



A Plus media alert

Dear editors and reporters:

The FinTech race

In the December issue of A Plus, we look at how financial technology will transform Hong Kong's financial services industry, Hong Kong's development as a hub for venture capital, the story of Activision Blizzard, CPAs baking for festivals, and more

(HONG KONG, 24 December 2015) – With the rise of financial technology, or FinTech, being lauded as a massive game-changer for the financial services industry, *A Plus* talks to experts about Hong Kong's potential to become a key player in a space currently dominated by London and New York.

As Hong Kong is taking tangible steps to become Asia's Silicon Isle, what more can professional service firms do to prepare for changes in legislation regarding venture capital and private equity?

Headquartered in Santa Monica, California, Activision Blizzard is one of the world's most successful interactive entertainment companies. It publishes multibillion dollar games such as *Call of Duty*, and paid US\$5.9 billion to acquire the maker of *Candy Crush* in November. Mike Lai, Vice President and Assistant Controller of the company as well as an Institute member, talks about the latest developments in the gaming industry.

Nothing evokes the anticipation of Christmas like the smell of fresh cakes and cookies baking in the oven. Institute members well-versed in the art of baking share how they whip individual ingredients into tasty masterpieces.

During a visit to Hong Kong, International Accounting Standards Board member Sue Lloyd talks about the increasing complexities of standard setting and how the board is going to address this.

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 nearly 39,000 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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