



**DRIVING BUSINESS SUCCESS**

*CPA Congress, 15 July 2023*

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Julia Leung, CEO, SFC;  
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WeLab Bank

**CPA Congress Special Edition:**

**CREATING A  
PATHWAY TO  
ADVANCEMENT:  
EMPOWERING  
ENTERPRISES FOR  
THE FUTURE**



Hong Kong Institute of  
Certified Public Accountants  
香港會計師公會

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CPA Congress 2023



With the theme “Creating a Pathway to Advancement: Empowering Enterprises for the Future”, the CPA Congress is igniting a spark of innovation and collaboration among professionals to drive businesses forward. The event is the flagship event of the Institute’s 50th Anniversary – an important milestone for the accounting profession as well as for Hong Kong’s development as an international financial centre.

Featuring an ensemble of world-class guests and speakers, the CPA Congress is an excellent opportunity for attendees to gain insights into the latest trends and innovations that are on the global agenda for enterprises of all shapes and sizes. With four panel discussions covering Hong Kong’s role in ESG and green finance, mega trends in the digital economy, Greater Bay Area growth, and diversity and inclusion in the corporate setting, the conference has been curated for professionals and business leaders looking to stay ahead of the curve. Through these discussions, attendees learn valuable information to drive growth and contribute to the future success of their organizations.

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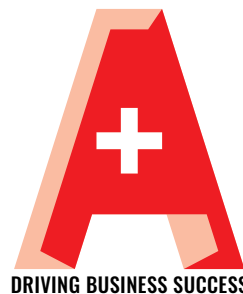
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### About our name

A Plus stands for Accounting Plus. It represents a profession that is rich in career options, stays relevant amid rapid changes, and adds value to business. This magazine strives to present the global mindset and varied expertise of Institute members – Accountants Plus.



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The digital version is distributed to all 47,519 members, 11,571 students of the Institute and 2,183 business stakeholders quarterly.

### **“We hope that the insights gained and connections made during the CPA Congress will empower attendees to be key contributors in their organizations’ path to advancement.”**

Dear esteemed guests and members,

On behalf of the Hong Kong Institute of Certified Public Accountants (HKICPA), I would like to extend a warm welcome to the CPA Congress, our flagship event to commemorate our 50th anniversary.

Over the past five decades, the Institute has been committed to enhancing the accounting profession’s standards and promoting its development in Hong Kong and beyond. As we celebrate our golden jubilee, we are proud to reflect on our achievements and look forward to the future with optimism and excitement.

The HKICPA was established in 1973 and over the past 50 years, the Institute, with the immeasurable contributions of our members, has been instrumental in shaping the landscape of accounting in Hong Kong and beyond. We have continuously enhanced professional standards, promoted industry development, and contributed to Hong Kong’s success as an international financial centre.

Today, the Institute has expanded its membership to over 47,000 professionals. Our members have played a vital role in supporting the development of Hong Kong’s economy and financial markets, and have been recognized for their expertise and professionalism both locally and internationally.

As we celebrate the HKICPA’s 50th anniversary, we take pride in the Institute’s contributions to the accounting profession and the wider community.

Our members have been instrumental in helping organizations navigate complex financial and regulatory environments, and have contributed to the development of accounting standards and best practices both in Hong Kong and globally.

Beyond celebrating the achievements of the past, we must also look to the future. With the theme “Creating a Pathway to Advancement: Empowering Enterprises for the Future” and an ensemble of world-class guests and speakers, the CPA Congress is a remarkable opportunity for the Institute to do just that alongside professionals and business leaders and exchange insights into the latest topics on the global agenda.

In this special CPA Congress issue of *A Plus*, you will find the programme of the CPA Congress, as well as exclusive content meant to complement the entire experience.

We are immensely honoured to have an esteemed lineup of guests and speakers at the CPA Congress, including our Guests of Honour, Paul Chan, the Financial Secretary of the Government of the Hong Kong Special Administrative Region, and a Past President of the Institute; Shu Huihao, Director General of Accounting Regulatory Department of the Ministry of Finance of the People’s Republic of China; and Asmaa Resmouki, President of the International Federation of Accountants (IFAC). You will find respective messages from the Financial Secretary and the President of IFAC to the Institute on our 50th

anniversary in the following pages. I would like to share my heartfelt thanks to them for their well wishes and encouragement.

