

# Hong Kong CPAs and the Greater Bay Area Survey



Hong Kong Institute of  
Certified Public Accountants  
香港會計師公會



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The Hong Kong Institute of Certified Public Accountants is the only body authorized by law to register certified public accountants and grant practising certificates in Hong Kong. The Institute has more than 46,000 members and more than 16,000 students. Members of the Institute are entitled to the description "certified public accountant" and to the designation CPA.

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# Message from the Chairman of the Greater Bay Area Committee

The Guangdong-Hong Kong-Macau Greater Bay Area (GBA) is a globally recognized innovation and technology hub and positioned to become one of the most vibrant world-class city clusters.

The Hong Kong Institute of Certified Public Accountants set up the GBA Committee in July 2019 to explore the opportunities available in the area for Hong Kong's accountants.

The committee has developed a strategy to drive its advocacy and organize activities relevant to the needs of members. Although COVID-19 has disrupted cross-border travel opportunities, the Institute remains committed to supporting members' development of business and career opportunities in the GBA. For example, the Institute has been running a series of webinars on working and living in the GBA.

This survey was conducted between May and June 2021 by the Institute for the committee to collect the views members and Qualification Programme (QP) students about the GBA, and the opportunities they think are in the Mainland cities of the GBA for Hong Kong CPAs.

The survey received 221 responses from 166 members and 65 QP students. I thank them all for their time in completing the survey. More demographic information about the respondents can be found on page 9.

The results of the survey will be used by the committee to inform and evolve the Institute's GBA strategy and initiatives.

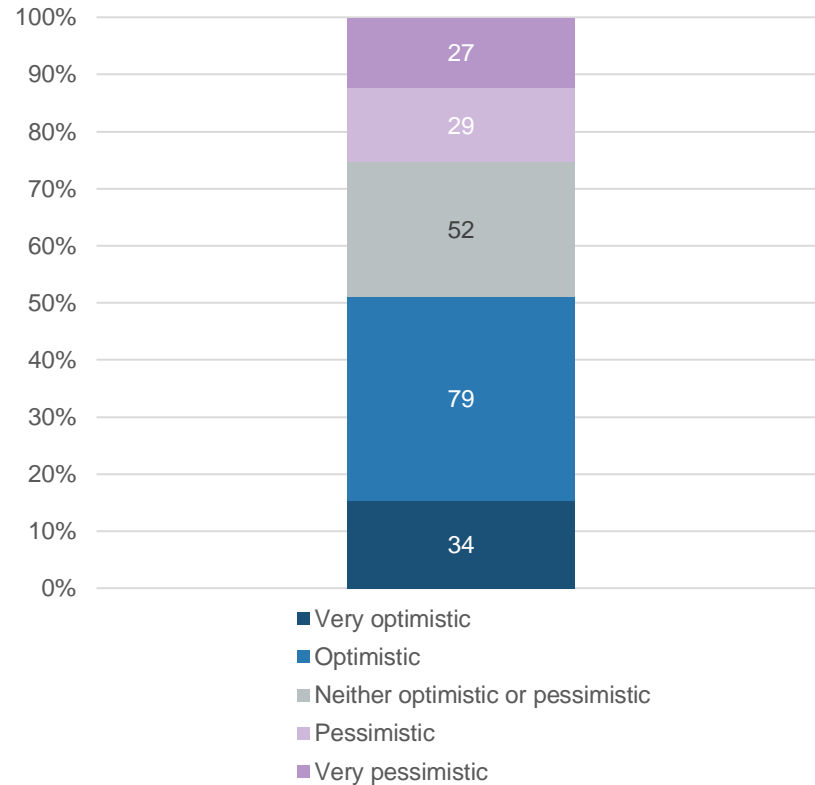
Johnson Kong  
Chairman, Greater Bay Area Committee



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# Opportunities in the GBA for Hong Kong CPAs

How optimistic are you about the opportunities in the GBA for Hong Kong CPAs?



