



Any cheer from the WTO?

This month we are ringing the changes in *A Plus*. You'll notice some nice tweaks to our design template, giving the pages added life and vibrancy. Also guaranteed to add excitement is our new guest writer, Nury Vittachi. You can check out his new "Lighter side" column on page 56.

Vittachi, also known as Mr. Jam, has a long-standing relationship with Hong Kong's accounting profession and recently authored a new storybook for children, *May Moon and the Secrets of the CPAs*. The introduction of this book coincides with the Institute's PlayStreet charity event on 4 December. Following the success of the "Rich Kid, Poor Kid" campaign, it's further proof that accountants have positive values to share with all Hong Kongers – including children.

This is an important time for Hong Kong's retailers so it's fitting that we should have a profile this month of Guy Look, CFO of one of Hong Kong's largest retail companies, Sa Sa International. And with so much hype around the upcoming World Trade Organization (WTO) meeting, we couldn't resist the chance to put the accountant's spin on this momentous event.

As *A Plus* goes to print the hopes for a breakthrough in trade talks don't look good, but things might change as the delegations start arriving in Hong Kong. Our city is living proof of the benefits of world trade – and it's accountants that make it all possible.

Mike Hurle
Editor