Julia Leung, Chief Executive Officer of the Securities and Futures Commission, and Prof. KC Chan, Chairman of WeLab Bank and Senior Advisor of WeLab, as keynote speakers, will provide their unique perspectives on the future of sustainable finance and the power of collaboration respectively at the CPA Congress.

Leung has shared a special message congratulating the Institute, while Prof. Chan took time out of his busy schedule to share his thoughts about his career and the development of FinTech in Hong Kong ahead of his keynote speech in this special issue. Be sure to give them a read.

I would encourage attendees to take full advantage of the opportunity to engage in the thought-provoking discussions among panellists, exchange ideas with other attendees, and gain valuable insights into the latest developments in these critical areas.

I would like to express our heartfelt gratitude to all the speakers, panellists, sponsors and attendees who have made this event possible. We hope that the insights gained and connections made during the CPA Congress will empower attendees to be key contributors in their organizations’ path to advancement.

Once again, welcome to the CPA Congress, and we wish you a fruitful and inspiring experience.

**Loretta Fong**  
President





Photography by Alex Leung

# PROGRAMME

## Morning session

09:00	<b>Welcome remarks</b> Loretta Fong, President, Hong Kong Institute of Certified Public Accountants (HKICPA)
09:10	<b>Opening remarks by Guests of Honour</b> <ul style="list-style-type: none"><li>• Paul Chan, Financial Secretary of the Government of the Hong Kong Special Administrative Region</li><li>• Shu Huihao, Director General of Accounting Regulatory Department of the Ministry of Finance of the People's Republic of China</li><li>• Asmâa Resmouki, President, International Federation of Accountants</li></ul>
09:40	<b>Officiating ceremony</b>
09:45	<b>Keynote discussion: The Future of Sustainable Finance and Implications for Businesses</b>  Moderator: Loretta Fong, President, HKICPA  Keynote speaker: Julia Leung, Chief Executive Officer, Securities and Futures Commission
10:15	<b>Panel discussion 1: Transitioning Hong Kong into an ESG and Green Finance Hub</b> <i>Environmental, social and governance (ESG) factors and considerations are increasingly incorporated as key factors in corporate executions and decisions. This panel session examines how ESG can help corporate leaders and professionals to achieve their business goals with the adoption of professional protocols and ESG financial products.</i>  Moderator: Dr. Stephen Wong, Head, Chief Executive's Policy Unit  Panellists: <ul style="list-style-type: none"><li>• Anthony Cheung, Managing Director and Head of ESG, Polymer Capital Management</li><li>• John Haffner, Deputy Director – Sustainability, Hang Lung Properties Limited</li><li>• Mark Harper, Group Head of Sustainability, John Swire &amp; Sons (H.K.) Limited</li><li>• Dr. Christine Loh, Chief Development Strategist, Institute for the Environment at the Hong Kong University of Science and Technology</li><li>• Hendrik Rosenthal, Director, Group Sustainability, CLP Holdings Limited</li></ul>
11:10	<b>Coffee break</b>
11:30	<b>Panel discussion 2: Mega Trends in AI, Virtual Assets, Data Analytics and Tech Economy</b> <i>This panel session will explore the impact of emerging technologies on various industries and how organizations can adapt and leverage these technologies to drive growth and innovation. The panellists will discuss the challenges and opportunities of digital transformation, providing insights and best practices for companies seeking to adopt new technologies and optimize their operations.</i>  Moderator: Wilson Chow, Global Technology, Media and Telecommunications Industry Leader, PwC China  Panellists : <ul style="list-style-type: none"><li>• Joanne Chan, Deputy Chief Financial Officer, Animoca Brands</li><li>• Duncan Chiu, Member, Technology and Innovation Constituency, Legislative Council</li><li>• Sam Lee, Founder and Chief Executive Officer, Coinstreet</li><li>• Robert Lui, Hong Kong Digital Asset Leader, Deloitte China</li><li>• Kelvin Tse, Head of Global Partner Solutions, Microsoft Hong Kong</li></ul>
12:30	<b>Lunch break</b>

