



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 <i>(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)</i>
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