

# Balancing act

Last year's *CPA Survey 2005* confirmed what a lot of people in the business have already guessed at – the international outlook of Hong Kong accountants. An astonishing 47 percent of the Institute's members have lived and worked overseas and 51 percent travel overseas regularly in their job. Lusan Hung is a good example of a CPA whose career has had an international scope from the outset. She trained and worked in Australia for three years with Weston, Woodley & Robertson and upon her return to Hong Kong joined Ernst & Young. After that she joined Grant Thornton where she became tax partner. Between 1995 and 1997 she was seconded to Grant Thornton's Los Angeles office. Hung recalls the challenges of settling into a new lifestyle, learning about the United States' tax regime from scratch and making new friends.

It's experience Hung continues to draw on, even if her priorities have changed. In 2002, she set up her own tax advisory company in Hong Kong with the support of two "fairly big and trusted clients." A big reason for the new perspective was her two children, now aged four and one. "Setting up on my own gave me more flexibility, which is vital when you're raising a family," she says. "When I'm working, I can focus more on the clients, and less on bureaucracy and marketing. I must justify how I spend every second of my time."

Running a business and watching over a growing family would be enough for most people. But Lusan's efforts haven't stopped there. She has been on seven Institute committees in the past five years and serves as a master workshop facilitator for the Institute's qualification programme. She also recently completed a three-year appointment as overseas director for the Institute of Chartered Accountants in Australia (ICAA). Since this involved representing Hong Kong, Malaysia and Singapore on the ICAA Board, there was yet more travelling to be done.

With all of this experience behind her, what's next? For now Hung seems happy to let her tax practice take centre stage. Referrals keep coming her way, many through existing clients. "They appreciate the experience we've gained in large firms and internationally, combined with our greater ability to maintain close client contact," she says. It seems that the secret of success for Hung is knowing how to use time wisely and embracing challenges. **A\***



► Lusan Hung, director, Higuma Consulting Ltd.