## Afternoon session

14:00	<p><b>Keynote address: The Power of Collaboration: Creating a Future of Shared Opportunity and Success</b></p> <p>Keynote speaker: Prof. KC Chan, Chairman of WeLab Bank and Senior Advisor of WeLab</p>
14:30	<p><b>Souvenir presentation to sponsors</b></p>
14:35	<p><b>Panel discussion 3: Innovation and Collaboration in the GBA: Driving Growth for Hong Kong Professionals</b></p> <p><i>With Hong Kong's well-developed legal framework, financial system and professional services, what is the role of Hong Kong enterprises in fostering economic development in the Greater Bay Area (GBA)? The panel will explore the opportunities and challenges presented by the region's rapid growth and integration. The panellists will examine the impact of the GBA on Hong Kong professionals and industries, and discuss strategies for leveraging the region's unique strengths to drive innovation, growth and collaboration.</i></p> <p>Moderator: Jasmine Lee, Managing Partner, Hong Kong and Macau of Ernst &amp; Young and Council member of HKICPA</p> <p>Panellists:</p> <ul style="list-style-type: none"><li>• Daniel Chan, Executive Vice President and Head of Greater Bay Area, HSBC</li><li>• Archie Fong, Head of Healthcare and Corporate Finance for Ping An of China Capital (HK)</li><li>• Peter Kung, Chairman of Supreme Genius Consulting Company Limited</li><li>• Wilson Pang, Senior Partner, Advisory, Southern China, KPMG</li><li>• Jennifer Zheng, Head of Customer Lifestyle, China, Cathay Pacific</li></ul>
15:35	<p><b>Coffee break</b></p>
16:05	<p><b>Panel discussion 4: Diversity and Inclusion: Creating a Corporate Culture of Belonging and Empowerment</b></p> <p><i>This panel discussion will explore the changing landscape of the workplace and the importance of building a strong organizational culture that attracts, develops, and retains top talent. The panellists will discuss key strategies for fostering a culture of success, including cultivating a sense of belonging and empowerment through diversity and inclusion initiatives, encouraging ongoing learning and professional development, and promoting leadership at all levels of the organization. The panel will provide insights seeking to build a dynamic, high-performing culture that attracts and retains top talent.</i></p> <p>Moderator: Eric Ng, Chief Strategy Officer, KOS International</p> <p>Panellists:</p> <ul style="list-style-type: none"><li>• Winnie Lai, People and Organization Director, Head of Area South, Greater China, DB Schenker</li><li>• Melissa Lau, Director and the Hong Kong lead of Diversity, Equity, and Inclusion, Robert Half</li><li>• Francis Ngai, Founder and Chief Executive Officer, Social Venture Hong Kong</li><li>• Jannie Tam, Founder and Senior Director, GROWDynamics Talent Development</li><li>• Christine Tsang, Board Vice-Chair, The Women's Foundation</li></ul>
17:05	<p><b>Closing remarks</b></p> <p>Stephen Law, Chair of the 50th Anniversary Organizing Committee and Council member, HKICPA</p>



**GUEST OF HONOUR**

Paul Chan



Photography by Jocelyn Tam

## Message from Financial Secretary of the Government of the Hong Kong Special Administrative Region

# Paul Chan

It is my great pleasure to congratulate the Hong Kong Institute of Certified Public Accountants (the Institute) on its golden jubilee, to be celebrated with the hosting of the CPA Congress.

The accounting sector has been playing an indispensable role in the development of our economy. Over the past 50 years, the Institute, being the accounting and auditing standard-setter for Hong Kong, has gone from strength to strength, making sterling contributions to the accounting profession as well as rendering unwavering support to Hong Kong in maintaining its status as an international financial centre. In particular, the Institute provides our accounting professionals with comprehensive training for them to unleash their potential to the fullest and equip them with the necessary knowledge and skills to meet the ever-changing market needs.

Under the theme “Creating a Pathway to Advancement: Empowering Enterprises for the Future” and featuring an ensemble of world-class guests and speakers, the CPA Congress is an excellent opportunity for attendees to gain insights into the latest trends and innovations that are on the global agenda for enterprises of all shapes

**“Over the past 50 years, the Institute, being the accounting and auditing standard-setter for Hong Kong, has gone from strength to strength, making sterling contributions to the accounting profession as well as rendering unwavering support to Hong Kong in maintaining its status as an international financial centre.”**

and sizes. I am sure that this flagship event will offer a constructive platform for exchanging views on topical issues and benefit the accounting profession at large.

On this joyous occasion of celebrating such an important milestone, I would like to extend my sincere wishes to the Institute for successfully hosting the CPA Congress today as well as every success in its endeavours in the next 50 years and beyond.

