts in SEC, FASB and PCAOB matters and SOX compliance specialists.

It's Asia's premier event for financial professionals serving US listed companies.

Key Issues

- SEC hot buttons
- FASB and IFRS updates
- Revenue recognition
- PCAOB and auditing standards update
- SEC enforcement review
- SOX optimisation
- Controls and GAAP conversions
- Business combinations implementation issues
- SEC comment letters

Conference Co-Chairs

James Boynton, Partner, PricewaterhouseCoopers LLP.

Mr. Boynton currently leads the AsiaPac Internal Control Services of PwC's Capital Markets Group. He has an extensive background in PCAOB audit and inspection standards, internal control assessments and SEC reporting and disclosures rules for FPIs.

Ian Parker, Partner, Capital Markets Group (China), KPMG China.

Mr. Parker leads KPMG's Capital Markets Group in China. Previously, he headed KPMG's London-based US Accounting & Reporting Group. He is an expert on US GAAP, SOX and SEC rules.

Plus, Post-Conference Workshops

Speakers Include

James Boynton	<i>Partner, PricewaterhouseCoopers LLP</i>
Peter Bresnan	<i>Partner, Simpson Thacher & Bartlett LLP and former Deputy Director, Division of Enforcement, SEC</i>
Leiming Chen	<i>Partner, Simpson Thacher & Bartlett LLP</i>
Dora Cheung	<i>Senior Manager, PricewaterhouseCoopers China</i>
Stephen Ducker	<i>Partner, PricewaterhouseCoopers China</i>
Len Jui	<i>Partner, Capital Markets Group (China), KPMG China and former Associate Chief Accountant, Office of the Chief Accountant, SEC</i>
Ian Parker	<i>Partner, Capital Markets Group (China), KPMG China</i>
Paul Lau	<i>Partner, KPMG China</i>
Jacky Lo	<i>Senior Manager, Ernst & Young China</i>
Jason Padley	<i>Director, PricewaterhouseCoopers LLP</i>
Jessie Qian	<i>Partner, KPMG China</i>
Mary Sjoquist	<i>Special Counsel, PCAOB</i>
Alex Vasilescu	<i>Regional Trial Counsel, Division of Enforcement, SEC</i>
Min Xiao	<i>Partner, PricewaterhouseCoopers China</i>

Conference Agenda

June 7, 2010

Deluxe Continental Breakfast & Registration
8.00 – 8.45 AM

Welcome & Opening Remarks
8.45 – 9.15 AM

SEC Hot Buttons I
9.15 – 10.30 AM

- What's new at the SEC
- Latest guidance from the SEC and PCAOB
- Fair value: FASB/IASB guidance
- Business combinations
- Credit crisis
- SEC staff review process

Break
10.30 – 10.45 AM

SEC Hot Buttons II
10.45 AM – 12.15 PM

- MD&A
- FIRE rules
- Materiality
- Restatements
- Revenue recognition
- What is on the horizon

Luncheon
12.15 – 1.15 PM

FASB Update
1.15 – 2.45 PM

- Responses to the financial crisis
- Recent FASB developments
- Finalized guidance

Break
2.45 – 3.00 PM

IFRS Update
3.00 – 4.15 PM

- Latest timelines
- Conversion process
- Status of projects and standards

Break
4.15 – 4.30 PM

Revenue Recognition
4.30 – 5.45 PM

- Technical accounting and implementation update
- What to expect with the FASB/IASB joint project
- New EITF 08-1 on Revenue Arrangements with Multiple Deliverables

Cocktail Reception
5.45 – 7.00 PM

June 8, 2010

Deluxe Continental Breakfast
8.00 – 8.30 AM

Recap & Day Two Objectives
8.30 – 8.45 AM

Auditing Standards Update
8.45 – 9.45 AM

- New Quality Review Standard
- PCAOB enforcement update
- What's on the horizon at the PCAOB

SOX Update
9.45 – 10.30 AM

- SOX 404: current statistics and survey results
- Impact on small companies
- Optimisation: what should you be thinking about

Break
10.30 – 10.45 AM

Controls & GAAP Conversions
10.45 AM – 12.00 PM

- Conversion process
- Pitfalls and areas to avoid
- Planning from a SOX perspective

Luncheon
12:00 – 1.00 PM

SEC Enforcement
1.00 – 2.15 PM

- Most recent actions brought
- Dealing with the SEC
- Financial reporting and issuer disclosure

Business Combination Implementation Issues
2.15 – 3.15 PM

- Contingent consideration
- Contingencies (FASB amendment)
- Valuation of liabilities
- Negative goodwill

Break
3.15 – 3.30 PM

SEC Comment Letters
3.30 – 4.30 PM

- Current trends in SEC comment letters
- "Best practice" footnote disclosures
- Triggers for an SEC comment letter
- Dealing with auditors and SEC counsel

