

# Guide to Member Services



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

**W**elcome to the Hong Kong Institute of CPAs and the services we offer. From education and training to mainland visits to social events, you'll find dozens of ways to interact with other members and develop professionally. Your prestigious CPA designation entitles you to a host of other benefits, too.

Read on, and visit the Institute's website, [www.hkicpa.org.hk](http://www.hkicpa.org.hk), for more information about the services described in this brochure.

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# Branding Commu

## Branding, media and advertising

You are the “success ingredients” in business and in Hong Kong life and our **advertising campaigns** bring the CPA brand messages to businesses, government, regulators and the public. Through creative stories and imagery, we show the values of professionalism and integrity behind your CPA designation.

Your Institute is widely viewed as the voice of the profession in Hong Kong and we hold constant dialogue with the media in this regard. We are the first place reporters turn to for information about accounting, tax, and financial reporting. Our “share of voice” in the news media grows stronger every year as we advocate for the profession’s point of view and ensure the public and businesses hear from CPAs.

# nications

## Publications

### *Annual report*

You can read what the Institute has accomplished over the course of a year through the annual report. The financial statements, which adopt the latest accounting standards, show where the Institute spends and receives its money. The narrative explains how the Institute has worked for you at home in Hong Kong and abroad. The annual report wins top international accolades year after year. Go to “communications” at the top of the website and click on “**member communications**” to see it.





#### *A Plus magazine*

Our monthly magazine just for CPAs features analysis of timely accounting matters, economic and financial issues relevant to your work, and profiles of members as “success ingredients.” Over the years, the magazine has become a respected source for the mainstream news media, which quotes the magazine and stories inside. You will receive the magazine every month and you can find the latest issues and the back issues in the archive by going to “communications” at the top of the website and clicking on “[member communications](#).”



#### *May Moon book series*

As Hong Kong and the rest of the world emerged from a bruising recession in 2010, the Institute published *May Moon Rescues the World Economy* to help children understand broad economic concepts and the causes of the financial crisis. The book follows the first book set, *May Moon and the Secrets of the CPAs* for children and *How to Raise a Money-Wise Child* for parents, which was published in 2005 as part of our “Rich Kid, Poor Kid” financial education programme. The books won the gold award for custom publications in the 24th International Mercury Awards.



### Community services

Join our “**Rich Kid, Poor Kid**” programme to use your CPA skills to teach young people money values. The programme started in 2005 and has more than 200 active volunteer members and has reached more than 45,000 primary and secondary school students. As a volunteer, you can choose to lead storytelling sessions in primary schools or you can star in road shows in secondary schools. Whichever you choose, the kids are thrilled to meet and talk to a CPA. Designed and conducted by

CPAs, this community service is a way for us to use our skills to make a meaningful difference for Hong Kong families. Enquiries: Carrie Leung 2287-7216.

This programme won the Asia Pacific PR Awards – “Corporate Social Responsibility Campaign of the Year” in 2007.

### E-newsletters

This is a quick way for us to keep you up-to-date with news from the Institute, and includes the weekly **e-circular** with regular news updates, the monthly **TechWatch** with news about standards and financial reporting and auditing forums, **CPD Online** with upcoming training events, **Inside Business** with information for professional accountants in business, and **Lifestyle**, which tells you about the social events planned by the Institute. Back issues of the e-circular can also be found under “**member communications**” on the website, which will also lead you to issues of TechWatch, CPD Online and Lifestyle.

From time to time, the chief executive sends updates to members on important issues affecting the Institute. These, too, can be found on the website under “member communications.”

# My CPA

## Your personalized web-page

My CPA is accessed through the “members’ area” of the website and allows you to maintain your CPD records, make CPD seminar bookings and view the online version of *A Plus*. You can access My CPA by logging in and entering your password – your data is protected to comply with the Personal Data Privacy Ordinance.

## CPA recruitment

### *A List and Firm Directory*

“*A List*” is an online recruitment tool for accounting, banking and finance professionals in Greater China. You can find jobs and career tips from the website.

In the dictionary, “*A List*” refers to a group of sought-after or admired individuals who are welcomed, especially in social and professional situations.

The *Firm Directory* is an up-to-date searchable database of accounting firms in Hong Kong and has multiple search options so that new clients can quickly identify accounting firms that match their business needs. Firms can choose a basic listing or pay a fee for an expanded listing.

