

Employer in the spotlight



Name: Deep Bhansali
Title: Director
Company: Jewelex Hong Kong Ltd.

Move up the corporate ladder with the AAT qualification

Jewellery trading is a high-end business with large-scale daily transactions. Deep Bhansali, Director of Jewelex Hong Kong Ltd., talks about how AAT staff member Connie Li serves as an indispensable part of the company in today's highly competitive market.

Briefly introduce your company.

We are a wholesaler and manufacturer of jewellery with a head office in India and branch offices in various countries such as Japan, Dubai and the United States. Our Hong Kong company focuses on the import and export of products, especially diamonds, and our trading markets encompass mainland China and other Asian countries. We also manage a manufacturing plant in China. Our business involves many large scale transactions, and requires close monitoring and following-up.

What are the main responsibilities of Connie Li in the company? In your opinion, what useful qualities does she possess?

I rely heavily on our finance and accounting department in providing me with accurate information on the company's financial status. Connie Li, who has attained the AAT qualification, works with two colleagues in the department in handling the company's full set accounts and administrative tasks. Connie demonstrates competency and familiarity with her work. She is a hardworking individual with an excellent working attitude. She has shown keen interest in the accounting work since joining the company. In light of her efforts and commitment, Connie was promoted to the position of Accountant in 2008.

Do you think the AAT qualification can help Connie perform better at work?

The AAT qualification not only provides useful and practical knowledge to graduates in handling their daily work, it also enhances their professionalism. After attaining the AAT qualification, Connie has shown that she possesses a higher degree of professional knowledge in accountancy, especially when it comes to terminology and accounting standards. She also pays more attention to every detail than before. In addition, Connie has demonstrated competence in preparing accurate and timely accounting reports. Her proficiency in computerized accounts has greatly improved our reporting processes, which is crucial for us to stay competitive within the industry. All in all, Connie performs more professionally and confidently with the AAT qualification.



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What qualities do you look for in accounting personnel?

Basic qualities such as having strong technical skills and being meticulous are a must. In addition, an accounting professional should be able to represent the company well and act in a timely manner by being sensitive and showing business acumen. As far as qualifications are concerned, having attained a professional qualification such as AAT is definitely an advantage, as this is evidence of their competence and can help keep them abreast with the latest accounting standards and knowledge. This benefits the continued growth of both the company and the employees themselves.

What, in your opinion, are the opportunities for Connie with the company?

With Connie's professional accounting knowledge, we look forward to her shouldering more and greater responsibilities in the capacity of her current position. Following our company's normal promotion track, I believe that she could potentially be promoted to manager in her department after accumulating sufficient knowledge and experience.