### **Paul Chan**

Financial Secretary,  
Government of the Hong Kong  
Special Administrative Region

## Message from President of the International Federation of Accountants

# Asmâa Resmouki

**O**n behalf of the International Federation of Accountants (IFAC), I am pleased to congratulate the members, students, and management of the Hong Kong Institute of Certified Public Accountants (HKICPA) on the occasion of the Institute's 50th anniversary.

Throughout its history, the HKICPA has been a pillar of the public interest. Its contributions to standard-setting and the development of the accountancy profession have been invaluable to Hong Kong's remarkable economic development over the decades. Today its work remains vital for economic resilience and for maintaining Hong Kong's critical position as a destination and avenue for international trade and investment.

**“As a founding member of IFAC, the HKICPA is an important advocate for our profession and the public interest in a dynamic and globally important market. The views and activities of the HKICPA are felt not just within IFAC but also among international standard setters and a wide range of stakeholders in our profession.”**

As a founding member of IFAC, the HKICPA is an important advocate for our profession and the public interest in a dynamic and globally important market. The views and activities of the HKICPA are felt not just within IFAC but also among international standard setters and a wide range of stakeholders in our profession.

The secret to the HKICPA's success is its vibrant student and member base. The hard work and high achievements of these individuals have brought global recognition to the HKICPA's Qualification Programme and burnished the CPA brand in Hong Kong.

The HKICPA is doing exceptional work on some of the global profession's most pressing issues. By focusing on the services and value it offers to its students and members, the HKICPA is ensuring that these individuals can step into the workforce, or advance within it, with the skills to lead on sustainability, the digital transformation, and more. The HKICPA deserves recognition for its leadership on the global sustainability agenda, in particular. It has long been on the cutting edge of the application of environmental, social and governance (ESG) factors, as well as the green finance agenda. I commend the HKICPA's achievements in the field and look forward to the bright future made possible by its continued leadership.

I congratulate the HKICPA again for 50 years of outstanding contributions to Hong Kong businesses, local and global economies, and, above all, the public interest. I send my best wishes for your continued success for many years to come.

**Asmâa Resmouki**  
President, IFAC







**KEYNOTE SPEAKER**

Julia Leung

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## Message from Chief Executive Officer of Securities and Futures Commission

# Julia Leung

**J**ulia Leung, the Chief Executive Officer of the Securities and Futures Commission (SFC), shared a message to the Hong Kong Institute of Certified Public Accountants (HKICPA) to celebrate its 50th anniversary: “Big congratulations to the HKICPA on your golden jubilee. For half a century, your exemplary commitment to the excellence of the accounting profession has buttressed the quality, integrity and reputation of Hong Kong’s capital markets. The SFC shares your vision to develop Hong Kong as an international financial centre and also applauds your efforts in standard setting and gatekeeping to realize this vision. We look forward to closer cooperation with HKICPA and wish you an even brighter future in the next 50 years.”

Leung has been in her current office since 1 January 2023. After joining the SFC in March 2015 as Executive Director of the Investment Products Division, Leung became Executive Director of the Intermediaries Division in June 2016 and took on the additional capacity of Deputy CEO in March 2018.

With more than 25 years of public service, Leung has extensive experience in financial regulation, market development and international cooperation. Prior to joining the SFC, Leung was the Under Secretary for Financial Services and the Treasury from August 2008 to December 2013. Before that, she served at the Hong Kong Monetary Authority for 14 years, spending the last eight years as the executive director responsible for financial cooperation with Mainland and other international regulators.

Leung graduated from The Chinese University of Hong Kong and earned a master’s degree from Columbia University in the city of New York. In 2014, she authored a book on how Asia has surmounted various financial crises.

**“Big congratulations to the HKICPA on your golden jubilee. For half a century, your exemplary commitment to the excellence of the accounting profession has buttressed the quality, integrity and reputation of Hong Kong’s capital markets.”**

Photography by Anthony Tung

# Redefining the financial journey

Prof. KC Chan, Chairman of virtual bank WeLab Bank and Senior Advisor of the pan-Asian FinTech platform WeLab, talks about the next stage of development for Hong Kong FinTech, and how the industry can thrive with the knowledge of the accounting profession

**A**fter years pushing financial technology (FinTech) development in Hong Kong and grappling with FinTech regulation, Prof. KC Chan had it very clear in his mind what he wanted to do next after leaving his government role in 2017.

