

ON AIR

# PAIB Live AMA

(Ask Me Anything)

## 你問我答

EP5



The event series “PAIB Live AMA 你問我答” is organized by the Professional Accountants in Business (PAIB) Committee, aiming to offer a platform for PAIBs to get together to exchange views on topics of interest to PAIBs. Guest speakers will be invited to talk about various subjects in a more relaxed conversational format, such as challenges facing PAIBs, latest developments of a particular sector, and more. Insights they’ve learned from throughout their career path and stories of success will also be topics of interest. The anchormen will relay live questions to the guests throughout the programme for enhanced interaction.

In this episode, Ms. Eva Ip, Chief Financial Officer of HongShan, shared about her journey as a finance professional.

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<b>Guest</b>	<b>Ms. Eva Ip</b> Chief Financial Officer HongShan (formerly known as Sequoia Capital China)
<b>Anchormen</b>	<ul style="list-style-type: none"><li>• <b>Mr. Michael Chan</b> Chairman, PAIB Committee</li><li>• <b>Mr. Horace Ma</b> Member, PAIB Committee</li></ul>
<b>Available period</b>	From 1 August 2024
<b>Format</b>	e-Seminar
<b>Language</b>	Cantonese
<b>Fee</b>	Free of charge (members of HKICPA only)
<b>Registration</b>	Only online enrolment will be accepted (on a first-come-first-served basis). An email will be sent to you to confirm your registration. You can access the webinar by tablet, smart phone or PC.

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**About the guest**

**Ms. Eva Ip**  
**Chief Financial Officer**  
**HongShan (formerly known as Sequoia Capital China)**

Ms. Ip joined HongShan (formerly known as Sequoia Capital China) in 2016 as Chief Financial Officer. Prior to joining Sequoia, she was Greater China Private Equity Leader of Ernst & Young as well as Partner of Ernst & Young's Greater China Transactions Advisory Services.

Ms. Ip has more than 20 years of accounting and finance experience. In the past fifteen years, she has been focusing on venture / growth capital investments and has extensive experience in transactions execution and post investment management.

Ms. Ip graduated from The Chinese University of Hong Kong and received a MBA degree from Warwick Business School in UK.

Ms. Ip is a Certified Public Accountant (AICPA, USA); Fellow of Hong Kong Institute of Certified Public Accountants (HKICPA); Board member of China Venture Capital Finance Organization (CVCFO); Member of Technical Committee of Hong Kong Venture Capital and Private Equity Association (HKVCA) and Board member of Zonta Club of Hong Kong.

**About the anchormen**

**Mr. Michael T. B. Chan**

Michael is the Chairman of the PAIB Committee and convenor of the Organizing Committee of PAIB Live AMA series.

Michael is currently serving as General Manager – Corporate Strategy in MTR Corporation Limited as well as Managing Director for MTR Lab Company Limited.



**Mr. Horace Ma**

Horace is a member of the PAIB Committee and the Organizing Committee of PAIB Live AMA series.

Horace is currently the Chief Financial Officer of S. Culture Holdings (BVI) Limited.