



EUNICE CHU

FEBRUARY 2020
TALKS & TOPICS

*Based in Hong Kong,
Professional Accountant
Eunice Chu helps thousands
of entrepreneurs start and
successfully run their
business to grow, and live
the lifestyles they
deserve.*



With Eunice's professional presentation and great illustration by practical examples, we received overwhelming enrolments and even the re-run of one of the aforesaid trainings. All the training sessions were rated highly by the attendees.

***Mr. Teddy Liu, General Manager
New World Development Limited***

Welcome to Business GPS Insight

By Eunice Chu

It's an honor and a privilege to speak at your upcoming function.

Being a professional accountant in Hong Kong, I am a seasoned speaker in industry forums, events and conferences. Grounded with solid business experience, I delivered compelling speeches, seminars and training to corporates, universities, training institutes and government bodies in Hong Kong, Singapore, Macao, Vietnam, Shanghai and New York.

My speeches cover the topics on "Empowering one's life through entrepreneurship", "Obtaining government funding to fuel business expansion". "Five practical steps that put entrepreneurship in action", "Smart business financials" and "Practical applications of International Financial Reporting Standards".

All the speeches and seminars are illustrated with vivid stories and real life cases that target to fusion entertainment and education to become "Edutainment". The audience often finds them both enlightening and entertaining. They embody excellent knowledge that becomes the Business GPS insight which every business owner needs.

In the corporate world, I founded and built a 7 figure consulting business with a team of 10 professional staff dedicated to serving hundreds of small and medium enterprises per year. Equipped with profound industry knowledge, over 24-year of experience and a customer centric attitude, my team and I deliver efficient and tailored-made services that exceed the demanding requirements of different customers.

Over the years, we help thousands of entrepreneurs to start and run their business successfully in Hong Kong and China; to expand their businesses overseas and manage their financials so they can have the lifestyles they deserve.

Our mission is to create an impact; to improve and upgrade people's lives and thoughts through inspiration, knowledge and experience sharing.

Thank you for your interest in working together and we look forward to working with you to create the results you are after!



Rave Reviews From Worldwide Event Organizers



Ms. Eunice Chu was the most excellent lecturer with thorough materials, practical examples and professional presentation skill.

**Mr. Luu Duc Tuyen, Deputy General Director,
Ministry of Finance of Vietnam.**

At the event, Eunice gave an overview of the 'Funding schemes for SMEs'. Eunice's lecture was very informative with lots of information and her talk was presented in a lively and interesting way.

**Ute Winkler, Event Organizer,
Hong Kong international Business Community**



Appearances at Conferences & Presentations

Corporates

New World Development Company Limited in Hong Kong
Sands China Limited in Macao
Sands China Zhuhai Limited in China
Bank of China
Sony Music International Inc. in New York
D & Partners CPA Limited
FTMS Global Training in Hong Kong and Singapore
PriceWaterhouseCoopers Agile Finance Forum
Deloitte
Ernst & Young
KPMG CFO Cocktail
Kaplan Hong Kong

Government

Treasury Department of Hong Kong
Ministry of Finance of Vietnam
The Committee for the Registry of Auditors and Accountants (CRAC) of Macau

Universities

The University of Hong Kong
The Chinese University of Hong Kong
Shanghai National Accounting Institute in Shanghai
Hong Kong Baptist University

Social Clubs

Hong Kong International Business Community

Pick One of These Compelling Talks:

Empower your life through entrepreneurship

Five practical steps that put entrepreneurship in action

A lot of entrepreneurs who have brilliant ideas and business plans in mind and they would love to start their own business. Yet they are struggling where to start and how to prioritize. They don't have a procedure or a system to follow. They don't know what type of company to set up, where to get some government funding, if available, how to deal with banks, which area to focus on their business and how to comply with all the regulatory requirements.

They need a business GPS to help them navigate the business landscape. This talk offers five practical steps that put entrepreneurship in action. Each step will be illustrated with real life cases and examples.

Step 1: Get the structure Right.

Step 2: Focus on Key Success Factors.

Step 3: Empower your team.

Step 4: Manage your finance.

Step 5: Watch out compliance.

Expand your business by leveraging on the three easy-to-get government subsidies

Capital and funding sometimes are critical for business expansion and upgrading. It would be crucial for business leaders to understand the types of funding that are available in the market and how to better utilize them. To boost the economy and help SMEs, the Hong Kong government has offered a number of government subsidies with maximum HK\$4 million to qualified companies. The most relevant subsidies are:

- Export Marketing Fund (EMF)
- Branding, Upgrading and Domestic Sales Fund (BUD)
- Technology Voucher Program (TVP)

In this seminar, we try to answer below questions:

- What kinds of funding are available to SMEs?
- How to get funding?
- Is your company eligible?
- What are the processes?



Five Financial Pitfalls that every expat should avoid

Expats working away from their hometown often face many challenges. The most important and devastating one, if not handled properly, would be the financial issues. With over twenty years of experience serving the expats, we have observed five important financial pitfalls that every expat should avoid.

In this seminar, I will illustrate the five important financial pitfalls with real life examples that aim to help expats avoid financial traps in Hong Kong and provide practical solutions as follows:

1. Continue your investment plan
2. Save up for the tax bill
3. Separate rental reimbursement from salary
4. Understand the Mandatory Provident Fund (MPF)
5. Learn the visa rules

Five golden rules that increase business success

We see hundreds of entrepreneurs and startups that put their business idea into practice. Some of them succeed while many others fail. After researching and analyzing them in detail, we deduced five major rules that help businesses increase their success.

