

AVOIDING FINANCIAL ENGLISH FAUX PAS

Everyone has experienced a time when something they have said has been misinterpreted. The misunderstanding may have been cleared up there and then with no further consequences or it may have escalated into something larger. So we can all appreciate how important it is to be able to say what you mean.

In business, the impact of saying the wrong thing or not being understood can be much greater. And when English – which is widely accepted as the language of international business – is the language used to communicate, being able to use the right words and phrases in the right context can mean the difference between closing a deal or not.

For example, the use of tact is a critical element of an internal audit report. If you are the author of the report, you will want to encourage readers to make the changes you suggest, so a persuasive tone is important. For many types of writing, in fact, if a reader feels that you have a sympathetic attitude, they will be more willing to consider what you have to say.

A good way to show the reader your attitude is with sentence adverbials. Look at the two sentences below. Which one would make you feel that the writer had more confidence in your company's procedures?

1. Surprisingly, your company is profitable.
2. Naturally, you company is profitable.

Such adverbs can be a powerful tool for communicating a writer's attitude.

Boosting mobility

To add to the complexity of the

English language in general, there is the complexity of financial English terminology and jargon. Michael Milanovic, chief executive of Cambridge ESOL, said: "People working in an international finance context need high levels of English language and an understanding of the kind of language used in a demanding, fast-moving profession."

To help finance professionals demonstrate that they have the financial English skills they need, ACCA has partnered with the University of Cambridge ESOL (English for Speakers of Other Languages) – recognised globally for their English qualifications – to offer a qualification designed specifically with business, finance and accountancy professionals in mind.

The Cambridge International Certificate in Financial English (Cambridge ICFE) assesses English language ability across the four key skills of reading, writing, listening and speaking and helps the ambitious to demonstrate their skills and suitability for a successful career in international finance.

Flexible learning options

Recognising that for most professionals, time is a limited and very valuable resource – ACCA, Cambridge ESOL and Cambridge University Press combined their expertise to develop a unique learning programme. Cambridge Financial English is a mix of online and face-to-face learning, designed to be facilitated by a teacher, tutor or mentor. This blended learning course comprehensively develops financial English language ability and can prepare individuals for the Cambridge ICFE

examination.

Neil Stevenson, ACCA's marketing director, said: "Developments such as the advent of International Financial Reporting Standards (IFRS), together with the ever-increasing globalisation of finance and business, means that accountancy is rapidly becoming one global profession. Individuals who possess exceptional English skills and can avoid financial English faux pas could find themselves soaring ahead of their peers in the international business arena." ■

Cambridge ICFE examination

Exam date

14 November 2009 (Saturday)

Exam fee

HK\$1,700

Exam centres

Kaplan Language Training
Tel: (852) 2359 9080

The Hong Kong Polytechnic
University

Centre for Professional and
Business English
Tel: (852) 3400 2733

Exam Registration Deadline 11 September 2009 (Friday)

*To register for the examination,
please contact the above
examination centres.*

Cambridge Financial English blended learning programme

Please contact Kaplan Language Training or The Centre for Professional and Business English of Hong Kong Polytechnic University for more information.

To find out more about the Cambridge ICFE and the Cambridge Financial English blended learning programme, please visit:
www.financialenglish.org
or contact ACCA Hong Kong at
(852) 2524 4988.

ACCA OPENS CHENGDU OFFICE



A new office in Chengdu is officially opened by ACCA to provide services and support to the growing number of members and students in the rapidly developing southwest region of mainland China.

The grand opening ceremony of the new office took place at the Shangri-la Hotel Chengdu on 2 June and marked with a lighting ceremony and dragon dancing performance. Guest of honour Steven Smith, deputy consul general of the British Consulate General in Chongqing made a congratulatory speech at the opening ceremony. Senior ACCA attendees included Laurie Gillow, ACCA executive director- markets and May Law, ACCA director of China.

ACCA's new office is based in the Chengdu City Tower in central Chengdu. The team is already working closely with

colleagues in ACCA *Shanghai* to provide services, not only for students and members, but employers and tuition providers in the region.

ACCA opened its first offices in mainland China in Shanghai and Beijing in 1998. In 2001, it opened its third mainland China office in Guangzhou, with the fourth one opened in Shenzhen in 2008. ACCA continues to work with partner organisations to develop the profession in this rapid growing region. ■



NEW APPOINTMENT AT ACCA HONG KONG

Erica Chen has been appointed as head of ACCA Hong Kong effective from 25 May.

Since joining ACCA as head of Guangzhou in 2006, Erica has done an outstanding job in spear-heading the growth and development of ACCA in Southern China. She has extensive

management experience in multi-cultural organisations and has worked in China and abroad. Prior to joining ACCA, Erica was the deputy director of the British Council in Guangzhou.



ACCA在財會類資格考試調查中 知名度居首



財會行業紛繁複雜，當中各類從業資格、洋證書常常會令人難以抉擇。對財會從業人員及有意涉足這一專業領域的人士來說，要想通過考證而有所收穫，首先應該瞭解不同財會證書的適用對象及「含金量」。

近期，由上海國家會計學院旗下之網站·中國會計視野網站和《財會通訊》雜誌合作，對國內市場上 29 種財會類資格考試（國內 14 種，國外 15 種）進行了調查，共獲得 2,132 個有效樣本。調查顯示，ACCA 因其廣泛的認可度和權威性在國際財會類資格考試知名度指數排名中名列第一。

知名度指數是指一項資格考試是否被廣泛了解、被何種群體了解，它是關係到其知名度、「含金量」和價值的重要因素。根據對財會類資格考試的知名度比較，在國際財會類資格中，ACCA 知名度名列第一，達 82%，較名列第二的 CIA（國際註冊內部審計師）高出百分之十（72%）。而 AICPA（美國註冊會計師）知名度

指數是 56%，名列第三。

對於各種財會類資格考試的價值評價，ACCA 的評價在國際財會類專業資格中遙遙領先，認為其有價值或非常有價值的投票者超過 66%。其次是 CFA（註冊金融分析師），認為其有價值或非常有價值的佔 49%。

瞭解調查詳情，請瀏覽：<http://www.esnai.com/exam/showdoc.asp?NewsID=44840&page> ■

ACCA ON THE SPOT

Starting from May to August, the iconic three-dimensional advertising campaign series visuals appear in the bustling financial centre in Hong Kong – Central. The ads appear on the billboard at the Star Ferry Carpark and at the World Wide House in window sticker format.



ACCA advertisement catching attentions in bustling Central



ACCA iconic ads add energy to the world renowned financial hub

LIST OF ACCA APPROVED EMPLOYERS IN HONG KONG (AS OF 31 JULY 2009)



PROFESSIONAL DEVELOPMENT STREAM

ABN AMRO Bank N.V.	Ernst & Young	Office of the Commissioner of Insurance
Accenture Co Ltd	Ford Credit	OneWorld Global Manufacturing Solutions Ltd
Alibaba.com Limited	Fortis Intertrust Horwath (HK) Limited	Philips
American Express	General Electric	Pico Global Services Ltd
American International Underwriters Limited	Goldman Sachs	Pico International (HK) Ltd
Anthony Kam & Co, CPA (Practising)	Grant Thornton	PKF
Arup	Hang Seng Bank Ltd	PricewaterhouseCoopers
AXA General Insurance HK Ltd	HBOS Plc	Protiviti
BAE Systems	Henkel (China) Investment Co Ltd	Resources Global Professionals
Baker Tilly Hong Kong Ltd	Hewlett Packard	Reuters Finance
Bank of China (Hong Kong) Ltd	Hong Kong Baptist University	Rolls Royce
Bank of East Asia	Hong Kong Dragon Airlines Ltd	SBC International
Barclays Finance	Hong Kong Monetary Authority	Securities and Futures Commission
BDO Financial Services Limited	HSBC Holdings Plc	Shell
BDO Limited	Hutchison Whampoa Properties Ltd	Standard and Poor
BDO Tax Limited	IBM WW Accounting	Standard Chartered Bank (Hong Kong) Ltd
Bentleys CPA Company Limited	Inland Revenue Department, HKSAR Government	Standard Life
BP Plc	Intel	Stella W M Kwok & Co CPA
BPP	Jebsen & Co Ltd	Success Accounting & Taxation Limited
Bristol-Myers Squibb (Hong Kong) Limited	Johnson & Johnson (HK) Ltd	Sun Hung Kai Properties Ltd
BT Plc	Johnson Electric Industrial Manufactory Limited	Sunlink International Holdings Ltd
C&C Group plc - Alcohol Division	Kaplan Financial (HK) Ltd	Taifook Securities Group Limited
Canadian Imperial Bank of Commerce (CIBC)	Kerry Group	TCL Communication Technology Holdings Ltd
Champion Technology Holdings Ltd	KPMG	The Body Shop
Chu and Chu	Lam Soon (Hong Kong) Limited	The Hong Kong and China Gas Co Ltd
Cisco Systems Inc	Lei Shing Hong Limited	The Hongkong and Shanghai Hotels Ltd
Citigroup	Leighton Asia Limited	The Hong Kong Jockey Club
City Telecom (HK) Ltd	McCabe International Limited	The Procter & Gamble Company
CNG & Partners	McDonald's Restaurants (HK) Ltd	The Prudential Assurance Co Ltd
Convoy Financial Services Ltd	Merrill Lynch / Black Rock Investments	The Treasury, HKSAR Government
DBS Bank (Hong Kong) Limited	Microsoft	The Venetian Macao Resort Hotel
Dell	MSIG Insurance (HK) Ltd	The World bank
Deloitte Touche Tohmatsu	Nike Hong Kong Limited	UBS Investment Bank
Deutsche Bank AG	Nortel	Unilever
DHL Express (HK) Ltd	NWS Holdings Limited	Vision Pro Corporate Consultancy Ltd

TRAINEE DEVELOPMENT STREAM PLATINUM LEVEL

American International Underwriters Limited	Hopewell Holdings Ltd
Anson & Associates	Hutchison Whampoa Properties Ltd
Anthony Kam & Co, CPA (Practising)	James T W Kong & Co
Bausch & Lomb (Hong Kong) Ltd	Jenny Kun & Co, CPA
BNS Concord CPA Ltd	Johnson Electric Industrial Manufactory Limited
British American Tobacco (HK) Ltd	Kaisun Energy Group Limited
C K Yau & Company	KPMG
CCIF CPA Ltd	Lau & Cho
Cheung & Cheung CPA	Lee & Yu CPA
Chui & Kwok	Michelle Cua & Co
Dao Heng Insurance Co Ltd	MSIG Insurance (HK) Ltd
Dao Heng Securities Ltd	MTR Corporation Ltd
Deloitte Touche Tohmatsu	Nestle Hong Kong Ltd
DHL Exel Supply Chain (HK) Ltd	NWS Holdings Ltd
EGL Eagle Global Logistics HK Ltd	Orient Overseas Container Line Ltd
Ernst & Young	PricewaterhouseCoopers
Everwork Business Service	Project Orbis International, Inc
FTMS Training Systems (HK) Ltd	PWPlus CPA Ltd
Fuji Xerox (Hong Kong) Ltd	Standard Chartered Bank (Hong Kong) Ltd
Grant Thornton	T C Ng & Co CPA Ltd
Guoco Management Co Ltd	The Prudential Assurance Co Ltd
Hang Seng Bank Ltd	Thomas Miller (Hong Kong) Ltd
Heineken Hong Kong Ltd	Wong Lam Leung & Kwok CPA Ltd
Hong Leong Bank Berhad, Hong Kong Branch	

GOLD LEVEL

AXA General Insurance HK Ltd
Bentleys CPA Company Limited
Chu and Chu
City Telecom (HK) Ltd
Convoy Financial Services Ltd
Francis H L Sham & Co
Graham H Y Chan & Co
Hong Kong Baptist University
Hong Kong Dragon Airlines Ltd
HSH Nordbank AG
Intel
Jebsen & Co Ltd
Johnson & Johnson (HK) Ltd
Lee Sik Wai & Co
Maradebbie & Partners (Practising)
Marriott Asia Pacific Management Ltd
OneWorld Global Manufacturing Solutions Ltd
Philip Poon & Partners CPA Ltd
Pico Global Services Ltd
Pico International (HK) Ltd
Roger Kam & Co
ShineWing (HK) CPA Limited
Sunlink International Holdings Ltd
The Hong Kong and China Gas Co Ltd
Yeung & Cheuk

SILVER LEVEL

Accountancy Training Company (International) Ltd	CNG & Partners	Office of the Commissioner of Insurance
Albert Lam & Co, CPA	CWCC	Paddy W T To
Alliott Tsoi & Co	Dah Sing Financial Group	Palladia Consulting Limited
Andrew C Mak & Co	Dell	Paul Chan & Partners
Andy L B Tsin & Co	Folder Corporate Consultancy Ltd	Peter Lam & Co
AON Hong Kong Ltd	Fortis Intertrust Horwath (HK) Limited	Pico International (HK) Ltd
B M Intelligence International Ltd	F S Law & Co	Poon, Mak & Wan
B&Q Asia Ltd	H H Lam & Company	Reachtap Consulting Ltd
Babtie Asia Ltd	H L Leung & Co	RSM Nelson Wheeler
Baker Tilly Hong Kong Ltd	Hendry Lau & Co	Russell Bedford Hong Kong Ltd
Birdland (Hong Kong) Limited - KFC	Henry Law & Company	S F Kwok & Co
BDO Limited	HKU School of Professional & Continuing Education	S W Lau & Co
BDO Tax Limited	John Wu & Co	Securities and Futures Commission
Billy Ho and Company	K H Lam & Co	Shu Lun Pan Horwath Hong Kong CPA Limited
Bingley Wong and Co, CPA	Kam & Cheung, CPA	Simatelex Manufactory Co Ltd
BKR LEW & BARR LTD	KCPS & Partners CPA	Stella W M Kwok & Co CPA
C B Wong & Co	Kelvin Chong & Partners	Suzanne Wong & Co, CPA (Practising)
C C Kwong & Co	Kerry Group	Taylor Nelson Sofres HK Ltd
Central & Co	Kinson CPA & Co	Texon International (Asia) Ltd
Chan & Tang CPA Ltd	Lau & Au Yeung CPA Ltd	Viking Logistics Ltd
Chan Chee Cheng & Co CPA	Louis Leung & Partners CPA Ltd	Vincent W M Lai & Co, CPA
Cheng Yeung & Co	McCabe International Limited	W Y Fan & Co
Ciba Specialty Chemicals (Hong Kong) Ltd	Nike Hong Kong Limited	Y F Pang & Co
	OCRA (Hong Kong) Limited	Yau Lee Holdings Ltd