



HKICPA Seminars – Practice Management Series for SMPs (October - December 2018)

In today's fast-changing business environment, a professional accountant faces numerous challenges and opportunities. To help them the Institute is organizing four seminars on practice management from October to December 2018. These modules aim to help small and medium practitioners ("SMPs") better prepare for the challenges and opportunities ahead of them, and to adapt to future changes, improve their management and operational efficiency, as well as support their sustainability and help them achieve a successful future.

Members are encouraged to read the [Guide to Practice Management for Small- and Medium-Sized Practices \(Fourth Edition\)](#) recently updated by [International Federation of Accountants \("IFAC"\)](#) to adopt "good practices" in order to best serve their clients.

Topic/ Programme code	Date and time	Speakers
People Power: Developing a People Strategy (SCPD18102901)	Monday, 29 October 2018 6:30 p.m. – 8:00 p.m.	Ms. Nicole Luk Senior Consultant, Mercer (Hong Kong) Limited
Expansion Through Mergers and Acquisitions (SCPD18110701)	Wednesday, 7 November 2018 6:30 p.m. – 8:00 p.m.	Mr. Charles Chan Chairman & CEO, Crowe (HK) CPA Limited
Building and Growing Your Firm (SCPD18111901)	Monday, 19 November 2018 6:30 p.m. – 8:00 p.m.	Mr. Thomas Wong Partner, CW CPA
Risk Management (SCPD18120401)	Tuesday, 4 December 2018 6:30 p.m. – 8:00 p.m.	Mr. Stephen Chan Director and Head of Risk, BDO Limited Hong Kong

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

Format Seminar

Language Cantonese (supplemented with English for technical terms)

Fee (for each)

HKICPA member or student:	HK\$150
IA/ HKIAAT member or student:	HK\$150
Non-member:	HK\$330

Participants Partners, Managers and Supervisors

Competency* Management, Leadership and Soft Skills

Rating* Intermediate / Advanced

**CPD hours
(for each module)** 1.5

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



About the programme

People Power: Developing a People Strategy (SCPD18102901)

Course outline

The most valuable asset in your company is always the people.

Human capital is important to help drive your business and support your strategies and initiatives. In this talent war, appropriate management of individual staff issues is vital to a harmonious workplace and staff retention. Such issues include training and developing staff skills, and rewarding and recognizing your staff's contribution to the firm. It also includes dealing with the exits and transitioning of employees, as well as attracting graduates and qualified accountants from other firms. Some of these will become the future leaders of your practice.

Each firm is different in its business strategy, service offerings, partner values, culture, skills mix, location and client base. This module will cover frameworks, trends and tools for organizations to apply and build a thriving workforce.

Speaker

Ms. Nicole Luk, Senior Consultant, Mercer (Hong Kong) Limited

Ms. Luk is also one of the practice leads of the engagement practice in Mercer Hong Kong. She has led multiple regional scaled engagement projects and has great understanding on the current Hong Kong engagement landscape.

As a senior consultant in the talent strategy practice, apart from engagement related topics, she has extensive exposure and knowledge in talent related topics such as change management, diversity and inclusion, organization design and process redesign. With her strong background in psychology, she is able to provide insights on building a strong and impactful workforce from a total rewards perspective.

Ms. Luk has a master degree in Business psychology from University of Leeds and a Clinical psychology focused degree from McGill University.



About the programme

Expansion Through Mergers and Acquisitions (SCPD18110701)

Course outline

For well-established professional practices, one way to go ahead for future expansion may be to merge with other practices so as to capture more market occupancy. Merger with other practices may supplement professional expertise to strike for sustainability and efficiency. Besides, merger with other professional practices may also be one of the exit alternatives to the practitioners.

This module may provide insights to assist SMPs to adapt to the challenges of development and sustainability and understand the opportunities and challenges upon merger of professional practices. The speaker will also share his experience on how to overcome such challenges.

Speaker

Mr. Charles Chan, Chairman & CEO, Crowe (HK) CPA Limited
FCPA (Practising), FCCA, ACA, FTIHK, CTA (HK), MSCA

Mr. Chan started his career in public accounting in 1974 and practiced under the sole proprietorship of Charles W D Chan & Co. in 1980. In 1999, the firm practised under a limited company of Charles Chan, Ip & Fung CPA Limited. In October 2009, the company joined the global accounting network of Crowe Horwath International (now rebranded as Crowe Global) to form Crowe Horwath (HK) CPA Limited (now rebranded as Crowe (HK) CPA Limited) as its member firm in Hong Kong, marking a new milestone in the company's history of business development.

With over 40 years' experience, Mr. Chan's CPA practice has expanded to cover a comprehensive range of services including audit and IPO, taxation and trust, IT audit and data security, company secretarial service, mergers and acquisitions, internal control, business & property valuation and human capital advisory services, serving clients in the Greater China region. In early years of his career, Mr. Chan was heavily involved in the audit of banks. Since the mid-eighties, he has actively begun promoting his CPA practice in mainland China as the Chinese government adopted an open door policy. He always delivers free lectures to government officials in the mainland and helps China's window companies to establish footholds in Hong Kong.

