

The accounting and business management case competition 2012-13 Business seminar on 1 December 2012

The HKIAAT hosted a business seminar on 1 December 2012 to help secondary and tertiary students in their preparation for the Case Competition. Our honorable speakers, Mr. John Ho, CFO and Company Secretary, The Hong Kong and China Gas Company Limited (Towngas), Ms Dora Lee, Executive Council Member, Hong Kong Institute of Marketing, and Dr. Mable Chan, Lecturer, the Hong Kong Polytechnic University, shared their views with 400 attendees on the critical success factors of Towngas (the selected case for study in this year's competition), the development of management and business strategies, and techniques for writing a business plan. We would like to take this opportunity to express our appreciation and gratitude for their support.



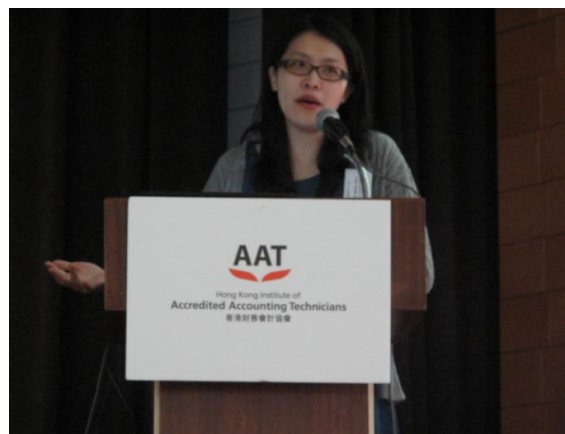
Around 400 students who have joined the competition took part in the seminar.



Mr. John Ho, Chief Financial Officer and Company Secretary of The Hong Kong and China Gas Company Limited introduces the operations of Towngas.



Ms. Dora Lee discusses the steps in developing a marketing plan, and outlining useful sources of research information.



Dr. Mable Chan explains the important elements of a professional report.