



HKICPA Ethics Conference 2025

Ethical Horizons: Navigating Technology, Trust, and Integrity



**Free-of-charge to
HKICPA members**

**HYBRID
CONFERENCE**

EVENT OVERVIEW

The inaugural HKICPA Ethics Conference represents a groundbreaking initiative as the first ethics-focused event organized by the HKICPA, dedicated to enhancing awareness of ethical standards among professional accountants. This conference serves as a crucial platform for dynamic discussions on the evolving ethical landscape within the accounting profession.

Participants can look forward to engaging presenter-led sessions that will explore critical topics, including the ethical implications of artificial intelligence (AI) and the significance of professional ethics through the three “A” model: Awareness, Assessment, and Action. Additionally, panelists will provide valuable insights on managing fraud and navigating the ethical dilemmas that professionals may encounter in their daily practices.

By exploring these subjects, the conference aims to empower professional accountants with the knowledge and skills necessary to navigate the complexities of ethics in today’s fast-paced environment, fosters a deeper understanding of ethical practices, ultimately enhancing the credibility and trustworthiness of the accounting profession as a whole.

KEY TAKEAWAYS



**Understanding the
ethical implications
of AI**



**Best practices for
navigating complex
ethical dilemmas**








**Importance of
professional ethics and
the 3 “A” model
(Awareness, Assessment
and Action)**




**Insights
into the Integrity Compliance
Management System**



This event will be held in both face-to-face and live webinar format and the event details are listed below:

Time	Contents and Topics
12:00 p.m. - 12:10 p.m.	Opening address
12:10 p.m. - 12:40 p.m.	Speaker-led presentation: Ethics in Artificial Intelligence Discuss the ethical implications of artificial intelligence, including bias, accountability, and transparency. Speaker  <ul style="list-style-type: none">■ <u>Mr. William Gee</u> FCA, HKICPA
12:40 p.m. - 1:05 p.m.	Panel discussion: Managing Fraud and Navigating Ethical Dilemmas - Forensic experts and experienced accountants discuss real-world scenarios and strategies for preventing fraud while maintaining ethical integrity. Moderator  <ul style="list-style-type: none">■ <u>Ms. Maria Xuereb</u> Chair, HKICPA Ethics Committee Panelists  <ul style="list-style-type: none">■ <u>Mr. Kenneth Lam</u> Partner Advisory, Grant Thornton Advisory Services Limited  <ul style="list-style-type: none">■ <u>Mr. Horace Ma</u> CFO, S. Culture Holdings (BVI) Limited and Deputy Chair, HKICPA Ethics Committee  <ul style="list-style-type: none">■ <u>Mr. Guy Norman</u> Forensic Partner, Deloitte China and Convenor, HKICPA ForensIG Management Committee



1:15 p.m. - 1:40 p.m.	<p>Speaker-led presentation: Professional Ethics and the Integrity Compliance Management System</p> <ul style="list-style-type: none">- Discuss the importance of professional ethics and the 3 “A” model (Awareness, Assessment and Action).- Integrity Compliance Management System is a new integrity management standard for enhancing companies’ corruption prevention capability and corporate governance. <p>Speaker</p>  <ul style="list-style-type: none">■ Ms. Winnie Leung Chief Corruption Prevention Officer, Corruption Prevention Department, ICAC
1:40 p.m. - 1:55 p.m.	<p>Question and answer session</p> <ul style="list-style-type: none">- Open floor for participants to engage with speakers and panelists on discussed topics
1:55 p.m. - 2:00 p.m.	<p>Closing remarks</p>

Date & Time: 15 October 2025 (Wednesday)
12:00 p.m. – 2:00 p.m.

