



## HKICPA Events: Strategic Management Series (April to June 2016)

Strategic management encompasses different areas and is essential for an organization to meet its goals and objectives. In April to June 2016, HKICPA will launch a new Strategic Management Series, which contains four sessions aiming to help organizations to develop Employee Value Proposition (EVP), understand non-financial performance measures, and use the latest evidence from the field to understand the opportunities and challenges for Chinese suppliers, as well as the future of manufacturing and sourcing in China.

Topic / Programme code	Date and time	CPD hours	Format
Employee value proposition: Latest approach to developing your human resources (W160426S)	Tuesday, 26 April 2016 6:30 p.m. – 9:30 p.m.	3	Workshop
China update: Opportunities and challenges for business in China in 2016 (S160524S)	Tuesday, 24 May 2016 6:30 p.m. – 8:30 p.m.	2	Seminar
Non-financial performance measures (W160531S)	Tuesday, 31 May 2016 6:30 p.m. – 9:30 p.m.	3	Workshop
Made in China 2025: The future of manufacturing and sourcing (S160622S)	Wednesday, 22 June 2016 6:30 p.m. – 8:30 p.m.	2	Seminar

**Venue** Hong Kong Institute of CPAs,  
 27/F, Wu Chung House, 213 Queen’s Road East, Wanchai, Hong Kong

**Language** English

**Fee**

	Each workshop	Each seminar
HKICPA member or student:	HK\$750	HK\$190 (online enrolment for HKICPA member: HK\$180)
IA/ HKIAAT member or student:	HK\$750	HK\$190
Non-member:	HK\$1,500	HK\$330

**Speaker** **Dr. Neale O’Connor**, FCPA (Aust.)  
 Associate Professor, Hong Kong Baptist University

Dr. O’Connor is an Associate Professor at the School of Business of the Hong Kong Baptist University. He has spent 18 years in Hong Kong where he researched the modernization processes of Chinese firms and examined issues such as performance measurement, order qualification, and trust. He has served as consultant and sustainability judge for the HKMA Best Annual Reports Awards for the last 3 years.

**Participants** Middle level managers and supervisors; Persons who are interested in developments in China and their implications

**Competency** Industry Knowledge; Management, Leadership and Soft Skills

**Rating\*** Foundation to intermediate level

\* Please refer to the [Institute’s online CPD Learning Resource Centre](#) for descriptions of competency and rating.



## About the programme

### Employee value proposition: Latest approach to developing your human resources (W160426S)

#### Workshop outline:

Employees are the most important and valuable assets to an organization. Treat them like they can make a difference, and they will make a difference. Firms may have an Employee Value Proposition (“EVP”), but a few of them have a formalized one. A formal EVP can greatly assist an organization in recruitment as well as retention of staff.

In this workshop, the speaker will illustrate the best practices across different industries and go through a step by step “EVP planning matrix” process that participants can take away and apply in their organizations.

The following topics will be covered:

- What is human capital management?
- How to develop and formalize your EVP?
- How to sharpen your talent sourcing strategy in a formalized EVP?
- How to use an integrated training framework to develop an EVP?

#### Objectives:

- Understand what EVP is and why it is important to an organization.
- Illustrate by case study how to formulate a strategy for communicating change in an EVP in an organization.
- Apply a general framework for formulating your organization’s EVP which can be used immediately.

### China update: Opportunities and challenges for business in China in 2016 (S160524S)

#### Seminar outline:

With the Chinese economy entering a transition in the next decade, a solid understanding of risks and opportunities across the country’s regions and sectors becomes critical to business success. In this seminar, based on economic data integrated with experience in the field from 1000 interviews with Chinese manufacturers in the consumer electronics industry conducted in April 2015, the speaker will discuss the opportunities and challenges for business in China and assess the impact of the recent geo-political and economic power shifts currently playing out and determining what the future holds.

Following a brief overview of the global economic context, the speaker will also look at what lies in store for China in the next five to ten years, with a focus on regional economic developments and industry dynamics.