“Ten years ago, I was already thinking about the FinTech policy in government, and how we should promote the industry. I didn’t know anything about the actual technology. When I left, I thought this field was very exciting and wanted to work for a small company – I really wanted to be associated with a Hong Kong homegrown start-up in FinTech,” recalls Chan, Chairman of virtual bank WeLab Bank and Senior Advisor of WeLab, the Hong Kong FinTech company.

When Chan, former Secretary for Financial Services and the Treasury of Hong Kong, met up with Simon Loong, Founder and Group Chief Executive Officer of WeLab, at a small office in Sheung Wan, Loong was thinking about applying for a virtual bank license. “That was really appealing to me because I see FinTech as helping ordinary people along their financial journey and I thought a virtual bank can help us work towards that vision,” says Chan. In 2020, WeLab was granted a virtual banking license by the Hong Kong Monetary Authority, becoming the first homegrown Hong Kong FinTech company to establish a virtual bank, and Chan was subsequently appointed the bank’s Chairman.

FinTech brings a range of business benefits, and for years has been disrupting the traditional payments industry, enabling consumers to make payments whenever and wherever. But for Chan, the beauty of the technology lies in the social benefits, and its ability to empower users in innovative ways. He wants to see FinTech have an even greater impact on people’s lives.

“From the payments angle, FinTech has changed people’s lives and has come a long way,” he says. “But how can an ordinary person use technology to improve his or her ‘financial journey’?” The financial journey, he explains, often involves saving money, making payments, investing money, buying insurance and so on. “This is how people interact with financial institutions in their daily lives,” Chan says.

In terms of making the whole financial journey as seamless as it is with digital payments, Chan believes the FinTech industry still has a long way to go. As Chairman of WeLab Bank, Chan’s focus is to provide more digital wealth products and build smarter banking products at a low cost. “A lot of my friends and colleagues buy and sell stocks, and to me, this is just an action. How do you know which stock to buy? What’s behind these decisions? That’s really my personal passion – looking at how to make the investment journey much more intelligent,” Chan says.

Chan is also part of WeLab Group, the bank’s parent company, and is proud of the group’s entrepreneurial spirit. In September last year, the company completed its acquisition of an Indonesian commercial bank, PT Bank Jasa Jakarta, a move allowing WeLab to tap into a market beyond its home city. “I was very enthusiastic about that project,” Chan says, adding that with its close to 300 million population, Indonesia represents a huge opportunity to provide digital banking solutions. “I see it as really important not only for us, but for the Hong Kong FinTech story,” he says.

## Innovation through collaboration

Cyberthreats and attacks continue to be a major risk for the industry. To ensure consumers and businesses can leverage the benefits of FinTech, cybersecurity is critical, notes Chan. “There shouldn’t

**“That’s really my personal passion – looking at how to make the investment journey much more intelligent.”**





Photography by Jocelyn Tam

be any compromise. Security is a fundamental building block in this whole FinTech ecosystem, so we should all get on with it and make sure we have a good system in place,” he says. “Whether you’re running a FinTech or a simple business holding a lot of customer data, everybody will be vulnerable.”

Chan says that for WeLab, cybersecurity is a core competence, particularly as FinTechs are subject to regulations around cybersecurity, data privacy and anti-money laundering and consumer protection.

On the topic of the skills needed in FinTech, Chan brings up the importance of collaboration. At his bank, he sees people with traditional banking experience working collaboratively with technology experts to solve problems and share ideas. “With wealth management products, we cannot build this with tech people alone. We have a lot of people from traditional banks with a lot of experience, and then we have people who are more experienced in digitizing products. We have good collaboration between the two. I think that is key to success.”

Marrying the traditional banking experience with the digital experience has been particularly valuable as the bank looks to digitalize complex financial products that rely on the human touch. “A traditional bank will sell the products through relationship managers, human beings who talk to the clients. I still think that trust they build is wonderful. How do I bring that same experience, the same trust, and same feeling, from a physical setting to a digital setting?”

### The ideas man

Before joining the world of virtual banking, Chan’s career has been varied. He was appointed as Secretary for Financial Services and the Treasury of Hong Kong from 2007 to 2017, and often spoke on Hong Kong’s potential to becoming a FinTech hub. Before that, he was Dean of Business and Management in the Hong Kong University of Science and Technology.

