



## Transforming Hong Kong through Entrepreneurship

Program Code: SCPD19021301

With an objective to better understand Hong Kong's entrepreneurial landscape, KPMG China and the Alibaba (Hong Kong) Entrepreneurs Fund collaborated to conduct a joint survey titled "Transforming Hong Kong through Entrepreneurship" to assess the impact entrepreneurship is having on Hong Kong's economy and society; as well as the current challenges faced by entrepreneurs.

In this seminar, the speakers will provide an overview of the key findings from the joint survey and the driving factors to venture into entrepreneurship to the state of Hong Kong's start-up ecosystem.

After joining this seminar, participants will gain knowledge about:

- Current state and outlook of Hong Kong's entrepreneurial landscape
- Key recommendations to address identified gaps in Hong Kong's entrepreneur eco-system

**Date** **Wednesday, 13 February 2018**

**Time** 7:00 p.m. – 8:30 p.m.

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

**Format** Seminar

**Language** English

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

**Speakers** **Ms. Irene Chu**, Partner, Head of New Economy and Life Sciences, KPMG China  
**Ms. Cindy Chow**, Executive Director, Alibaba Hong Kong Entrepreneurs Fund  
(Speakers' profiles are printed overleaf)

**Participants** Entrepreneurs; Management executives; Persons who are planning to start their own business

**Competency\*** Industry knowledge

**Rating\*** Foundation to intermediate level

**CPD hours** 1.5

\* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.

## **About the speakers**

**Ms. Irene Chu**, Partner, Head of New Economy and Life Sciences, KPMG China

Ms. Chu started her career with KPMG in Toronto, Canada and has been working in Hong Kong for over 17 years. She works with multinational and Chinese companies in technology, consumer markets, healthcare and also entrepreneurs and emerging companies in a variety of industries including life sciences, robotics and e-commerce.

Ms. Chu is active in Hong Kong's start-up community and connected with KPMG Global Enterprise Practice which focuses on serving fast growing private businesses and entrepreneurs. She and her team regularly collaborate with government agencies, startups incubators, investors, universities and corporates to support Hong Kong's innovation agenda and entrepreneurial ecosystem.

**Ms. Cindy Chow**, Executive Director, Alibaba Hong Kong Entrepreneurs Fund

Ms. Chow joined Alibaba Group in 2007 and has worked in the financial control and planning capacity, most recently as the Senior Director of International Finance. Before joining Alibaba, she has worked in several Hong Kong listed companies, specialising in financing, management reporting and planning.

Ms. Chow holds a Master of Business Administration and is a Certified Public Accountant. Through directly investing in early staged companies and organising internship and training programmes, Ms. Chow aspires to achieve the mission of the Fund to help Hong Kong entrepreneurs and young people realise their dreams for a vibrant world city.



**To confirm your CPD booking,  
just log on to "My CPA" at  
<http://www.hkicpa.org.hk>**

## HKICPA Event Enrolment Form (For Support Programme)

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](mailto:finance@hkicpa.org.hk)  
Fax : 2893 9853

Course Information Enquiry:  
2287 7386 / 2287 7230  
e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

**FOR OFFICE USE**

### **Deadline: 7 working days before the date of the programme**

\*The Institute reserves the right to allocate places to enable the enjoyment of more members in this event and the Institute's decision is final.

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)
	No.	Status <sup>(1)</sup>					
1							
2							
3							
Total (HK\$)							

☐ I am unemployed and not working. I am planning to rejoin the workforce.

Contact Person : \_\_\_\_\_ Telephone No. : \_\_\_\_\_ E-mail : \_\_\_\_\_  
Contact information is used solely for communication of this particular event, without update to your member profile.

<b>Payment Method</b> (Please tick the appropriate box)													
<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(7)</sup>													
<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: _____			
Payment receipt will be sent to your email address provided above once the payment is confirmed.													

- 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. For HKICPA member, you can check your enrolment status at "MyCPA" at [www.hkicpa.org.hk](http://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](mailto: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/>.

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