

### ***Employer in the spotlight***

***Written by Foster Yim***



**Name:** Alford Cho

**Title:** Managing Director

**Company:** Cre8 (Greater China) Ltd

### **AAT qualification - an entry ticket to a successful career in business!**

High-quality accounting services are required in every business sector. Mr. Alford Cho, the Managing Director of Cre8 (Greater China) Ltd, talks about the attributes of a good employee and how an AAT handsomely fulfils all his expectations.

### **Tell us about your company and its core business.**

Cre8 is a financial printing company from Singapore. We entered the Hong Kong market in 2006, providing financial printing as well as other high-end value-added services to our clients in projects such as Initial Public Offerings (IPO) and Mergers and Acquisitions (M&A). Recently, we have set up a marketing department that tailors clients' needs in marketing, corporate branding and rebranding consultancy. We now have around 70 employees in Hong Kong.

### **What are your main roles in the company?**

As the Managing Director, I oversee all operations of the company. I have to formulate business strategies, monitor project turnovers, set up sales targets, and ensure their smooth execution. On top of these, I also actively explore new business opportunities for the growth of company.

### **Do you employ any AATs? If so, what are their job duties?**

Our Senior Account Supervisor, Samuel Leung, is an AAT. He is in charge of the Accounting Division of the company, overseeing its daily operation and advising me on any matters related to accounts and regulations compliance.

### **How does he perform differently from others who do not have an AAT qualification?**

I have been working with Samuel for three years. My comments about him are overwhelmingly positive. He is highly capable and familiar with different accounting requirements of Hong Kong, Mainland China and other dominant markets in the world. From time to time, he also raises various costing issues that are of utmost importance to management decisions. Many of his suggestions have helped the company save costs of substantial amounts.



He has good relations with colleagues in all departments and communicates well with our external vendors. He possesses not only the qualities of an accounting professional, but the mindset of a manager as well. I believe his experience in attaining the AAT qualification has a lot to play in it. The qualification has equipped Samuel with the necessary skills and techniques. Our management uses the professional qualification as a benchmark in assessing his suitability for a post with greater responsibility. He was recently promoted to Senior Account Supervisor.

**When did you hear about the HKIAAT? What do you think about its professional status?**

I know HKIAAT because of the outstanding performance of Samuel. From the superb quality of his work, I am convinced that the AAT qualification represents a high standard of professionalism at the accounting technician level.

**What do you expect from a new recruit? Do AAT recruits have any edge?**

As many employers do, I would expect a new recruit to be immediately ready to work. By this, I mean whether he or she can finish a job to a high standard without much extra training. In this regard, I believe a professional qualification with pragmatic accounting knowledge is essential. This is the competitive edge with which an AAT is equipped. Therefore, candidates with AAT qualification would have a clear advantage.

**Do you have any words of advice to those who would like to dedicate their careers to the field of accounting?**

In the past, there were only limited ways of getting an accounting qualification, especially for non-degree holders. It is now a different story. The AAT qualification, for example, can give you an excellent alternative route to pursuing professional recognition, irrespective of your experience and previous qualifications. Every company, be it a sole proprietorship, or partnership, or a public or private limited company, needs accounting, and therefore the prospects for the profession are enormous. As long as one never gives up and keeps working hard, success will not be far away.