FCPA & Fraud Issues
4.30 – 5.30 PM

- Fraud risk management: drivers and trends
- Managing risks
- Case studies
- Beware of box checking and false comforts

Conference Conclusion
5.30 PM

Post-Conference Workshops

Pudong Shangri-La, Shanghai, China

June 9, 2010

Continental Breakfast
8.00 – 8.30 AM

Workshop (including lunch and breaks)
8.30 AM – 5.00 PM

Assessing Internal Controls: A How-To Guide

June 9, 2010

Course code: **C264FCHA040**

This workshop will provide you with the baseline elements for multiple internal control frameworks, including modules on US SOX, Chinese SOX (C-SOX) and Japanese SOX (J-SOX). Experts with experience in each of these standards will lead you through the “ins and outs” of implementation. You will learn to:

- Identify areas of significant internal control risk
- Use the documentation and testing methods that are right for you
- Identify, evaluate and communicate deficiencies
- Discern the key differences among US SOX, C-SOX and J-SOX

CPD Credit : 7 Hours

US GAAP: Hot Topics Workshop

June 9, 2010

Course code: **C274FCHA040**

Learn about the latest US rules and regulations affecting financial accounting and reporting at this one-day workshop that:

- Explains how the latest pronouncements affect your company or clients
- Analyses late-breaking and emerging developments
- Provides a “sneak preview” of where the standard setters are heading

CPD Credit : 7 Hours

Register Today!

Special Shanghai Conference on
SEC Reporting & SOX 404 Compliance
What To Do About the Latest Developments
Pudong Shangri-La, Shanghai, China

Registration Form

Price		Standard rate	HKICPA special rate
June 7-8, 2010	Two-Day SEC & SOX Conference	HK\$13,000	HK\$10,400
June 9, 2010	Post Conference Workshops	HK\$5,400	HK\$4,320

Traveling & accommodation cost excluded

Family name _____

Given name _____

Title _____

Organisation _____

Address _____

Country _____ Postcode _____ Telephone _____

Email _____ Fax _____

Enter my registration as follows:

Code	Date	Cost
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total amount **Less discount** **Net payment**
(see below)

Enter my registration as follows:

- Cheque or Money order (Payable to The Center for Professional Education, Inc.)
 Pre-registered by phone Bill me
 Charge my: VISA MasterCard AMEX

A credit card hold will be taken at the time of registration. This card will only be processed if payment has not been received two weeks prior to the programme date.

Card number _____ Exp. Date _____ Signature _____

Hotel Accommodations

CPE INC. has reserved a block of rooms at preferential rates. To make your hotel reservation, call CPE INC. at +1-610-328-7086 Ext 1450 or the hotel's reservation department and ask for the CPE INC. special room rate listed below.

Shanghai, China, Pudong Shangri-La

33 Fu Cheng Lu, Pudong, Shanghai, China 200120
86-21-6882-8888
Special Room Rate: RMB2000

Cancellation & Refund Policy

You may send notification of a substitute at any time prior to your scheduled conference. If cancellation notice is received in writing or by telephone more than 10 business days before the conference, you will receive a full refund or a credit for the full price. Any credit issued must be used within two calendar years. For cancellation notices received after the 10-day deadline, the full fee, less HK\$2,800, will be converted to a transferable, non-refundable credit to be applied toward a future conference for up to one year from the date of the original cancellation. If cancellation notice is not received, payment is due in full.

Discount Policy

20% discount for professional members and students. When two or more from the same company attend a conference together, each receives a 10% discount.

Continuing Education Credits

Attending this conference qualifies you for CPD or CPE credits. Certificates of attendance will be given to all delegates, so that they may claim appropriate credits in respect of other CPD or CPE requirements.

Sponsor & Exhibitor Information

If your organisation is interested in sponsoring a reception or other special event at this conference or if you would like to showcase your products or services in an exhibit please call Tom Amoroso at +1-610-328-7086 Ext 1450.

Unique 100% Satisfaction Guarantee

If you're unsure whether this conference will give you the level of knowledge or relevant information you seek, register today, knowing that you can rely on our unique 100% money-back Relevance Guarantee. It's our way of reassuring you that your satisfaction is our highest priority.

About CPE INC.

Since 1984, CPE INC. has been in the forefront of continuing professional education, providing more programmes on more topics than any other source including multi-day conferences, forums, seminars and hands-on workshops not available elsewhere. CPE INC. programmes are developed and presented by leaders in each field. Annually, the company conducts over 2,500 programmes in 40 cities on more than 150 topics, including SEC issues, financial accounting and auditing, profit planning and control, corporate taxation, mergers and acquisitions and the international arena.



