



## ***A Plus* media alert**

Dear editors and reporters:

### **The power of blockchain**

*In May, A Plus looks at how blockchain will revolutionize the worlds of banking and finance, the critical role of finance chiefs in start-ups, a member specializing in fireworks, and CPA hikers*

(HONG KONG, 24 May 2016) – Blockchain technology is creating a buzz in the worlds of banking and finance as it could lead to faster, cheaper and more secure services; but at what cost and is Hong Kong ready for the distributed ledger? The latest issue of *A Plus* finds out more.

Despite the risk, some finance chiefs would rather roll their sleeves up at start-ups instead of working at brand-name corporations. We look at the ambiguous yet crucial role of CFOs at early-stage companies.

Watching fireworks light up the night sky in times of celebration is an age-old pastime. Institute member Mark Szeto, chief executive officer of fireworks specialist Glorious Group, explains how they put on spectacular shows while adapting to environmental and regulatory challenges.

Never more than an hour away from the city, hiking trails in Hong Kong are some of the most accessible and scenic in the world. Several active Institute members share why they love hiking and how they prepare for competitions.

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 39,000 members and 19,000 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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