



## **Mission statement of *A Plus***

*A Plus* Magazine is *the* publication that reflects the interests and aspirations of Hong Kong's accounting professionals. The magazine creates and fosters a sense of community among members of the Hong Kong Institute of CPAs and reflects the quality and high standards of the Institute, through its substantive content, editorial style, advertising copy and overall design.

The magazine is the premier forum of debate for the profession in Hong Kong, simultaneously raising and instructing on accounting issues and informing on regulatory developments. Recognizing the fact that CPAs work in a range of roles and responsibilities across business, it also engages in debate on wider financial and economic issues.

The Magazine embodies the Institute's brand promise – *the Success Ingredient* – and shows how and why Hong Kong's CPAs bring individuals and businesses the skills and know-how they need to achieve personal and commercial success.