Should entrepreneurs observe and adhere to these five critical rules, then they can drastically increase the chance of their business success. In this seminar, we will illustrate the five golden rules that increase business success with real life business examples. The purposes are to help business owners to:

- Match your offering to the market opportunities;
- Improve the attraction of your offering;
- Focus on the customers' experience;
- Get the right pricing structure;
- Differentiate from others





About Eunice Chu

Entrepreneurial background

Eunice Chu is a true entrepreneur for over two decades. She has set up, run, developed and sold over ten companies. She is the founder of E&M Business Consulting Limited that helps small and medium enterprises to start up, run and expand the business in Hong Kong and Asia.

As an entrepreneur, Eunice has a passion for business strategy, development and organizational behavior. Being a certified public accountant in Hong Kong, she provides professional advice to business owners and

partners with them to grow and develop their business.

Profit speaking experience

She is also the seasoned speaker in various industry seminars, forums and events. She gives interesting talks and seminars on entrepreneurship and business behaviour to social clubs, business networking groups. She developed inspiring talks on “Empower your life through entrepreneurship” and practical seminars on “Expand your business by leveraging on the three easy-to-get government funds”.

Corporate trainings

Eunice also delivers corporate trainings to New World Development Limited (well-known property developer), Bank of China, Sands China Limited (Macao number one casino and entertainment group), Sony Music International Limited (Fortune 500 company) in New York, the Treasury Department of the Hong Kong Government, The Committee for the Registry of Auditors and Accountants (CRAC) of Macau and the Ministry of Finance of Vietnam, D& Partner CPA firm in Hong Kong. She is a visiting lecturer to a number of universities and education institutions in Hong Kong and China, including the Shanghai National Accounting Institute, the University of Hong Kong, the Chinese University of Hong Kong, the Hong

Kong Baptist University, FTMS Training Systems (HK) Limited and Kaplan Hong Kong.

Corporate experience

Eunice gained extensive senior finance management experience as the Regional Finance Director of a Fortune 500 multinational corporation. And she has also worked as an auditor in PricewaterhouseCoopers.

Education background

She holds a Master and Bachelor degree in Business Administration from the University of London in the United Kingdom and the Chinese University of Hong Kong respectively. She is a fellow member of several professional accounting associations.



China and Trump fears weigh on SAR outlook

Hong Kong's economy is expected to perform poorly next year, according to a survey last month by the Association of Chartered Certified Accountants.

Of the more than 300 respondents, 35 percent take this pessimistic view, up from 29 percent asked last year about their 2016 economic outlook.

"Uncertainties in prospects for the global economy, such as the policy direction of the new US administration and the slowdown in China's economy, are causing the negative outlook," said Eunice Chu, ACCA's Hong Kong head of policy.

High property prices and rents, the local political environment and the slowing of

Only 5 percent said the SAR economy will perform well next year, while 58 percent took the view that there will hardly be any significant change.

"Those who work in large corporations tend to be more positive on next year's outlook," said Chu, adding "large corporations have a wider income source than small- and medium-size enterprises."

About 63 percent, comprising accounting and finance professionals, predicted Hong Kong's 2017 GDP growth to come in below 2 percent.

They had an almost balanced view of Donald Trump's presidency. About 44 percent said his policies will have a negative impact on Hong Kong and 41 percent said they will hardly matter.

Chu said assessing Trump's impact on the global economy is still early.

The respondents cited digital revolution as the most important trend that could affect industries over the next five years, and workplace mobility came in second among major concerns.

They said regulatory changes, staff costs and global economic conditions are top major challenges next year.

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全部 港聞及華 經濟新聞 地產新聞 中國新聞 港聞新聞 時事新聞 即時新聞 商業廣告 港

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We appreciated that E&M could commit the deadline to finish four-year audited accounts even we met them in May 2017 only. In addition, they acted as a solution provider on financial matters and business development which was helpful.

Loretta Man Ying So,
S&T Logistic Co Limited





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*Ute Winkler, Event Organizer
Hong Kong international Business Community*



The team has been consistently responsive, attentive and helpful in providing professional services and sound advice, and we look forward to continuing to work with them for many years to come.

*Martin Capstick, Founder
Exceed Sport Entertainment Limited*



I would highly recommend E&M to anyone seeking to renew their Hong Kong visa. The company and its staff are professional, helpful and were able to assist me in renewing my visa very quickly.

*Joshua Adam Olsan, CEO
UI Holdings Limited*



E&M is very reliable and patient and have always managed to provide us with professional advice in a timely manner. We highly recommend their services.

*Lloyd Tsoi, Managing Director
KeePer ProShop*



'We have been very happy with E&M 's services for several years now. We found it well adapted to small and medium businesses in advising us in our growth, our tax strategy and the flexibility needed for smaller businesses. E&M has both the accounting rigor and the law knowhow that permits to best structure our business and getting it ready for future growth.'

*Jeremy Lancksweert, Director
Green Delta Limited*

Contact

Find out more about Eunice's background and speaking style by visiting:

www.eunicechu.com

You can also view videos' of Eunice in action online by clicking on these links:

Radio interview: <https://www.facebook.com/SaadiaRTHKR3/videos/3194825720742467/>

Facebook fan page: Eunice Chu Chu – Accounting

https://www.facebook.com/pg/Eunice-Chu-Chu-Accounting-816858115359718/videos/?ref=page_internal

Video 1: www.eunicechu.com

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