



**HKU
BUSINESS
SCHOOL**
港大經管學院

Executive
Education
高層管理教育



INITIAL PUBLIC OFFERING (IPO) ESSENTIALS

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

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.



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:

- 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:

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- 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:

- 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 2024)
- **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.



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