

Property, Infrastructure & Construction

Visit to Asiaray

– A leading out-of-home media company

FULL

How does the façade of a building with virtually no capital expenditure generate an eight digit worth of revenue? Join the visit to [Asiaray Media Group](#) ("Asiaray"), a leading out-of-home media company with a strategic focus on airport and metro line advertising, to discover the latest advertisement trends and developments. This is also a good opportunity to have a direct dialogue with the founder of the group and learn more about the ever-changing outdoor advertising industry.

Date **5 October 2018, Friday**

Time 3:00 – 5:00 p.m. (assembly time at 2:45 p.m.)

Assembly place Asiaray Media Group
16/F, Kornhill Plaza – Office Tower, 1 Kornhill Road, Quarry Bay, Hong Kong
(Click [here](#) for the map)

Programme

- ❖ Introduction of Asiaray
- ❖ Sharing on "Dos and Don'ts of the outdoor advertising industry"
- ❖ Q&A

About the company

Asiaray is founded in Hong Kong with an international perspective, which has an extensive network over 30 major cities throughout the Greater China Region and possessing nearly 25 years of expertise and reputation.

In Greater China, Asiaray is ranked the first among privately-owned media companies in terms of number of exclusive airports and associated revenue, and the second in terms of number of exclusive metro lines and associated revenue. It is also one of two out-of-home resources companies operating in the metro lines segment in Hong Kong.

About the speaker

Mr. Lam Tak Hing, Vincent
Founder, Chairman and CEO of the Group

Mr. Lam is responsible for the overall strategic planning and development of the Group. He graduated from the University of Sydney with a Bachelor of Science Honours Degree and obtained a Master Degree in Commerce from the University of New South Wales (UNSW) in Australia. He is a member and director of the UNSW Hong Kong Foundation Board, and a fellow member of the CPA Australia.

Language Cantonese

No. of participants 30 (HKICPA members only)

Fee \$50

CPD hours 1.5 hours

Competency* Industry Knowledge

Rating* Foundation

Enrolment deadline **28 September 2018**

Registration **Enrol online** or complete the enrolment form and return it with full payment by the enrolment deadline.

Enrolment will be accepted on a first-come-first-served basis. Priority will be given to PICIG members in the event of over-subscription.

(Successful registrants will receive further details about the visit.)

* Details of [Competency and Rating](#) information

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Reference photos showing outdoor advertisements produced by Asiaray in the past





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Enrolment Form

5 October 2018
(Enrolment deadline: 28 September 2018)

Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "My CPA" at www.hkicpa.org.hk.
Unsuccessful enrolment will be notified with full refund.

Online registration is recommended

Event code: VIH18100501

Finance & Operations Department,
Hong Kong Institute of CPAs

37th Floor, Wu Chung House,
213 Queen's Road East, Hong Kong.

Fax no: 2893 9853

[Contact information below is used solely for communication of this particular event, without update to your member profile]

Please use BLOCK letters

Name (Mr./ Mrs./ Ms): _____ Membership no.: _____

Company: _____

Position: _____ Email ^(Note 4): _____

Telephone no.: _____ Mobile no.: _____

(Please tick the appropriate box)

Fee:	HKICPA Member: \$50		
<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA"			
<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 (block letters): _____		Cardholder's Signature: _____	Date: _____
<ul style="list-style-type: none"> For credit card payment, the card should be valid with expiry date at least <u>1 month</u> from the date of event. Payment receipt will be sent to your email address provided above once the payment is confirmed. 			

Notes:

- Enrolment for the activity is accepted on a first-come-first served basis. Priority will be given to the PICIG members.
- Full payment must be made before your enrolment will be processed. No telephone reservation will be accepted.
- Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted.
- Confirmation of enrolment will be sent to you via email before 3 October 2018. You can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
- In normal circumstance, the admission fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseen circumstance, 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.
- Bad weather arrangement: When the typhoon signal no. 8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 12:00 noon on the date of event, the event will be cancelled.
- The Institute reserves the right to change the venue, date, speaker, and/or rundown of the event due to unforeseen circumstances.

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/event/activity on which you are enrolled ("Event"). 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. By submitting this Enrolment Form, you understand and agree that the Institute may provide your personal data above to co-organisers/service providers in or outside Hong Kong for the purpose relating to the Event. 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/>.

Payment & Enrolment Status Enquiry: 2287 7379
Email: finance@hkicpa.org.hk

Event Information Enquiry: 2287 7067 (Sheri Tam)
Email: sheritam@hkicpa.org.hk

For non-member and firm payment by cheque, please fill in your postal address for refund in case the event is full or cancelled.

Name :	Name :
Address :	Address :