“I was a typical academic. I

trained as a Ph.D in Finance, did research, wrote papers, taught students, gave lectures. One day, they say that you’re good at management and you’re asked to be a dean of the school,” Chan says. “You can never really be prepared to be a dean of a school because the dean actually does a lot of managing and a lot of PR, speaking to people and stakeholders. I was never prepared for that. Then I was invited to join the government, and wasn’t really prepared for that either.”

Once again he mentions collaboration, this time as a powerful tool for overcoming his unpreparedness. “Through collaborating and building trusting relationships with different parties, I have learned a lot from people around me and leveraged on their skillsets, for example government colleagues who are experts in their professional areas,” he says. “I think collaboration has also helped me enjoy the work that I do because you rely on other people, their expertise and experiences. And you also have a team of people who are honest and trust each other when sharing ideas.”

What has also been a constant throughout his career, Chan believes, is an intellectual curiosity. “I think that was the underlying thing. I’ve always wanted to find out what makes things work. How does an organization work? How do you make a school work? How do you set policy?”

Being an educator has played a big part in Chan’s career. He admits that he isn’t exactly passionate about teaching, but more about sharing ideas. “That includes teaching, and also relates to what I’m doing now [at WeLab]. I think that passion was developed when I was very young. I always wanted to have the ability and opportunity to influence people and the society, and to have an impact or influence on other people’s thinking,” he says.

### Role of accountants

Chan points out that at WeLab, there are accountants working not only within the finance team, but

also in the technology team. “We have a lot of people coming from accounting firms who work on our technology audit, who know a lot about technology.”

When it comes to the role accountants can play in the overall FinTech sector, Chan says the accounting profession undeniably has a strong influence on the industry and its future direction. “The accounting community accumulates knowledge and spreads the knowledge. They are very key stakeholders in our knowledge economy,” he says. “When you think about any kind of innovation in the business or financial world, or even the wellbeing of society, I think accountants have a very important role to play because they really are the professionals whose business is to learn and to figure out things, and to really try to push the boundaries of knowledge.”

Adding to this, Chan likens accountants to academics. “They can really analyse an issue, make sense out of it, and then teach all of us about what they found. So I see them as ‘knowledge professionals’ in the FinTech industry.”

As Hong Kong aims to maintain its status as a global financial hub, Chan also sees CPAs continuing to play an important role as a core protector of Hong Kong’s financial system. “A financial centre is, of course, measured by the number of initial public offerings, how much money is raised, how many assets are managed, and so on. But behind all that is a financial system and the financial system in Hong Kong is really top-notch, world-class. And in this system, who are the practitioners? The CPAs and the lawyers. So we should really uphold that quality and make Hong Kong as open and internationally recognized as possible. This is fundamental to our success as a financial hub,” Chan says. “Congratulations to the HKICPA for its 50th anniversary! I’d like to thank the Institute for supporting Hong Kong’s status as an international financial hub with its expertise and professional ethics.”

**“They [accountants] can really analyse an issue, make sense out of it, and then teach all of us about what they found. So I see them as ‘knowledge professionals’ in the FinTech industry.”**





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恭賀

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# Congratulations on the 50th anniversary of the HKICPA





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BDO's global organisation extends across 164 countries and territories, with over 111,000 professionals working in over 1,800 offices – and they are all working towards one goal: to provide our clients with exceptional services.



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50<sup>th</sup>  
*Anniversary*

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Congratulations on the  
50th anniversary of the HKICPA



CPA   
CONGRESS

Best Wishes from

**Deloitte.**

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# Embracing our heritage Shaping the future

**2023 is special to EY as we are celebrating our 55th anniversary in the Greater China region.**

EY member firms in the Greater China region are owned and managed by local Partners. Working across assurance, consulting, strategy, tax and transactions, we ask better questions to find new answers for the complex issues facing our world today.

In 1968, EY embarked on a remarkable journey in the Greater China region. For over half a century, we have established ourselves as a trusted partner and advisor to businesses in the region, delivering seamless and exceptional multidisciplinary services. Our success today has been achieved through our relentless attention to talent development, ongoing commitment to innovation, social responsibility and long-term value creation, as well as continuous contributions to foster high quality and sustainable growth.

