

**Project Final Report for  
Professional Services Advancement Support Scheme (“PASS”)**

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**1. Project Details**

- 1.1 Project Reference No.** : PS164032
- 1.2 Project Title** : World Chinese Accountants Conference – Opportunities of Belt Road Initiative
- 1.3 Grantee** : The Society of Chinese Accountants and Auditors (SCAA)
- 1.4 Collaborating Organisation(s)** : The Chinese Institute of Certified Public Accountants
- 1.5 Implementation Agent(s)** : Smart-Streaming Limited
- 1.6 Sponsoring Organisation(s)** : Nil
- 1.7 Consultant(s)** : Nil
- 1.8 Project Co-ordinator** : (Name) (Post title)  
KAM Yiu-shing, Tony Practicing Accountant
- 1.9 Deputy Project Co-ordinator** : (Name) (Post title)  
YEUNG Chi-wai, Edwin Managing Director
- 1.10 Project Period (duration)** : from 01/07/2017 to 31/03/2019 (21 months)
- 1.11 Major Beneficiary Sector(s)** : Accounting-related services
- 1.12 Approved PASS Grant (HK\$)** : 691,000

## 2. Project Implementation

### 2.1 Project Summary

*(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)*

The project aims to build a connection with and strengthen ties among accountancy bodies, professionals, particularly Chinese accountants in the Belt and Road countries. The Society of Chinese Accountants and Auditors launched the “World Chinese Accountants Conference – Opportunities of Belt Road Initiative”, a 2-day conference in Hong Kong in May 2018 to promote Hong Kong’s accountancy profession to the Belt and Road countries and globally, elevate Chinese accountants’ role and reputation in the world platform, and enhance the standards and external competitiveness of Hong Kong’s professional services.

### 2.2 Project Deliverables

*(Please compare the actual results achieved with the agreed targets for each item.)*

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
May 2018  One 2-day conference in Hong Kong	350 participants (including 200 Hong Kong accountants and 150 non-Hong Kong accountants)	<u>Completed:</u> 18-19/05/2018  One 2-day conference in Hong Kong	453 participants (including 134 Hong Kong accountants and 319 non-Hong Kong participants)  (For total participants: <b>129%</b> of the target met)  (For Hong Kong professionals: <b>67%</b> of the target met)

## 2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
<b>(a) For Project Promotion:</b>	
To issue invitation letter to the accounting bodies of the target countries/cities	E-invitation card, flyer and eDM were sent to the targeted accounting bodies in March and April 2018.  A website for the event ( <a href="http://www.wcac2018.com">http://www.wcac2018.com</a> ) was constructed.
To invite local press to the conference	Invitation was sent to local press on 11 April 2018.
To issue press release and arrange for special media coverage before and after the conference	Press release was issued on 11 April 2018 and media briefings were arranged. <u>Pre-event:</u> 10/04/2018 – Media Briefing 07/05/2018 – Press Conference <u>Post-event:</u> 06/2018 – Feature Interviews by newspaper and magazine
<b>(b) For Dissemination of Project Deliverables:</b>	
To produce video recording on conference and seminar proceedings <ul style="list-style-type: none"> <li>• Upload to SCAA’s website by batches</li> <li>• Distribute free-of-charge copy to participants and accounting facilities of local universities</li> </ul>	A 2-minute video recording on the conference was uploaded to SCAA’s website at <a href="https://www.scaacpa.org.hk/web/video.php">https://www.scaacpa.org.hk/web/video.php</a> and sent to participants and accounting facilities of local universities.  Photo albums: <a href="http://www.wcac2018.com/web/album.php">http://www.wcac2018.com/web/album.php</a>  E-book: <a href="http://www.wcac2018.com/ebook/mobile/index.html">http://www.wcac2018.com/ebook/mobile/index.html</a>
To produce an E-copy of the Final Report of the proposed project <ul style="list-style-type: none"> <li>• Upload to SCAA’s website</li> <li>• Disseminate through SCAA’s newsletters</li> </ul>	The Final Report would be uploaded to the website of SCAA once the Report is approved. The approved Final Report would be disseminated through SCAA’s newsletters.

### 3. Achievements and Grantee's Evaluation of the Project

#### 3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
One 2-day conference in Hong Kong	134 Hong Kong accountants

#### 3.2 Feedback from participants / users / professional services sectors

Overwhelming responses were received in enrolment of the conference which represented a real success of the first World Chinese Accountants Conference. Feedback from participants was very positive, participants expressed that they looked forward to the next World Chinese Accountants Conference. We received positive verbal feedback from participants right after the conference. The Chinese Institute of Certified Public Accountants, the collaborating organisation, fully supported the event and believed that the conference provided an effective platform for professional accountants and accountancy bodies worldwide. The Institute urged the Organiser to launch the World Chinese Accountants Consortium as soon as possible to strengthen the ties among Chinese accountants worldwide.

#### 3.3 Dissemination of project deliverables to relevant professionals

The 2-minute video recording on the conference was disseminated to participants of the conference and accounting facilities of local universities.

#### 3.4 PASS and other objectives reached *(May choose more than one)*

- Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- Promoting relevant publicity activities
- Enhancing the standards and external competitiveness of Hong Kong's professional services
- Others

Please elaborate on how the objective(s) was/were met:

Participants were benefitted with professional knowledge and updates about the Belt and Road Initiative. Ties among accountancy bodies and professionals in Hong Kong and the Mainland were further strengthened. To provide exchange platform for professional accountants and accountancy bodies worldwide after the event, the Grantee initiated the World Chinese Accountants Consortium during the Conference, participants and accountancy bodies, particularly our counterparts from the Mainland were looking forward to the Consortium.

### **3.5 Overall achievements of the project**

- Increased in the exchanges and co-operation of Professional Accountants in Hong Kong and the Mainland was achieved.
- With enough media coverage from April to August 2018, the event was well-known by the Government, accounting industry and even the public. This helped promote the accounting profession and implementation of the Nation's Belt and Road Initiative.

**The Project Final Report is prepared by the Grantee.**