These online tools are administered by *A Plus* publisher M&L.

Enquiries: Derek Tsang 2656-2676,  
email: derek.tsang@mandl.asia

# Overseas Connections

## ▶ GAA Passport

If you travel to work or go on secondment in the jurisdictions covered by the **Global Accounting Alliance**, you can use the membership services of these world class institutes while you are there. These countries include England and Wales, Scotland, Ireland, Germany, Canada, the U.S., Australia, New Zealand, South Africa and Japan. It is quick and easy to apply for the GAA Passport in order to benefit from this scheme. Enquiries: Margaret Lam 2287-7053.

## ▶ China Desk

The Institute has a China Desk service at the office of the Shenzhen Institute of Certified Public Accountants to provide free advice and information to Institute members and international affiliates on mainland related issues. Enquiries: member and corporate services department 2287-7361 or 2287-7387.

## ▶ City Groups

The Beijing and Shanghai city groups let you socialize and exchange your work experience stories with other members living or working in these cities. If you're interested, please join – there is no additional fee. Enquiries: Institute's Beijing office 8610-6641-7438.



# Technical Backup

As financial reporting and auditing continue to evolve, the Institute helps you keep up with training courses and publications:

- ▶ TUE – stands for technical update evening, a comprehensive training session to build knowledge on the latest accounting, auditing and ethical issues. The weekly e-circulars and the magazine will keep you up-to-date with the subjects explored in these sessions.
- ▶ Financial reporting forums on standards, exposure drafts and discussion papers issued by the International Accounting Standards Board and other standard-setting bodies.
- ▶ Technical publications (TechWatch, financial reporting and auditing alerts, staff summaries of financial reporting standards, *A Guide to Quality Control*, *Audit Practice Manual*, etc.) are available in electronic and hard copy formats.
- ▶ Technical enquiries service and *A Plus* Q&A section answer your queries on standards issued by the Institute and where appropriate, provide examples to expand your understanding of issues related to auditing, code of ethics or financial reporting. You can submit technical enquiries through the main email address ([hkicpa@hkicpa.org.hk](mailto:hkicpa@hkicpa.org.hk)).
- ▶ Small- and medium-sized practitioners and small- and medium-sized enterprise resource centre – This appears on the front page of the website and was created for fast and ready access to technical publications relevant to this sector.



# C ontinuing P rofessional D evelopment

Continuing professional development brings you the latest technical updates and in-depth information on topical issues. CPD is a requirement of membership and the Institute is committed to making its courses interesting and relevant for you. Most training takes place at our own training centre on 27th floor of Wu Chung House and more courses are being made available online to make meeting your CPD requirement more convenient.

The online competency development tool, introduced in 2010, can guide you through planning your career. The tool helps you identify the skills you need to reach the top of your chosen career stream and, most importantly, links you to resources to help you develop professionally. You can find this by clicking on “CPD & specialization,” then on “[competency development tool](#).”



# Professional Networking

## Specialist accreditations, faculties, interest groups and forums

**Specialist accreditations** – The Institute’s first specialist qualification and specialist designation in insolvency was introduced in 2011.

You must pass the Institute’s diploma in insolvency before you can hold the specialist qualification and be entitled to the letters SQ (Insolvency) after your name.

The specialist designation is meant for CPAs who have many years of experience in insolvency practice. Insolvency practitioners who carry the letters SD after their name are subject to the Institute’s regulations to observe, maintain and apply professional standards, to ensure this prestigious title is only held by the very top experts in the field.

**Restructuring and insolvency faculty** – Hong Kong’s premier group for members and other professionals involved or interested in the field of insolvency and restructuring.

- Regular lunch seminars
- The *IP’s Voice* e-newsletter
- Liaison with the Official Receiver
- Liaison with other insolvency practitioners through INSOL, the international body for insolvency professionals
- Annual cocktail reception

Annual subscription fee is \$780 for members and \$950 for non-members. The subscription includes £29 that the Institute pays on behalf of each member to join the INSOL.

Enquiries: Mary Lam at [rif@hkicpa.org.hk](mailto:rif@hkicpa.org.hk)

**Corporate finance interest group** – for members and other professionals working in or interested in the field of corporate finance. Annual subscription fee is \$200 for Institute members and \$350 for non-members.

