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HKUBS x ACCA Greater Bay Area Study Tour 2024-25

Information Session
February 17, 2025





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What we will share with you today:

- Brief introduction to ACCA
- Guest Sharing
- Study Tour Overview: purpose and objectives
- Programme Highlights
- Programme Logistics
- Application Tips
- Q&A Session



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Our guests this evening

- Prof. Winnie Leung, Assistant Dean (Undergraduate), HKU Business School
- Ms. Kammi Choi, Business Relationships Manager, ACCA Hong Kong
- Mr. Ambrose Ting, Co-Chairman, Student Affairs Sub-Committee, ACCA Hong Kong
- Mr. Chris Cheung, Vice President, Corporate Finance, Asian Capital Limited



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Warm Welcome

by Prof. Winnie Leung, Assistant Dean (Undergraduate)



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About ACCA

by Ms. Kammi Choi
Business Relationships Manager
ACCA Hong Kong





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The value of ACCA along my career journey

by Mr. Chris Cheung
Vice President
Corporate Finance
Asian Capital Limited



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The differences of working in HK and other part of GBA

by Mr. Ambrose Ting
Co-Chairman
Student Affairs Sub-Committee
ACCA Hong Kong

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Study Tour Overview

- **Date:** April 18-19, 2025 (Fri-Sat)
- **Destination:** Guangzhou & Shenzhen
- **Medium of Instruction:** Mandarin
- **Eligibility:** All FBE UG students with
 - Interest in accounting professions
 - Passion for understanding China's development
 - Open mindset and basic Mandarin proficiency





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Study Tour Overview

- **Purpose & Objectives:**

- Expose students to business trends and developments in the Greater Bay Area (GBA).
- Enhance understanding of the accounting profession's role in driving business growth in GBA.
- Provide networking opportunities with seasoned professionals and ACCA members.
- Develop students' readiness for future career paths through hands-on workshops and job shadowing.



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Programme Highlights





Programme Schedule

Event	Date	Remarks
Pre-trip Session	Apr 8 (Tue)	<ul style="list-style-type: none">• Brief overview of GBA economy• Preparatory and logistical details
Study Tour	Apr 18–19 (Fri-Sat)	
Post-trip Session	Apr 25 (Fri) evening	<ul style="list-style-type: none">• Presentation and reflection sharing on April 25, 2025• Recognition for outstanding students with job shadowing opportunities

(Subject to change)



Programme Costs

- **Fully sponsored** (refundable deposit of HK\$2,000 required)
- **Covered Costs**
 - Accommodation, most meals, company visits, high-speed rail tickets and local transportation
 - Students must cover travel insurance, visa fees (if applicable), and entertainment expenses



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Online Application

- **Application Deadline:** February 21, 2025 (12:00 noon)
- **Steps for Application:**
 - Submit the online application with required documents:
 1. Passport-size photo
 2. Copy of travel document (e.g., Mainland Entry Permit / China Resident ID / Passport)
 3. 300-word essay on:
 - ❖ Interest in GBA and its development
 - ❖ Career aspirations and how the programme will help achieve them
 - Note: Shortlisted students may be invited for a group interview in early March 2025





Commitment and Expectations

- Selected student participants are required to pay a refundable deposit of HK\$2,000 upon acceptance of offer.
- For deposit refund, students are required to:
 - Attend the post-trip session AND deliver presentations and reflection sharing
 - Fully participate in the whole programme
 - Be proactive to learn during the whole programme



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Q&A Session



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Thank you!

Contact Information

For enquiry, please contact:

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Programme Manager

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Programme Website

