



HKICPA seminar: From CPA to CPA Plus

Program Code: SCPD17052501

Accountant is a professional groomed with rigorous education in total business knowledge with a strong focus on accounting and finance. Its professional practices and professionalism are governed by solid principles, structural framework, technical knowledge, regulations, codes and conventions, enabling its practitioners to be competent in exercising professional judgments.

Business Engineering (BE) Technology is a structural business framework and mindset, which has been developed by the Hong Kong Institute of Business Engineers (HKIBE) over 20 years. Laying its first cornerstone in the field of accounting, the framework had since seamlessly integrated and extended towards a holistic view of business management, including strategic and economic concerns. In practice, BE Technology has been applied across numerous training programs and also, via consultancy services to many large enterprises and state-level projects. With its world-class award-winning framework and methods, BE Technology provides a structural means to perceive the entire business management from the perspective of accountants, which not only lends insight to strategic management concerns, but also effectively translate the ambiguity of unstructured strategic management messages into clear structural accounting implications, facilitating effective communications between the financial office and management board.

Objectives of the seminar:

- Nourish an accounting professional with an entrepreneurial mindset speedily
- Link corporate financial data to market data systematically
- Build up a structural view (integrative and holistic) on management problems
- Visualize key changes where management most concern
- Lead CPA to breakthrough the hurdle: from historical data to foresight implications

Date	Thursday, 25 May 2017	
Time	6:30 p.m. – 9:00 p.m.	
Venue	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong	
Format	Seminar	
Language	Cantonese	
Fee	HKICPA member or student:	HK\$190 (online enrolment: HK\$180)
	IA/ HKIAAT member or student:	HK\$190
	Non-member:	HK\$330
Speaker	Professor Baldwin Hui , Chairman, Institute of Business Engineers (Speaker's profile is printed overleaf)	
Participants	Members preparing to move from practice into business	
Competency*	Risk management; Management, leadership and soft skills	
Rating*	Leadership level	
CPD hours	2.5	

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

About the speaker

Professor Baldwin Hui, Chairman, Institute of Business Engineers

Professor Hui is the founder of the Business Engineering Technology and also an education entrepreneur who is currently the Chairman of Institute of Business Engineers.

His experience covers a wide spectrum of business practices in forex & bullion and management consulting in China, Macau and Taiwan. He started his own accounting firm in 80s. Professor Hui's most notable contributions include the launching of the first ever "foreign-content" MBA in HK and Macau in 1989 and then into China in 1992. Over 60,000 key individuals in China benefit from such process. He also provides in-house trainings and seminars on topics of investment, decision making and management for multi-national firms and government bodies.

Professor Hui was the vice rector of Macau University of Science and Technology, and East Asia Open Institute, Macau. He taught in the University of Hong Kong, The Chinese University of Hong Kong, Lingnan University and International Management Centres Association (UK). Professor Hui has also established cooperation with reputable education institutes including the training bureau of the State Economic and Trade Commission of the PRC, Central University of Finance and Economics, Sun Yat-sen University and China Law Society.



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

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HKICPA Event Enrolment Form (For Support Programme)

Finance & Operations Department,
Hong Kong Institute of CPAs,
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Payment & Enrolment Status Enquiry: 2287 7381
e-mail: finance@hkicpa.org.hk
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Course Information Enquiry:
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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 ⁽²⁾ (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status (1)					
1							
2							
3							
						Total (HK\$)	

☐ 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 : _____

Contact information is used solely for communication of this particular event, without update to your member profile.

Payment Method (Please tick the appropriate box)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" ⁽⁷⁾											
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Card Number:										Card Expiry Date (MM/YY):	
Cardholder's Name (block letters):						Cardholder's Signature:			Date:		
<i>Payment receipt will be sent to your email address provided above once the payment is confirmed.</i>											

- 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.
 - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
 - 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.
 - For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
 - Please issue SEPARATE CHEQUE for each event.
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 - 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.
 - No unauthorized audio or video recording is allowed at CPD events.

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