Top three services that CPAs can provide in the Mainland



Business advisory / consulting services



Initial public offering advisory



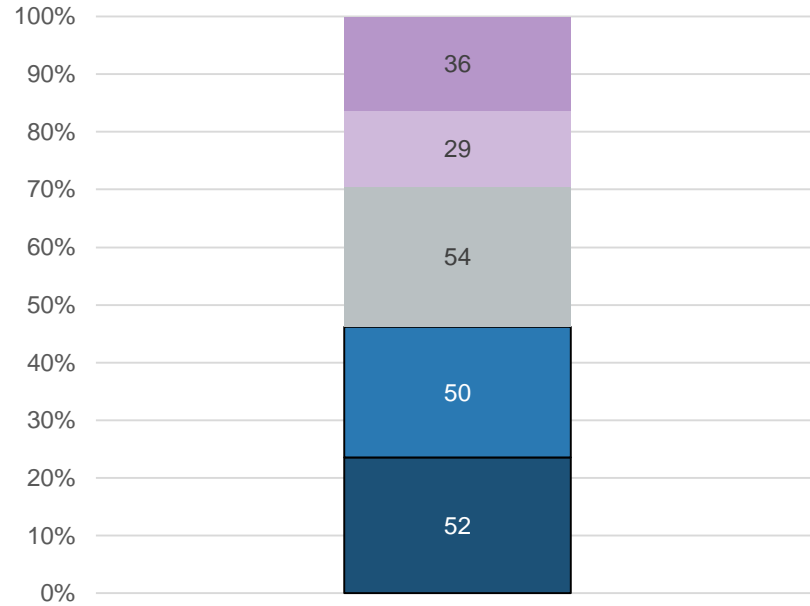
Corporate finance services



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# Opportunities in the GBA for organizations

How do you view the importance of the GBA to your organization's growth prospects?



■ Very important   
 ■ Important   
 ■ Moderately important  
■ Of little importance   
 ■ Not at all important

## Support measures in order to start or grow business in the Mainland

Members in practice and members in business had slightly different top three support measures in order to start or grow and take advantage of the opportunities in the Mainland GBA.

For members in practice, the policies were:



Removing barriers to practising in the Mainland



Recognition of professional qualifications



Simplifying business registration processes

For members in business the policies were:



Clarifying policies and regulation



Recognition of professional qualifications



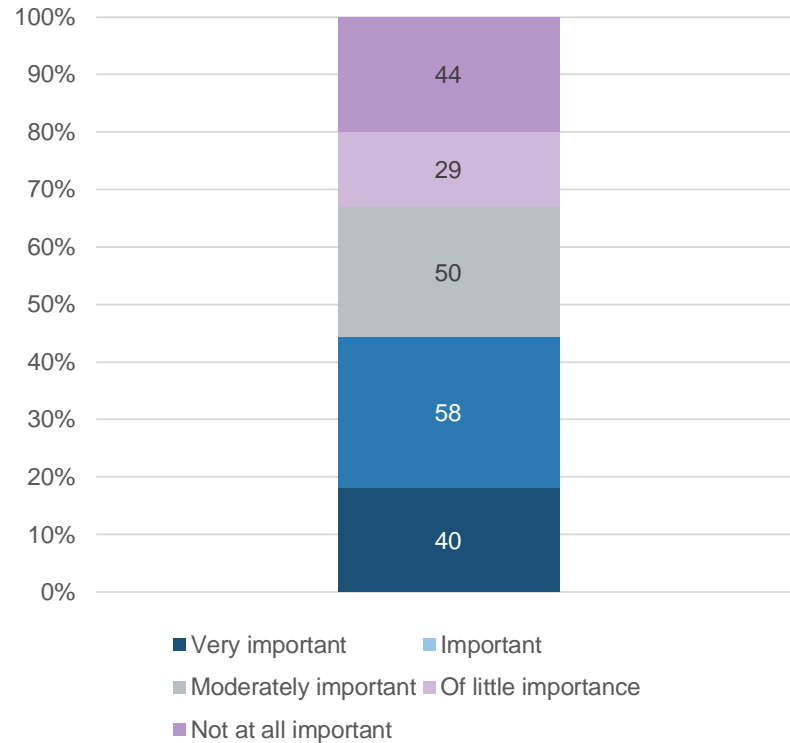
Simplifying business registration processes



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# Opportunities in the GBA for individuals

How do you view the importance of the GBA to your career?