With over 23,000 professionals and more than 1,000 Partners in the EY Greater China Region, we support our clients through 34 office locations: Beijing, Shanghai, Hong Kong, Shenzhen, Guangzhou, Macau, Changsha, Chengdu, Chongqing, Dalian, Haikou, Hangzhou, Hefei, Jinan, Kunming, Nanjing, Ningbo, Qianhai, Qingdao, Shenyang, Suzhou, Taiyuan, Tianjin, Wuhan, Xiamen, Xi'an, Zhengzhou, Hsinchu, Kaohsiung, Taichung, Tainan, Taipei, Taoyuan and Ulaanbaatar.

The 55th anniversary celebration is about embracing our heritage and shaping the future by inspiring even greater ingenuity in Greater China. EY will continue to build on our unique strengths, positively impact the communities in which we operate, build trust in capital markets and play our part in advancing the region's sustainable growth.



# Creating long-term value



## Expanding business footprint

In response to the development strategy across the region, we continue to expand our presence in China. We contribute to the coordinated regional development by opening new offices in Jinan, Hefei, Taiyuan, Ningbo and Qianhai of Shenzhen in recent years. At present, EY has offices in 34 locations in the Greater China region.



## Enabling innovation-led transformation

EY places innovation at the core of business growth. As part of EY global innovation network, EY wavespace™ centers in Beijing, Shanghai and Hong Kong empower digital transformation by integrating innovative technology and industry expertise. In Qianhai of Shenzhen, the EY Greater Bay Area Center of Excellence consists of three key functional areas: technology interaction and exhibition zone, technology application and R&D zone, and the Cybersecurity Center to co-create with enterprises innovative solutions.



## Accelerating sustainable growth

EY Greater China Region has established the ESG Committee and launched its first EY Greater China Environmental, Social and Governance (ESG) report in 2021. Globally, EY has become carbon neutral in 2020 and carbon negative in 2021, and is moving toward its ambition to reduce total emissions by 40% and achieve net zero in 2025. We support clients to achieve carbon neutrality and contribute to China's dual carbon goals by providing solutions in green finance, green technology and ESG.



## Collaborating for mutual benefits

EY is dedicated to building a market environment with openness, transparency, mutual-trust and efficiency. We appreciate the great value of integration and synergy, and aim to facilitate cross-disciplinary cooperation with different industries. As part of the global value chain, the EY organization collaborates with renowned companies such as IBM, Microsoft and SAP to create long-term value for clients and the society.



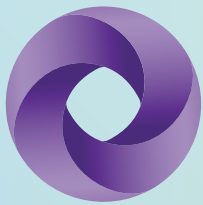


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50<sup>th</sup>  
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Hong Kong Association of Registered Public Interest Entity Auditors Limited (PIEAA) strives to enhance the influence of accounting industry, promote the potential development of an integrated market in Greater Bay Area for young professionals and strengthen the role of Hong Kong as an International Financial Centre.



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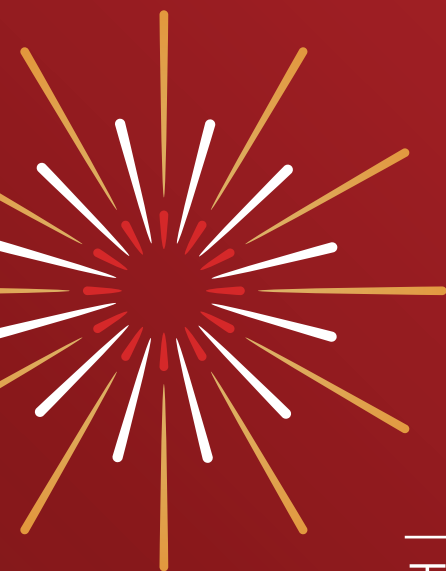


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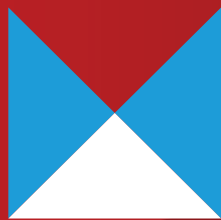


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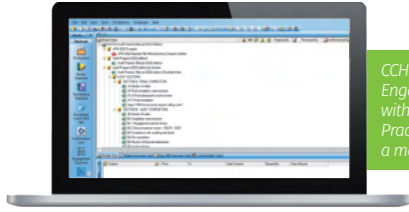
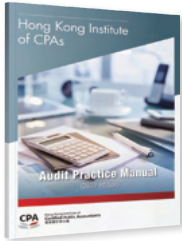
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