By joining this programme, participants will be able to understand thoroughly about IPO, including its pros and cons, process, critical issues, factors affecting the success, regulatory requirements and disclosures, etc. Real case studies and simulation exercises will be used to enhance the learning outcome.

HOW TO MAKE SURE THE IPO PROCESS IS SMOOTH AND EFFECTIVE?

HKU FACULTY / TRAINER:

Mr. David S. LEE
Principal Lecturer in Accounting and Law, BFin (AMPB) Deputy Programme Director and Admissions Tutor, HKU Business School

Dr. Eva CHAN
Chairman, Hong Kong Investor Relations Association
PROGRAMME STRUCTURE:

In this 3-day programme, you will benefit from a rich learning experience with integrated faculty teaching, case studies, discussions, industry experts sharing and simulation exercises. You will understand the best practices and potential pitfalls when listing an IPO.

**Day 1 (26 August 2023):**
- The listing requirements of different stock exchanges
- The pros and cons of IPO
- Other alternatives instead of IPO
- Backdoor listing
- How to plan a listing?
- The process of IPO
- Rules and regulations of listing in Hong Kong

**Day 2 (2 September 2023):**
- Accounting and taxation issues
- Recruiting a strategic board
- Corporate governance and internal control
- The need for valuation
- How to incorporate ESG into corporate strategy
- Preparation of the prospectus
- Underwriting arrangements
- Building an equity story, research reports, and training prior to roadshow
- Marketing the deals, sales and stabilisation

**Day 3 (9 September 2023):**
- Critical issues during IPO
- Common factors contributing to IPO failure
- IPO case study
- The challenges between the IPO founders and professional parties
- Simulation exercise

**PROGRAMME FEE:**

HK$25,000 per participant

- **Early Bird Discount:** 5% off
  (Registration has to be submitted before 17 Jul 2023)

- **Group Discount:** 10% off
  (Minimum of 3 participants from the same organisation registering for the programme)

- **HKU Alumni and Staff Discount:** 10% off
  (Please indicate your alumni status in your registration, then we will advise and confirm on your eligibility)

*Only one type of discount can be applied per enrollment. The discount cannot be used in conjunction with other promotions, discounts or offers. In the event of a dispute, provision of the discount(s) is subject to the sole discretion and final decision of HKU Business School.*