

# Qualification Programme (QP)

Case Analysis Competition 2017 and Luncheon with CPAs



Hong Kong's  
CPA Qualification  
香港會計師專業資格

## The building blocks of success

Come and join the case competition and win!

Join the QP Case Analysis Competition 2017 to develop your full potential.

**Register NOW for the seminar and the competition at [www.hkicpa.org.hk/qpcac2017hk](http://www.hkicpa.org.hk/qpcac2017hk)**

### Awards

<b>Champion team:</b>	\$10,000 cash prize, QP fees waiver*, trophy and certificate, with a total value of <b>\$13,600</b>
<b>1st runner-up team:</b>	\$6,000 cash prize, QP fees waiver*, trophy and certificate, with a total value of <b>\$9,600</b>
<b>2nd runner-up team:</b>	\$4,000 cash prize, QP fees waiver*, trophy and certificate, with a total value of <b>\$7,600</b>
<b>Best written report:</b>	<b>\$2,000</b> cash prize and certificate
<b>Best presenter:</b>	<b>\$1,000</b> cash prize, plaque and certificate
<b>Merit teams (5 awards):</b>	\$2,000 cash prize, QP fee waiver# and certificate, with a total value of <b>\$3,800</b>
<b>Shortlisted teams (30 teams):</b>	Certificate

\* Fee waiver of \$450 QP first registration fee and \$450 QP first subscription fee are awarded to each member of the champion, 1st and 2nd runner-up teams.

# Fee waiver of \$450 QP first registration fee is awarded to each member of the merit teams.



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

**Your golden chance to win**

- attractive cash prizes and QP fee waivers
- internship at renowned organizations
- QP learning pack for free

### Format of competition

There will be three rounds of competition:

- 1st round** Each participating team is required to submit a 15 pages full case analysis written report in English
- 2nd round** 30 shortlisted teams for 2nd round review
- Oral presentation** The 8 merit teams will be shortlisted to give a short oral English presentation based on their analytical reports

**To learn more about the brief of the case question, reviewers' comments on students' performance, tips from the winning teams and the report submission guidelines, please visit the Institute's website at [www.hkicpa.org.hk/qpcac2017hk](http://www.hkicpa.org.hk/qpcac2017hk).**

### Competition schedule

21 April 2017 onwards	Full case question available on Institute's website
19 September 2017	Deadline for registration of free seminar
21 September 2017	Seminar on "Becoming a business advisor in the toy retail industry"
13 October 2017 (before 12:00 noon)	Deadline for registration of competition
18 October 2017 (before 12:00 noon)	Submission of 15 pages written report
10 November 2017	Announcement of 8 finalist teams <sup>^</sup>
25 November 2017	Oral presentation day and luncheon with CPAs

<sup>^</sup> Each member of the shortlisted teams will receive email notification.

### Eligibility for entry to the competition

- QP Affiliate Club members who are studying undergraduate programmes in any discipline in local tertiary institutions are welcome to join the competition.
- Non-QP Affiliate Club members are also welcome. Participants will automatically become a member of the Club by completing the online registration for the competition.
- Admission to the competition is on a team basis. Participants are required to form teams of between three and four members. Joint universities teams are also welcome.

Free seminar	Speakers
<p><b>Seminar on "Becoming a business advisor in the toy retail industry"</b></p> <p>Date: 21 September 2017 (Thursday)</p> <p>Time: 6:30 p.m. – 9:35 p.m.</p> <p>Venue: Hong Kong Institute of CPAs 27/F, Wu Chung House, 213 Queen's Road East, Wan Chai</p>	<ol style="list-style-type: none"><li>1. <b>Ms. Anna Lam</b> Deputy Executive Director, Hong Kong Business Ethics Development Centre, Independent Commission Against Corruption of Hong Kong</li><li>2. <b>Mr. Matthew Sexton</b> Corporate Training Consultant, British Council</li><li>3. <b>Mr. Kenny Sham</b> Senior Marketing Manager, LEGO Hong Kong Limited</li><li>4. <b>Mr. Arthur Shek</b> Senior Engagement Manager, McKinsey &amp; Company</li></ol>
Oral presentation and free luncheon with CPAs	
<p>Date: 25 November 2017 (Saturday)</p> <p>Time: 9:30 a.m. – 4:00 p.m.</p> <p>Venue: Harbour Grand Hong Kong Hotel, MTR Fortress Hill Station, Exit A, 23 Oil Street, North Point</p>	

If you are interested in joining the above events, please visit [www.hkicpa.org.hk/qpcac2017hk](http://www.hkicpa.org.hk/qpcac2017hk) for online registration. Seats are limited and reserved on a first-come-first-served basis.

### Enquiry

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