



Credit Analysis for SMEs Case Study Workshop (Part 1)

Programme Code: W091031S

Speaker	Mr. J Wong, CPA (Aust.), CPA Being a masters degree holder, Mr. Wong is an informed practitioner with about 15 years' hands-on credit, financial and risk assessment experience for leading international banks, including UBS and Morgan Stanley. An in-depth knowledge of accounting and finance, together with solid real-life working experience, fostered the speaker's successful training approach which blends state-of-the-art practices with outstanding technical skills. Over the years, Mr. Wong has received high appreciation of his practical training and lectures delivered to major banks, professional institutes and universities, including HKICPA, CPA Australia, Hong Kong Institute of Bankers and Hong Kong Baptist University.
Date	Saturday, 31 October 2009
Time	9:30 a.m. – 1:00 p.m.
Venue	KPMG Training Centre, 28/F Oxford House, Tai Koo Place, 979 King's Road, Quarry Bay, Hong Kong
Enrolment fee	HK\$800 for HKICPA member or student; and IA / HKIAAT's member or student HK\$1,550 for non-member
Language	English supplemented with Cantonese
Format	Workshop, including case study
Subject / Level	Corporate Finance / Advanced - for delegates who have substantial prior knowledge of the subject area
Target Audience	CPAs who attended Analysing Financial Statements for Accountants or have a good understanding and application of Financial Statements' Analysis
CPD credit	3.5 hours

About the programme

This workshop is a continuation of Analysing Financial Statements for Accountants series and introduces the methodology and lending criteria that major banks employ to evaluate the credit worthiness of SMEs in Hong Kong.

1. Small GAAP vs. Credit Analysis for SMEs
2. "3-4-5" Approach to Understanding SMEs
 - 3 Mismatches
 - 4 Stages of Growth
 - 5 Financing Purposes
3. General Lending Criteria for SMEs
 - Minimum years in business
4. General Lending Criteria for SMEs (cont'd)
 - Tenor
 - Minimum financial criteria
 - Counterparty restrictions
 - Collateral
 - Personal guarantees
5. Case Study