



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

Hong Kong Institute of Certified Public Accountants Qualification Programme Case Analysis Competition 2008

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

(Hong Kong, 22 November 2008) — The best eight teams, out of 204 total, competed in the final round of the Hong Kong Institute of Certified Public Accountants Qualification Programme Case Analysis Competition today.

The competition was intense as the number of university student participants increased by 36 percent to 748 compared to last year.

Now in its seventh year, the competition develops business skills and professional judgment in undergraduates through the use of real-life case studies and prepares them for the accounting qualification programme.

“We’ve learned a lot about the operations and prospects of the travelling industry as we prepared for the case analysis,” said champion team group leader, Woo Mei Yee, Jenny, from the University of Hong Kong.

Woo says she and the team members are looking forward to the internship opportunities awarded to them. “We can gain a better understanding of the business operations after the financial crisis. Such invaluable experience will add great value to our future.”

The “QP Case Analysis Competition 2008” 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 finalist teams gave short presentations, in English, based on their reports. The adjudicators then selected the three winning teams, the best presenter, and the five merit teams.

The competition’s judging panel consisted of four members, including council members of the Institute and representatives of renowned commercial organizations.

“With the business environment becoming increasingly competitive and complex, accountants need to have multiple talents and skills. They are expected to have professional knowledge, responsiveness, analytical skills and communication ability. The Institute’s qualification programme prepares students for a successful career in business by cultivating an early awareness of market needs and required skills. In doing so, we are creating a pool of top-notch talent for Hong Kong,” says Albert Au, president of the Institute and one of the competition’s judges.

“Through this competition, students have improved their analytical abilities, presentation skills, and teamwork habits. Participation in the competition is a valuable experience for students to get a taste of the qualification programme and to get exposure to the Institute’s teaching style.”

“We are very impressed by the high-caliber participants,” says Ronald Kung, chairman of the competition’s task force. “The competition is now a signature event among accounting and business undergraduates. Hong Kong’s success as a leading financial center depends on a rich crop of thinking accountants and business talents.”

List of Winners

- Champion : The University of Hong Kong
(Woo Mei Yee, Jenny, Tsang Ka Wai, Michelle, Tsang Chun Yin, Ivan, Luk Man Wai, Letty)
- First Runner-up : The Chinese University of Hong Kong
(Yip Ho Long, Ronald, Chan Kin On, Ho Yan Yue, Nicholas, Keung Pit Kai, Henry)
- Second Runner-up : The University of Hong Kong
(Chan Kay Fung, Keith, Lai Sze Kei, Katherine, Ng Wilhelm, Fionna, Poon Yan Yin, Florence)
- Best Presenter : Yip Ho Long (The Chinese University of Hong Kong)



Mr. Albert Au, President of Hong Kong Institute of CPAs, presented champion award of Qualification Programme Case Analysis Competition to Woo Mei Yee, Jenny, Tsang Ka Wai, Michelle, Tsang Chun Yin, Ivan, Luk Man Wai, Letty from the University of Hong Kong.

Ms. Susanna Chiu, Council Member of Hong Kong Institute of CPAs, presented Best Presenter award of Qualification Programme Case Analysis Competition to Yip Ho Long, Ronald from the Chinese University of Hong Kong.

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About the Hong Kong Institute of CPAs

The Hong Kong Institute of CPAs is the only body authorized by law to register and grant practising certificates to Certified Public Accountants in Hong Kong. The Institute has more than 27,000 members and 13,000 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 CPA 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

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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