Top three support measures in order to support individuals in the Mainland



Similar tax rate to Hong Kong



Access to job opportunities/  
talent programme



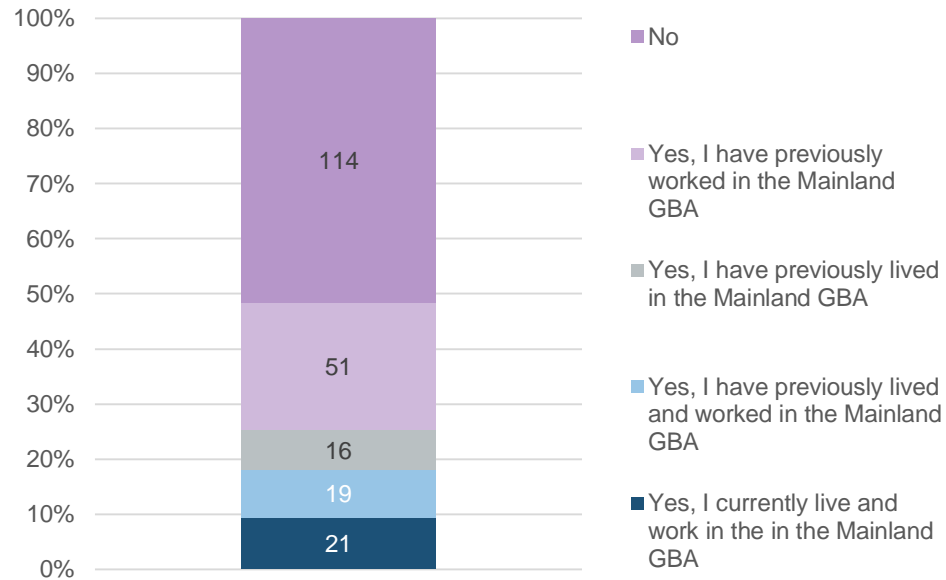
Access to medical services



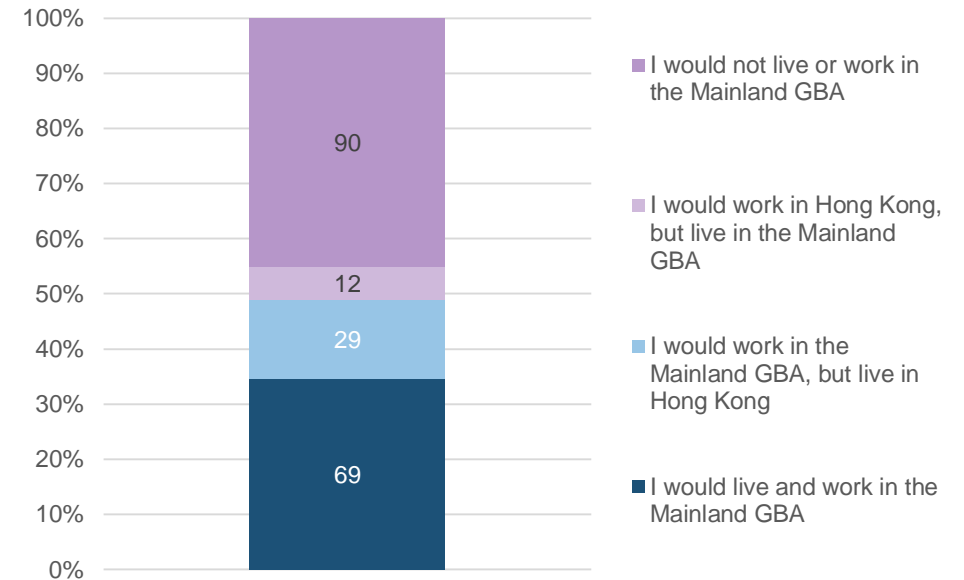
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# Working and living in the Mainland GBA

Do you currently, or have you previously, lived or worked in the Mainland GBA?



Would you consider living and/or working in the Mainland GBA?

