

The accounting and business management case competition 2013-14 Business seminar on 16 November 2013

The HKICPA and HKIAAT hosted a business seminar on 16 November 2013 to help secondary and tertiary students in their preparation for the Case Competition. Our honourable speakers from Pak Fah Yeow International Limited (selected case for study this year), professional organizations and a university, shared their views with 620 attendees on the operation of Pak Fah Yeow, financial ratio analysis, presentation skills, business management and marketing strategies. We would like to take this opportunity to express our appreciation and gratitude for their support.



Mr. Denny Tsang, Chief Financial Officer of Pak Fah Yeow International Limited, introduces the operations of the company.



Ms. Audrey Loh, Senior Consultant of WorldBridge Holding Limited, leads the students to practise presentation skills.



Ms. Janet Kwan, Lecturer for Department of Accountancy and Law of Hong Kong Baptist University, briefs the secondary students on how to conduct a financial ratio analysis.



Ms. Dora Lee, Executive Council Member of Hong Kong Institute of Marketing, discusses the steps in developing a marketing plan, and outlining useful sources of research information.