The highlights of this seminar are as follows:

- Major macro-economic shifts playing out in the region, including Asian growth opportunities and the challenges, and risk issues associated with exports, borrowing and infrastructure demands.
- Updated evidence from the field - Summary of the China supplier 1000 project - including the major challenges facing Chinese manufacturers in electronics, houseware and fashion industries and how they are responding to these challenges.

#### Objectives:

- Understand what the main challenges facing Chinese suppliers are.
- Understand the causes of various responses to these challenges.
- Learn how buyers can work with suppliers to achieve a win-win result.



## About the programme

### Non-financial performance measures (W160531S)

#### Workshop outline:

Going beyond the Accounting, this workshop focuses on the development of non-financial performance measures. The speaker will dig into the causes of poor performance, the measurements of the processes as well as the outputs associated with these causes. By capturing what leads up to the economic reality, participants can get a better visual of performance problems or challenges that are highlighted through the organization's poor financial information. The speaker will use a China case study to illustrate an incentive system that includes subjective performance measures.

Topics in this workshop also include:

- Introduce a simple framework for formulating an organization's strategic competitive advantage.
- Develop a strategy map.
- Design performance measures to link with strategy.
- Incorporate subjective measures into the performance evaluation process.

#### Objectives:

- Understand the value of the balanced scorecard – when it works and when it does not.
- Learn an effective technique strategy/alignment framework to gain consensus on an organization's direction.
- Understand the value of systems thinking and be able to draw a basic systems map of a process of an organization.
- Learn how to choose the right measure to fit a particular process.

### Made in China 2025: The future of manufacturing and sourcing (S160622S)

#### Seminar outline:

This seminar will discuss "Made in China 2025" and the future of manufacturing and sourcing in China. "Made in China 2025" is an initiative to comprehensively upgrade industries in China. The initiative draws intelligent manufacturing, i.e. applying the tools of information technology to production. Its guiding principles are to have manufacturing be innovation-driven, emphasize quality over quantity, achieve green development, optimize the structure of Chinese industries and nurture human talent. The speaker will integrate his experience in the field based on 1000 interviews with Chinese manufacturers with recent data gained from over a dozen factory visits in the region during the last three months.

The highlights of this seminar are as follows:

- A brief overview of the "Made in China 2025" plan.
- Current state of manufacturing in the Pearl River Delta.
- Assess the implications for multinational corporations and what role Hong Kong can play in its transition.

#### Objectives:

- Understand the "Made in China 2025" plan and its impact on manufacturing and sourcing.
- Understand what the main challenges facing the Chinese manufacturers are.
- Learn how factories in China can enhance competitiveness.



To confirm your CPD booking,  
just log on to "My CPA" at  
<http://www.hkicpa.org.hk>

HKICPA Event Enrolment Form (For Support Programme)  
S160524S & S160622S

Finance & Operations Department,  
Hong Kong Institute of CPAs,  
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Please click here for online enrolment  
(for HKICPA members only)

Payment & Enrolment Status Enquiry: 2287 7381  
e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
Fax : 2893 9853

Course Information Enquiry:  
2287 7386 / 2287 7253  
e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

FOR OFFICE USE

**Deadline: 7 working days before the date of the programme**

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>*(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
							Total (HK\$)	

\* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

I am unemployed and not working. I am planning to rejoin the workforce.

The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.

The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_

**Payment Method** (Please tick the appropriate box)

Cheque (no. \_\_\_\_\_) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(6)</sup>

VISA / MasterCard     BOC HKICPA UnionPay card

Card Number: \_\_\_\_\_ Card Expiry Date (MM/YY) \_\_\_\_\_

Cardholder's Name (block letters): \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

I would like to have an official receipt. (Remarks: Official receipt will be sent to your email address provided above).

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute. Please issue SEPARATE CHEQUE for each event.
  - NO REFUND/CANCELLATION will be entertained after the application is processed.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
  - Your personal data collected from the enrolment process and administration of courses will be used for the purpose of the administration of the course on which you are enrolled. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis and, if applicable, for validation of CPD hours. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of CPD activities, members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.
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Address:	Address:



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