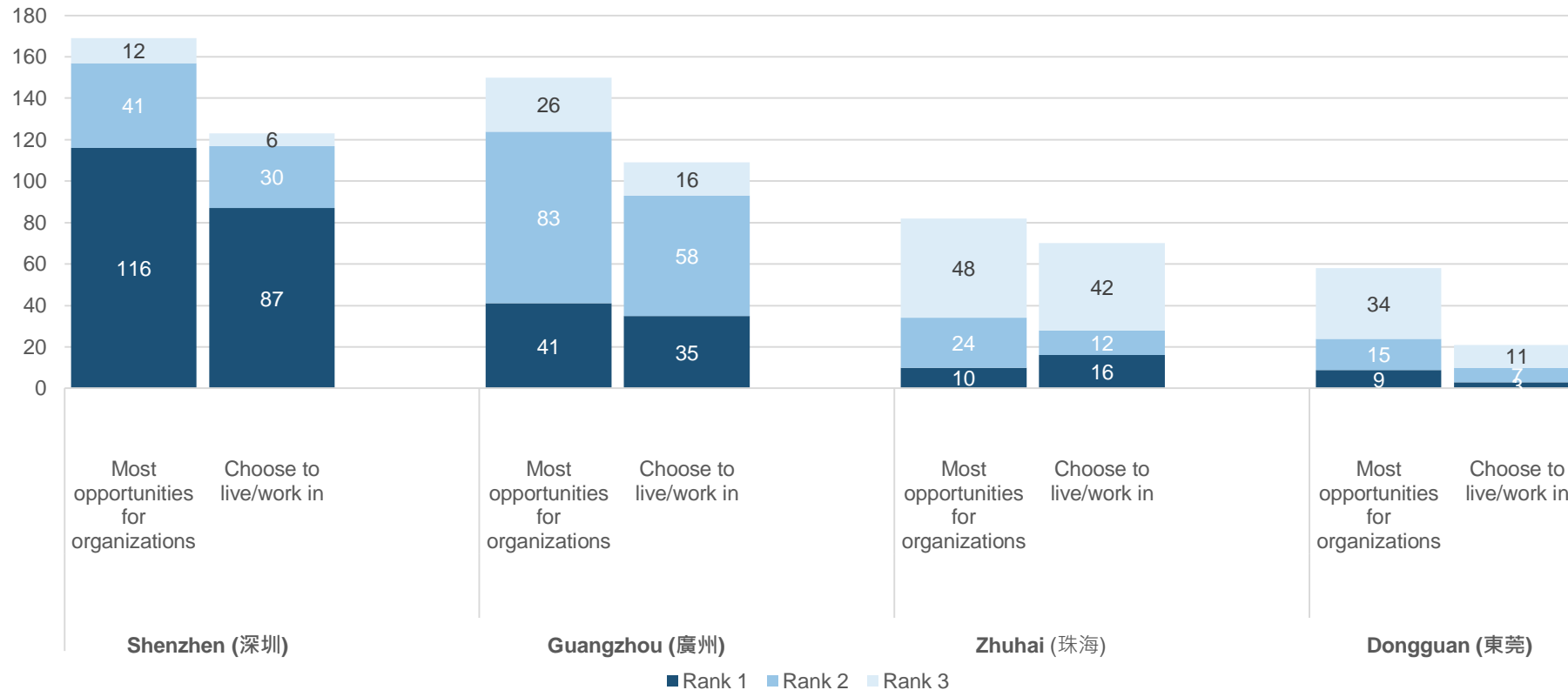


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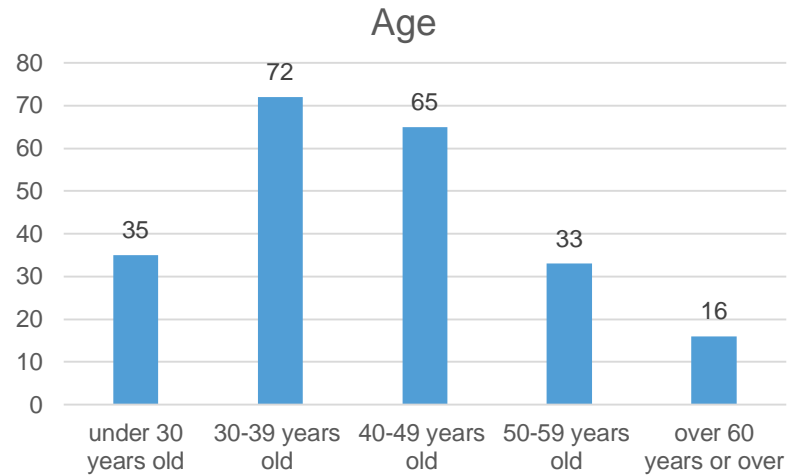
# Top cities for organizations and individuals

Shenzhen, Guangzhou and Zhuhai were the top three cities for both living and working in, with Shenzhen the clear favourite among respondents.

