



To : News/Assignment/Business/Education Page Editor
(FOR IMMEDIATE RELEASE)

Hong Kong Institute of Certified Public Accountants

Qualification Programme Case Analysis Competition 2007

Top students from local universities competing for a coveted prize in business skills

(Hong Kong, 17 November 2007) — The best eight team chosen from 149 entries and 550 university students, competed in the final round of the Hong Kong Institute of Certified Public Accountants qualification programme (QP) Case Analysis Competition today.

Now in its sixth year, through the use of real-life case questions, the competition aims at developing business skills and professional judgment of undergraduates, preparing them for the accounting qualification programme.

"It is a challenging contest for us. We have learned a lot in the processes of analyzing the industry and the case, cooperating with our team members and preparing for the presentation," said the champion team group leader, Carol Lau, from the University of Hong Kong, "Apart from cash prize and trophy, we can gain internship opportunities at renowned organizations. This is the first time the Institute offers internship to award winners. Such invaluable experience would add great value to our future career. "

Entry to the "QP Case Analysis Competition 2007" was on team basis. The competition was divided into two rounds. In the first round, each team was required to submit a written report in English not exceeding 20 pages. In the second round, the eight finalists will each give a short presentation in English based on their report before the adjudicators who will then select the three winning teams, the best presenter, and five merit teams.

"With the business environment getting increasingly complex nowadays, accountants need to have multiple talents and skills. The Institute's qualification programme aims to prepare students for a successful career in business by cultivating among them an early awareness of the market's needs and the skills required. In doing so, we hope to nurture a pool of high caliber talents for Hong Kong," says Albert Au, vice president of the Institute and one of the four members of judging panel.

“Through participation in this competition, students have improved their case analytic abilities, presentation skills, and team work. Participation in the competition is itself a valuable experience for students to get a taste of the qualification programme and an early exposure to the QP’s learning style.” Other panel members include an Institute’s Council member and senior representatives of renowned commercial organizations.

“We are very much impressed by these high caliber participants who demonstrate their great abilities in using their professional knowledge and business skills,” says Ronald Kung, chairman of the competition’s organizing committee. “The competition is now a signature event among the accountancy and business undergraduates. Hong Kong’s success as a leading financial center depends on a rich pool of thinking accountants and business talents.”

List of Winners

Champion	:	The University of Hong Kong (Carol Lau, Jensen Sabrina Quirinus, Hui Ka Yan, Stephanie and Chan Hiu Yan, Pauline)
First Runner-up	:	The Chinese University of Hong Kong (Man Yuen Ting, Yam Shu Jun and Yu Tung Tung)
Second Runner-up	:	The Hong Kong Polytechnic University (Hui Yuen To, Tammy, Wong Chun Shek, Alfred, Lam Fai, Kelvin and Yip Wing Yue, Melanie)
Best Presenter	:	Li Kin Yee, Valerie (The University of Hong Kong)

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About Hong Kong Institute of Certified Public Accountants

The Hong Kong Institute of CPAs is the only body authorised by law to register and grant practising certificates to Certified Public Accountants in Hong Kong. The Institute has more than 27,000 members and over 12,000 registered students. Members of the Institute are entitled to the description *Certified Public Accountant* and to the designatory letters *CPA*.

The Hong Kong Institute of CPAs evolved from the Hong Kong Society of Accountants, which was established on 1 January 1973.

The Institute operates under the Professional Accountants Ordinance and works in the public interest. The Institute has wide-ranging responsibilities, including assuring the quality of entry into the profession through its postgraduate qualification programme and promulgating financial reporting, auditing and ethical standards in Hong Kong. The Institute has responsibility for regulating and promoting efficient accounting practices in Hong Kong to safeguard its leadership as an international financial centre.

About Qualification Programme (QP)

The Institute’s post-graduate qualification programme is a comprehensive training programme that equips prospective accountants with solid accountancy knowledge and focuses on essential skills for a successful career in business. It builds on an accounting degree and progresses to course work and examinations, as well as

structural practical experience. It offers the most direct route to qualify as a Hong Kong CPA (Practising). Graduates completing the qualification programme are exempted* from the Institute's Practising Certificate Examinations.

* All QP students registered on or after 1 January 2008 and hold a non-Hong Kong accountancy degree will need to sit and pass the Aptitude Test on Hong Kong Law for Practising Certificate issuance purpose.

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