Venue: **Hong Kong Institute of CPAs**
HKICPA Training Center, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong

Format: Conference with both face-to-face and live webinar format

Fee: Free for HKICPA members and students; HK\$400 for non-HKICPA members
(For participants enrolling in the live webinar format, you will receive an email confirmation once your registration is accepted. You can access the webinar using a tablet, smartphone, or PC)

Participants: Professional accountants in business and public practice, and anyone who is interested

Competency* Ethics, Integrity and Professionalism

Rating* Intermediate Level

Language English

CPD Hours 2

Enquiries enrolment@hki CPA.org.hk / 2287 7381 (phone) for enrolment status or
cpd@hki CPA.org.hk / 2287 7057 (phone) for course information



CPD EVENT ENROLMENT FORM

(For Support Programme)

(The enrolment form must reach the Institute no later than 2 working days before the start of the event.)

Please send the complete form by e-mail or by post together with the required payment		
Email: enrolment@hki CPA.org.hk		
By post: HKICPA, 37/F, Wu Chung House, 213 Queen's Road East, Wanchai. Attn: F&O Dept.		

Payment & Enrolment Status Enquiry: 2287 7381 enrolment@hki CPA.org.hk	Course Information Enquiry: 2287 7253 cpd@hki CPA.org.hk	FOR OFFICE USE
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Section 1 – Personal Particulars <input checked="" type="checkbox"/> where appropriate. All fields are mandatory unless specified otherwise.		
Membership No.: _____, or please specify: <input type="checkbox"/> Non-member <input type="checkbox"/> GAA Passport Holder		
Name of participant: _____ <i>Family name</i> <i>Given name</i>		Organization: _____ (optional)
Contact information provided below is used solely for communication of the particular event(s), without update to your member profile.		
Mobile: _____		E-mail: _____

Section 2 – Event Registration All fields are mandatory.			
No.	Event code	Event name	Fees
1.			HK\$
2.			HK\$
3.			HK\$
Total:			HK\$

Section 3 – Payment Please fill in either 3A or 3B and <input checked="" type="checkbox"/> where appropriate. All fields are mandatory in either part.			
3A	<input type="checkbox"/> Cheque (No. _____) payable to HKICPA or Hong Kong Institute of Certified Public Accountants		
	<input type="checkbox"/> BOC HKICPA VISA <input type="checkbox"/> BOC HKICPA UnionPay card <input type="checkbox"/> Other VISA / MasterCard		
	Card Number: _____ - _____ - _____ - _____ Card Expiry Date: (MM/YY) ____ / ____		
	Cardholder's Name:	Cardholder's Signature:	Date of completing the form:
3B	<input type="checkbox"/> I am unemployed and not working. I am planning to rejoin the workforce.		Date: _____

Note:

- 3.1 Applications will only be accepted when payment is made by cheque or credit card. Cash is strictly not accepted.
- 3.2 For cheque payment, please issue separate cheque for each event. For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
- 3.3 In order not to delay the process, please ensure payment is made together with your application.
- 3.4 Payment receipt will be sent to your email address provided above once the payment is confirmed.
- 3.5 In normal circumstances, the course fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the course be cancelled or postponed due to unforeseeable circumstances, refund will be made according to your payment method. Unsuccessful enrolment will be notified with full refund. 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.
- 3.6 Members of HKICPA may access to "MyCPA" to check your enrolment status.

- Section 4 – Points to Note**
- 4.1 Applications are processed on a first-come, first-served basis.
 - 4.2 Confirmation of enrolment and login information to access the event (if applicable) will be sent to you via email. Your login ID and password are for your exclusive use ONLY and you should not share them with anyone.
 - 4.3 In the event of typhoon signal no. 8 or above or a Black Rainstorm warning is hoisted, all scheduled events will be cancelled/postponed. Further details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - 4.4 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. The provision of personal data by means of this form is voluntary. However, insufficient information may result in an inability to process your application. 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://mas.hki CPA.org.hk/mycpa/communication/preference>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at privacyofficer@hki CPA.org.hk or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <https://www.hki CPA.org.hk/en/Tools/Privacy-policy>.
 - 4.5 No unauthorized audio or video recording is allowed at CPD events.
 - 4.6 The Institute reserves the right to amend the above terms and conditions without prior notice, and to change the venue, date, speaker or to cancel the event due to unforeseen circumstances. In case of any disputes, the Institute reserves the right to make the final decision.

For payment by cheque, please fill-in your postal address for refund.	
Name:	Name:
Address:	Address: