



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

## **A Plus media alert**

Dear editors and reporters:

### **Culture audits help strengthen company ethics**

*In August, A Plus explores the growing prominence of auditing organizational culture, the views of the chairman of the SFC on the latest listing regulatory reform, how Hong Kong can leverage on Brexit, foodpanda's CFO on food delivery strategies, and why CPAs love sports*

(HONG KONG, 24 August 2016) – Despite being a new phenomenon for auditors, boards and regulators, culture audits are already gaining traction in the wake of market conduct abuses. Companies are seeing the necessity of ensuring that ethics are properly embedded into business practices.

Carlson Tong, Chairman of the Securities and Futures Commission, reflects on his former career as an accountant, and explains the regulator's recent joint proposals with the Stock Exchange of Hong Kong.

Britain's shocking departure from the European Union has created problematic ripples throughout the world. What are the challenges for Hong Kong and how can they be handled? Experts from accounting firms provide an analysis.

Hong Kong's appetite for convenience has grown into a HK\$422 million food delivery market in which online takeaway service foodpanda has established itself as a major player. Billy Lau, CFO and an Institute member, talks about how the start-up has the potential to spice up the market.

An active and healthy lifestyle is the perfect counterbalance to a busy professional's schedule. Several Institute members talk about how sports have become their go-to getaway.

Check out the latest [A Plus](#) for the above stories.

To further discuss the magazine stories and the ideas it raises, call Stella To, head of corporate communications of the Hong Kong Institute of CPAs, at 2287-7209.

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### **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 40,000 members and 18,000 registered students. Members of the Institute are entitled to the description *certified public accountant* and to the designation 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.

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