- Lunch seminars
- Discussion forums
- Networking and other events to discuss topics of interest
- *Corporate Finance Alert* e-newsletter

Enquiries: Mary Lam at [cfig@hkicpa.org.hk](mailto:cfig@hkicpa.org.hk)

**Financial services interest group** – open to all Institute members, no subscription fee.

- Lunch seminars
- Other events focusing on financial services
- Networking cocktail

Enquiries: May Hung at 2287-7009

**Forensics forum** – a new forum for members and other professionals in the field of forensic accounting, where accounting and analytical skills are applied to civil and criminal litigation. Forensic skills are also used in risk management, fraud investigation, litigation support, dispute analysis and expert witness testimony.

- Seminars
- Networking and other events

It is free to join this forum.

Enquiries: Mary Lam at mary@hkcipa.org.hk

**Goldies** – for senior members, meeting monthly over breakfast with guest speakers who give their views of a variety of topics of interest to the profession.

Enquiries: Anna Kwong at 2287-7054

**Information technology interest group** – for all members, no subscription fee.

- Site visits
- Seminars
- Conferences

Enquiries: Yvonne Chew at 2287-7057

**Mainland business interest group** – for all members, no subscription fee.

- Evening seminars
- Online discussion forums
- Study tours

Enquiries: 2287-7065

**Professional accountants in business**

**forum** – for members working in business, no subscription fee.

- Forums and events for professional development and networking
- Representation and advocacy for professional accountants in business
- Publications, such as corporate governance guides and the *Inside Business* e-newsletter for CFOs and members in business
- Best Corporate Governance Disclosure Awards
- Liaison with global PAIB bodies through the IFAC PAIB committee

Enquiries: May Hung at 2287-7009

**Property, infrastructure and construction interest group** – for all members, no subscription fee.

- Evening seminars
- Site visits

Enquiries: May Hung at 2287-7009

**SMP forum** – for small- and medium-sized practitioners.

- Forums and annual symposium to discuss matters of practitioners' interests
- Representation and advocacy on issues of relevance for SMPs
- Publications, such as *Audit Practice Manual*, *A Guide to Quality Control*
- Liaison with global SMP bodies through IFAC SMP committee

Enquiries: 2287-7067

**Taxation interest group** – a popular group for members, who are tax practitioners in practice and in-house.

- Seminars and discussion forums
- *Tax Link* e-newsletter
- Networking events
- Chat room for members to exchange views on tax-related matters

Annual subscription fee is \$150.

Enquiries: May Hung at 2287-7009

**25.35 group** – for members under 36 years of age.

- Merry Monday – a social event with speakers, wine and food
- Professional development events
- Cross-professional and other networking events

Enquiries: Yvonne Chew at 2287-7057

# Members' Affinity

## **Branded merchandise**

The Institute offers a host of attractive items with our CPA branding that can help you show the world you are a CPA. The merchandise ranges from Links silver plated photo frame embossed with the Institute's logo to silk scarves for women and neckties for men. These items can be purchased online by clicking on "membership and benefits," "benefits and services," then "CPA shop."

## **Professional indemnity insurance**

Members and member practices can buy a professional indemnity insurance master policy to protect themselves against liability claims arising from professional errors, negligence, or omissions. The master policy is considered the broadest protection available in the market and is administered by Aon Hong Kong in association with Windsor Professional Indemnity. Aon hotline: 2861-6574 or 2861-6534.

## **Trust Fund**

We have a trust fund for assisting members or dependants of members who are in financial hardship. Financial assistance can be in the form of payment of the Institute's annual subscription fee, a grant or a loan.

## **Insurance**

A wide range of **group insurance policies** is available for members and member practices at a discounted premium. These include life insurance, hospital and medical insurance, household and office insurance, and employees' compensation. Contact Insuright Brokers' Jessie Cheung at 3443-9891 or Estella Cheng at 3443-9898 for details.

## **Merchandise discounts**

As a member, you can get an array of **discount benefits** ranging from professional publications to fitness programmes. You can find full details on the website as these change frequently. Look for these under "membership and benefits."

# Facilities

## **Membership and affinity cards**

Members are entitled to a membership card. In addition, a co-branded affinity credit card and membership card is available to members upon application.