In recent years, Mr. Chan has been assisting his clients particularly the mainland enterprises to raise capital through IPOs, international mergers and acquisitions, and other fund raising activities in Hong Kong and other major capital market.



About the programme

Building and Growing Your Firm (SCPD18111901)

Course outline

This module is about developing a growth strategy, building a business advisory practice, coping with increased regulation and competition, marketing, pricing, managing client portfolio, and how to enhance the “culture” of the firm.

Also, the relationship accountants have with their clients is fundamental to the value of the accountancy firm. Increased competition demands that accountants shore up their client relationships so that clients are less vulnerable to persuasion from competitors.

Establishing a deeper yet balanced client relationship makes good commercial sense. It has been established over a number of surveys that it costs far less to retain a client than it does to acquire a new one. This should be of particular interest to accountants, who are often very concerned with matters relating to cost and cost management.

Speaker

Mr. Thomas Wong, Partner, CW CPA

Mr. Wong is one of the two co-founding partners of CW CPA, an international mid-sized professional accounting and advisory firm based in Hong Kong with offices in Shenzhen, Guangzhou, and Shanghai as well as having a business desk in Barcelona, London and Bogotá. He looks after many areas of CW CPA, particularly the business development and strategies of the firm.

In line with his devotion to the promotion of trade with China and Hong Kong and with the dynamism of the economic and diplomatic relations between China and Latin America, Mr. Wong established a Latin American and Spanish business advisory unit back in 2006, which has now fully developed into the Latin Department in his firm exclusively serving the Spanish and Portuguese-speaking clients.

With the increasing demand of professional advisory services from overseas, particularly from Spanish and Portuguese-speaking countries, Mr. Wong and his team receive many delegations each year. In collaboration with the Latin and Spanish Consulates, chambers as well as trade and investment promotion agencies in Hong Kong and China, they often organize events to promote Hong Kong and China. Mr. Wong and his team also regularly travel to Latin America, Spain and Portugal with to gain insight into the needs of these markets and seek for new business opportunities.

Mr. Wong serves as an Investment Promotion Ambassador of InvestHK, the Government of the HKSAR. Apart from his active involvement in promoting Hong Kong to overseas enterprises and also as an International Advisor of Guangzhou Municipal Board for International Investment, Mr. Wong also leads his team to assist overseas enterprises to establish their physical presence in China, particularly the Greater Bay Area.



About the programme

Risk Management (Event code: SCPD18120401)

Course outline

The concept of risk is not new to SMPs. However, the issue of risk and risk management has increased in importance as the number and size of claims against CPAs have increased over the years.

Risk management has a specific impact on SMPs. It is important in terms of protecting the assets, finances and operations of the firm and contributing to satisfactory legal compliance, corporate governance and due diligence. Consequently, risk management will protect the reputation, credibility and status of the firm.

This module will cover risk management considerations including quality control policies and procedures within SMPs, why they are important and provide suggestions on establishing good risk management policies and procedures.

Speaker

Mr. Stephen Chan, Director and Head of Risk, BDO Limited Hong Kong
FCA, FCPA, FAIA

Mr. Chan is BDO's Head of Risk and Chairman of the Risk Management Committee. Previously, he was the Executive Director and Technical Director of the HKICPA.

Mr. Chan conducts in-house risk management, professional and technical training for both staff and clients of BDO. He actively participates in the BDO Network activities representing BDO Hong Kong. He has been a member of the BDO Audit Steering Committee, and has also served as the BDO Regional Audit Advisor of the Asia Pacific Region providing technical and practice management support to the BDO Member Firms in the Asia Pacific Region.

Mr. Chan speaks regularly at professional and technical seminars on risk management, Hong Kong Financial Reporting Standards, Hong Kong Standards on Auditing and Professional Ethics for members of major international professional accountancy bodies, as well as undergraduates and postgraduates from The University of Warwick, Shanghai University and Xiamen University, to name a few. He is also a regular contributor of articles on risk management, professional and technical subjects to many professional journals and publications.

Mr. Chan has been a member of the Expert Advisory Group on the CICPA Code of Ethics and a member of the Expert Advisory Group on the China Standards on Auditing of CICPA. In addition, he has served as a member of the Financial Reporting Advisory Panel of the Stock Exchange of Hong Kong Limited, and a member of the HKICPA Financial Reporting Standards Committee, Auditing and Assurance Standards Committee and Ethics Committee.



**To confirm your CPD booking,
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<http://www.hkicpa.org.hk>**

HKICPA Event Enrolment Form

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							
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Contact Person : _____ Tel No. : _____ Fax No. : _____ E-mail : _____
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- 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/>.

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