



Wealth Management Series (July 2018)

HKICPA continues to run Wealth Management Series of seminars in July 2018. Effective wealth management will not only enable you to deliver wealth management solutions to your clients, but will also give you the opportunity to make the most of your assets and ensure your financial objectives are met. Do not miss this chance to enhance your knowledge about investment strategies.

Topic/ Programme code	Date and time	Language	Speakers
Down-to-earth Stock Investment Strategies (SCPD18070601)	Friday, 6 July 2018 7:00 p.m. – 8:30 p.m.	English	Professor Philip Cheng Adjunct Associate Professor, Department of Finance, Hong Kong University of Science and Technology (HKUST) Business School
Family Office in Hong Kong (SCPD18072601)	Thursday, 26 July 2018 12:30 p.m. – 2:00 p.m.	English	Ms. Penelope Shen Partner, Kwok Yih & Chan

Venue	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong		
Format	Seminar		
Fee (for each)	HKICPA member or student:	HK\$150	
	IA/ HKIAAT member or student:	HK\$150	
	Non-member:	HK\$330	
Participants	Persons who wish to be better equipped with investment and wealth management knowledge in the pursuit of personal or professional success		
Competency*	Industry knowledge		
Rating*	Intermediate level		
CPD hours (for each)	1.5		

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



About the programme

Down-to-earth Stock Investment Strategies (SCPD18070601)

Course outline

Investment strategies are not “one size fits all”. There are many theories and recommendations in the stock market offering foolproof systems to winning in the stock market. In this seminar, the speaker will discuss the practical aspects to give to non investment professionals a chance to realize their financial goals over time through prudent stock investing.

The speaker will present some proven principles for dealing with on-going investment uncertainties period.

After joining this seminar, participants will gain knowledge about:

- How to manage one stock portfolio
- How to avoid popular stock buying mistakes
- How to benefit from various information resources
- How to set up simple and effective portfolio strategies

Speaker

Professor Philip Cheng, Adjunct Associate Professor, Department of Finance, Hong Kong University of Science and Technology (HKUST) Business School

Professor Cheng was the Chief Investment Officer at MetLife Taiwan, a wholly owned subsidiary of MetLife Inc., New York, the largest Life Insurance Company in the US. During 11 years as Chief Investment Officer, he provided leadership in setting up investment policies and strategies to enhance portfolio yield, implemented asset allocation strategies to increase return on equity and risk management tools to achieve optimal return on capital. Prior to joining MetLife, he was with JPMorgan-Chase for 21 years in international banking and investments. He was Vice-Presidents in areas of corporate lending, trade finance, institutional investment banking and property lending in New York and major Asian cities.

Professor Cheng has taught at the Graduate School of City University of New York (Management Science) and Peking University (Portfolio Management). In the last few years, he has been an active conference speaker in Sydney, Hong Kong, Beijing, Seoul, Taipei, Bangkok, Kuala Lumpur and Singapore on global financial topics including portfolio risk analysis, diversification and global investments, credit risk management, fixed income investments and markets. Since 2007, he has also been appointed Adjunct Associate Professor of Finance at the University of Science and Technology in Hong Kong.

In April 2012, Professor Cheng published an investment book “8 Winning Maxims on Stock Investments: Surviving Investment Crocodiles” and was an instant number one Best Seller in Hong Kong. Then in July 2013, targeting the international markets, he published “Taming the Money Sharks”.



Family Office in Hong Kong (SCPD18072601)

Course outline

A growing number of Asian high-net-worth individuals use Hong Kong as a base for their family offices. In this seminar, the speaker will share insights about the development of the family offices in Asia, particularly Hong Kong and provide an introduction on how to structure them.

After joining this seminar, participants will gain knowledge about:

- What is a family office?
- Types of family offices
- Trend in the region
- Structuring family offices in Hong Kong
- Regulatory considerations

Speaker

Ms. Penelope Shen, Partner, Kwok Yih & Chan

Ms. Shen focuses on the establishment and structuring of private investment funds, with a particular emphasis on hedge funds and private equity funds. She also has in-depth experience advising on classified funds (tiered returned funds), as well as QFII and RQFII funds.

Ms. Shen's extensive years in providing legal leadership advice to clients also extends to advising on fund restructuring, legal issues concerning distribution and private placement, compliance and regulatory requirements, side letters, derivatives documentation including ISDA and prime brokerage agreements. Her clients include some of the largest asset managers in Hong Kong, China and Singapore.



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

HKICPA Event Enrolment Form (For Support Programme)

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

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

Course Information Enquiry:
 2287 7386 / 2287 7230
 e-mail: 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 ⁽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)

Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" ⁽⁷⁾

BOC HKICPA VISA BOC HKICPA UnionPay card Other VISA / MasterCard

Card Number:																			Card Expiry Date (MM/YY):				
Cardholder's Name (block letters):														Cardholder's Signature:						Date:			

Payment receipt will be sent to your email address provided above once the payment is confirmed.

- 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.
 - In normal circumstances, the event fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseeable circumstances, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
 - 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.

Personal Data: Your personal data collected from the enrolment process and administration of courses/events/activities 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. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of 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 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/>.

For non-member and firm payment by cheque, please fill-in your postal address for refund.

Name:	Name:
Address:	Address: