

Immediate release

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ACCA Hong Kong Annual Conference Concludes Successfully Exploring Smart Investment Strategies Amid Structural Market Shifts

ACCA (the Association of Chartered Certified Accountants) Hong Kong Annual Conference 2025 concluded successfully last Saturday (14 June), themed ‘**Smart Investing: Positioning Assets, Enterprises and Talent for Success**’. The conference featured **Professor Frederick Ma, GBS, JP, Chairman of Hong Kong Trade Development Council and Chairman of FWD Group Holdings Limited**, as the Guest of Honour. It also brought together leaders and experts from the accounting, finance, commercial and academic sectors to explore how to embrace change, invest smartly and shape a successful future.

Hong Kong is standing at a pivotal moment of transformation, navigating local economic shifts alongside global market uncertainty. With the long-term economic landscape evolving, businesses face rising risks from a fragmented global economy, greater protectionism, and mounting geopolitical tensions. At the same time, technology is advancing at breakneck speed, with artificial intelligence, fintech, and green innovations redefining the rules of the game. Now more than ever, strategic and innovative decision-making is essential to fortify economic resilience and fuel new growth drivers.

Professor Frederick Ma, Chairman of Hong Kong Trade Development Council and Chairman of FWD Group Holdings Limited said in his opening address, ‘The world is in a state of constant change. Whether it is a city, a business or an individual, achieving success demands an unwavering commitment to progress. To remain stagnant is to fall behind. I firmly believe in the philosophy of “stay hungry, stay foolish”. Remaining humble, embracing lifelong learning, being daring and continuously striving for self-empowerment are the qualities we need to thrive in a world defined by constant transformation. At the same time, “smart investing” must extend beyond assets, enterprises and talent. We must also invest in our health and inner well-being, so that we may contribute meaningfully to society and help create a better world for all.’

Stanley Ho, Chairman of ACCA Hong Kong, said in his welcome address, ‘This year marks the 75th anniversary of ACCA Hong Kong. We have grown alongside Hong Kong’s accounting and finance community, supporting professional development, nurturing talent with a global outlook, and driving continuous advancement within the profession. The role of modern accounting and finance professionals is pivotal to shaping business strategy and advancing sustainable development across society. That is why this year’s Annual Conference adopts the theme “Smart Investing”. It speaks not only to asset allocation, but also to the importance of long-term thinking, a commitment to the future, and a steadfast pursuit of lasting value. These are also the core pillars of ACCA, which continue to guide us in leading the profession globally with vision and purpose.’

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THINK AHEAD

The ACCA Annual Conference featured a series of panel discussions centred on assets, enterprises and talent. Distinguished leaders from the financial, technology, corporate and academic sectors were invited to share their insights and expertise. Topics and speakers included:

Smart investing in your assets: Latest trends and strategies for success

- Professor Terence Chong, MH, Executive Director, Lau Chor Tak Institute of Global Economics and Finance and Associate Professor of Economics, The Chinese University of Hong Kong (keynote speaker)
- Raymond Liu, Director, Real Estate and Conglomerate Research, Asia Pacific, The Hongkong and Shanghai Banking Corporation Limited
- Hampton Tao, Investment Manager, New Heritage Investments Limited
- Eddy Wong, Asia CEO, Amundi
- Apple Ho, Founder and Chief Executive Officer, Yuan Yi Consulting Limited (moderator)

Smart investing in your enterprises: Building sustainable businesses for success

- Abraham Chan, Founder, Chairman, Chief Executive Officer and Executive Director, PuraPharm Corporation Limited
- Steven Lam, Co-founder and Chairman, GoGoX
- Dennis Lun, Co-founder and Chief Executive Officer, 10Life
- Alice Wong, FCCA, Group Chief Financial Officer and Company Secretary, Hong Kong Technology Venture Company Limited
- Dr Mark Lee, Research Director, Asia Pacific Institute for Strategy (moderator)

Smart investing in yourself: Continuous self-empowerment for success

- Dr Eva Chan, FCCA, Certified Executive Coach and Regional Chair, Greater China, Association for Coaching
- Jackson Chan, Co-founder and Executive Director, KOS International Holdings Limited
- Margaret Cheng, JP, Human Resources Director, MTR Corporation Limited
- Professor Allen Huang, Associate Dean, School of Business and Management and Professor, Department of Accounting, The Hong Kong University of Science and Technology
- Fanny Lung, FCCA, Finance Director, Swire Properties Limited
- Teddy Liu, FCCA, Founder and Chief Executive Officer, Corporate & Talent Development Limited (moderator)

At the conference, Adrian Chong, Policy Manager of ACCA, also presented key findings from ACCA's insight reports, highlighting the global forces redefining the accountancy profession and exploring the critical skill sets that will shape the future of accounting.

ACCA Hong Kong extends its sincere gratitude to the following sponsors for their generous support of this year's conference, which helped foster industry exchange and future development.

Diamond Sponsor: Oracle System Hong Kong Limited

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Professor Frederick Ma, Chairman of Hong Kong Trade Development Council and Chairman of FWD Group Holdings Limited, serves as Guest of Honour at the ACCA Annual Conference and remarks in his opening address that whether it is a city, a business or an individual, achieving success demands an unwavering commitment to progress. To remain stagnant is to fall behind. Remaining humble, embracing lifelong learning, being daring and continuously striving for self-empowerment are the qualities we need to thrive in a world defined by constant transformation. ‘Smart Investing’ must extend beyond assets, enterprises, and talent. We must also invest in our health and inner well-being, so that we may contribute meaningfully to society and help create a better world for all.



Stanley Ho, Chairman of ACCA Hong Kong, delivers the welcome address, stating that the role of modern accounting and finance professionals is pivotal to shaping business strategy and advancing sustainable development across society. That is why this year’s Annual Conference adopts the theme ‘Smart Investing’. It speaks not only to asset allocation, but also to the importance of long-term thinking, a commitment to the future, and a steadfast pursuit of lasting value. These are also the core pillars of ACCA, which continue to guide us in leading the profession globally with vision and purpose.

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About ACCA

We are ACCA (the Association of Chartered Certified Accountants), a globally recognised professional accountancy body providing qualifications and advancing standards in accountancy worldwide.

Founded in 1904 to widen access to the accountancy profession, we've long championed inclusion and today proudly support a diverse community of over **252,500** members and **526,000** future members in **180** countries.

ACCA now has over **29,000** members and **125,000** future members in China, with representative offices and contact points in 11 cities including Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Qingdao, Wuhan, Changsha, Hong Kong SAR and Macau SAR.

Our forward-looking qualifications, continuous learning and insights are respected and valued by employers in every sector. They equip individuals with the business and finance expertise and ethical judgment to create, protect, and report the sustainable value delivered by organisations and economies.

Guided by [our purpose and values](#), our vision is to develop the accountancy profession the world needs. Partnering with policymakers, standard setters, the donor community, educators and other accountancy bodies, we're strengthening and building a profession that drives a sustainable future for all.

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