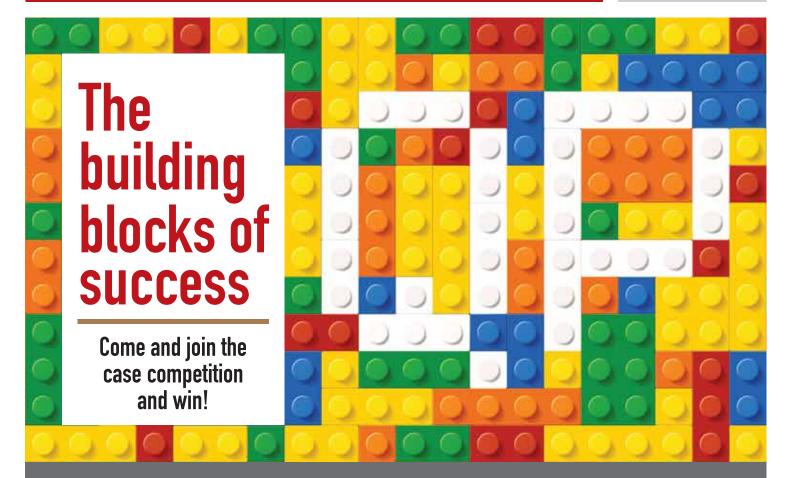
Qualification Programme (QP)

Case Analysis Competition 2017 and Luncheon with CPAs





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/gpcac2017hk

Awards

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

olden chance to win attractive cash prizes and QP fee Waivers

Your golden chance to win

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



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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.

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 [^]
25 November 2017	Oral presentation day and luncheon with CPAs

[^] 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
Seminar on "Becoming a business advisor in the toy retail industry"	1. Ms. Anna Lam Deputy Executive Director,
Date: 21 September 2017 (Thursday)	Hong Kong Business Ethics Development Centre, Independent Commission Against Corruption of Hong Kong
Time: 6:30 p.m. – 9:35 p.m. Venue: Hong Kong Institute of CPAs 27/F, Wu Chung House, 213 Queen's Road East,	2. Mr. Matthew Sexton Corporate Training Consultant, British Council
Wan Chai	 Mr. Kenny Sham Senior Marketing Manager, LEGO Hong Kong Limited
	 Mr. Arthur Shek Senior Engagement Manager, McKinsey & Company

Oral presentation and free luncheon with CPAs

Date: 25 November 2017 (Saturday)
Time: 9:30 a.m. – 4:00 p.m.
Venue: Harbour Grand Hong Kong Hotel, MTR Fortress Hill Station, Exit A, 23 Oil Street, North Point

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

Enquiry

Hong Kong Institute of Certified Public Accountants Tel: (852) 2287 7463 / 2287 7228 Email: qpcac2017hk@hkicpa.org.hk



Supporting organizations:





McKinsey&Company