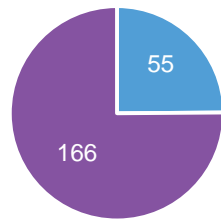


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# Demographic information

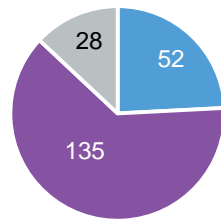


Members / students



■ QP student ■ Member

Position

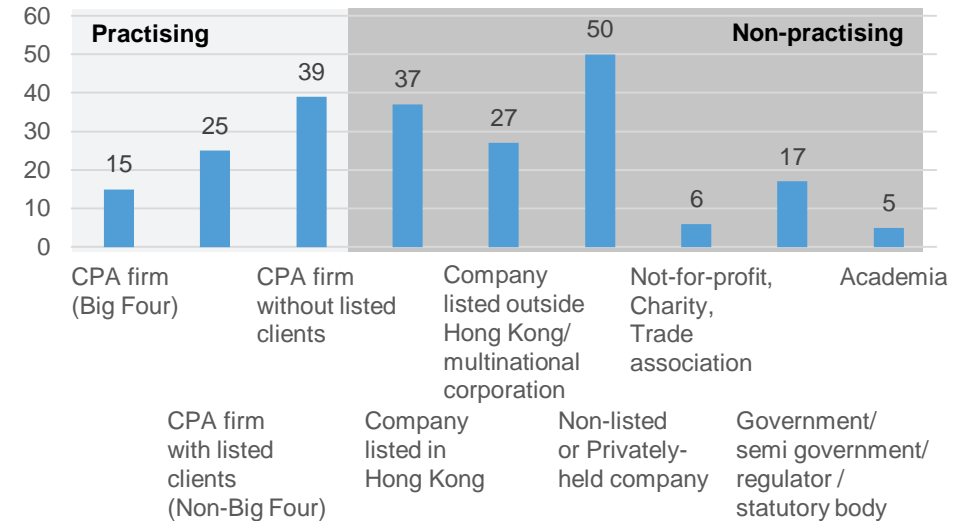


■ Executive / C-suite / Partner  
■ Senior to middle management  
■ Junior staff

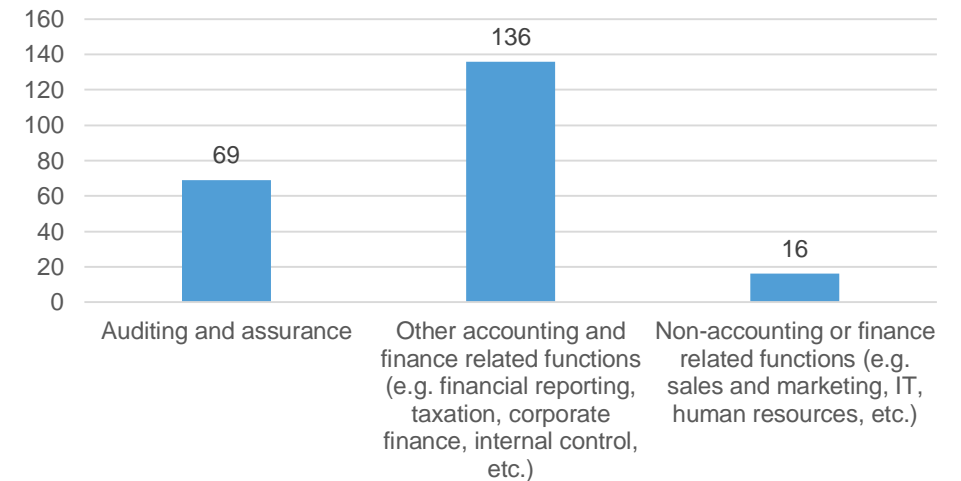


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## Nature of organization



## Main job responsibility





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