## **Professional publications discount**

The Institute arranges bulk purchase discount for IFRS's publications and others published by large international accounting firms.

## **Publications for sale**

You can buy a wide range of professional publications at discounted prices at the member and student services counter on the 27th floor, Wu Chung House. We also accept mail orders for some publications.

## **Rooms for hire**

The Institute's function and training rooms are situated on the 27th floor of Wu Chung House and are available for hire (subject to availability). Members who wish to make use of the rooms get a members' discount of 30 percent off the published rates. Details and booking availability can be found on the Institute's website.

## **Library**

Our library on the 27th floor of Wu Chung House provides an excellent source of reference materials for members and students. We are constantly adding to our stock of physical and online reference books and journals. Library telephone: 2287-7018.

## **Members' lounge**

The members' lounge is open for breakfast and lunch, and it's a good place for a break during training. It is also available for member activities like Merry Monday after office hours. The lounge is situated on the 27th floor adjacent to the training rooms. Contact us at 2287-7300 for details.

# Sports & Recreation Club

Our **sports and recreation club** gives members a way to network while they train for competitions as representatives of the profession. The Institute organizes an array of competitions so members can meet each other, members of other professional bodies and their counterparts from the mainland. Members can join up to five interest groups for free.

The 12 interest groups are:

## **Athletics**

- Training classes
- Competitions (e.g. Standard Chartered marathon, Nike 10K challenge)
- Hiking and nature trips

## **Badminton**

- Badminton games
- Competitions (internal and inter-professionals)

## **Basketball**

- Basketball games
- Competitions (amateur league, internal and inter-professionals)

## **Bowling**

- Bowling games and leagues
- Coaching
- Competitions (internal and inter-professionals)

## **Bridge**

- Bridge games
- Training classes
- Tournaments (internal and inter-professionals)

## **Dance**

- Dance classes
- Dance fun days
- Dance dinner with members of other professional bodies
- Dance performances at corporate events

## **Dragon boat**

- Physical fitness and paddlers training
- Competitions (e.g. Hong Kong international dragon boat races, Discovery Bay Tuen Ng races)

## **Football**

- Football games
- Competitions (city league, internal and inter-professionals)

# Corporate Events

## Golf

- Golf talks
- Golf lessons and fun days
- On course and driving range practice
- Competitions (internal and inter-professionals)

## Sailing

- Dinghy sailing, windsurfing and yachting courses
- Competitions (Around the Island race)

## Singing

- Singing classes
- Singing contests (internal and inter-professionals)
- Group performance of opera singing
- Singing fun nights
- Opera and musical nights

## Table tennis

- Table tennis games and leagues
- Competitions (internal and inter-professionals)

To join the club and interest groups, please contact the member and corporate services department at 2287-7058 or 2287-7034.

## Annual general meeting

The annual general meeting is normally held in December and at this meeting, the president addresses members to give an account of his or her presidency. Members then approve the Institute's statement of accounts, appoint the Institute's auditor and witness the results of the council election.

## Annual membership dinner

This membership event has light entertainment, sometimes by our fellow CPAs, and food and drink, allowing plenty of time for you to greet old friends and make new ones. It is usually held in early December before the AGM.

## National Day dinner

This is an occasion to foster a closer working relationship with government officials (Hong Kong and mainland) and the Institute's counterparts in the Pearl River Delta. This event gives you the opportunity to build networks with business associates on the mainland and is usually held in September.

### **New members cocktail**

To welcome new members into the Institute, we host a cocktail so that they can meet each other, the council members and the management team to learn more about the services and support available to them.

### **Spring dinner for committee members**

The spring dinner is the time we show appreciation to committee members who have volunteered their services and contributed to the work of the Institute. We also invite our prominent stakeholders, to thank them for their support.



**Office address**

37/F, Wu Chung House  
213 Queen's Road East, Wanchai, Hong Kong  
Tel: (852) 2287-7228  
Fax: (852) 2865-6603

**Member and student services counter**

27/F, Wu Chung House

**Website:** [www.hkicpa.org.hk](http://www.hkicpa.org.hk)

**Email:** [hkicpa@hkicpa.org.hk](mailto:hkicpa@hkicpa.org.hk)