



HONG KONG INVESTOR RELATIONS ASSOCIATION

Hong Kong Investor Relations Association (HKIRA) is in collaboration with The Investor Relations Society of the United Kingdom to introduce the Certificate in Investor Relations (CIR) in Hong Kong.

Certificate in Investor Relations (CIR) of the IR Society (UK)

The CIR currently runs in the UK, Hong Kong, Indonesia, Malaysia, the Middle East (CIRO), Russia, Singapore, and Sri Lanka.

The aim of the qualification is to ensure an appropriate level of factual knowledge of regulatory requirements and of the financial and market environment, which will enable the practitioner to operate competently and safely.

The benefits of obtaining the Certificate include:

- Demonstrates competence
- Enhanced career development
- Professional recognition with the IR community

Details of the qualification:

The qualification is for everyone working in investor relations or thinking about a move into investor relations in Hong Kong, the PRC or overseas.

Process for taking the CIR:

1. Register and Pay
2. Receive study guide and mock exam details
3. Attend 'CIR Revision' course (optional but recommended)
4. Sit final CIR exam

Cost:

Price (HKD)	HKIRA member	HKIRA non-member
Original cost	\$10,000	\$13,000
Early Bird Discounted price	\$8,500	\$11,050

Early bird discount is 15% off the original cost and is offered to registration made six weeks before examination.

The cost includes the CIR study guide, one-day revision course and examination.

Syllabus - summary

1. The Principles of Investor Relations

- 1.1 Introduction to IR
- 1.2 Why companies need IR
- 1.3 What makes a successful IR function
- 1.4 The scope of IR

2. Financial Markets

- 2.1 Global financial markets
- 2.2 How do equity markets or stock markets work
- 2.3 Equity investors
- 2.4 Debt investors

3. Companies & Regulation

- 3.1 Limited companies
- 3.2 UK Companies Act (CA) 2006
- 3.3 Statutory reporting & financial reporting calendar

4. Regulatory Environment

- 4.1 Introduction
- 4.2 Market abuse
- 4.3 Listing rules
- 4.4 The disclosure rules and transparency rules
- 4.5 Periodic financial reporting
- 4.6 Corporate governance
- 4.7 Takeover panel
- 4.8 Regulatory announcements
- 4.9 The AIM rules
- 4.10 Summary of the United States (US) regulations

5. Accounting, Valuation and Investment Principles

- 5.1 Introduction
- 5.2 Time value of money
- 5.3 Valuation Models and Measures
- 5.4 Portfolio theory
- 5.5 Accounts
- 5.6 Key financial ratios

6. Effective IR In Practice

- 6.1 The IR audiences
- 6.2 IR advisors
- 6.3 Internal relationships
- 6.4 Knowing your shareholders
- 6.5 Understanding disclosure obligations
- 6.6 Communications tools and techniques
- 6.7 The day-to-day business of IR
- 6.8 Measuring the value of IR

Studying for the CIR

Home study

The study guide provides a comprehensive introduction to the main subject areas required for the examination for the certificate in investor relations. It is meant to support other learning sources such as courses and reading material. The study guide summarises the required knowledge for each subject area. Each section of the study guide will indicate sources of further background reading for the candidate to broaden their knowledge. Candidates should also consider attendance on the HKIRA courses to expand their knowledge base and understanding of the topics covered.

As a revision aid candidates can take an online mock examination which will help them to assess whether they have grasped the key principles. The mock examination can be taken as often as is required.

Revision Course (Optional)

Aim : To revise subjects for the examination and assist candidates with any questions they may have on specific sections of the syllabus.

Who should attend : Registered candidates who have completed the CIR study guide and are preparing to take the CIR exam.

What you will learn : An overview of the CIR syllabus.

Dates : Please visit www.hkira.com for the coming dates of revision course.

Timings : The revision course starts at 9:00am and finishes at approximately 5:00pm. Lunch and refreshments are provided.

Examinations

The CIR exams take place in Hong Kong and last for One Hour. The examination comprises 60 multiple-choice questions, based on the topics set out in the syllabus.

Dates : Please visit www.hkira.com for the coming dates of examination.

Award Certificates

1. After passing the CIR examination, a Certificate of Investor Relations will be awarded from the Investor Relations Society of United Kingdom.
2. After attending the one-day revision course, a Certificate of Attendance will be awarded from the Hong Kong Investor Relations Association.

How to Register

By Post : Hong Kong Investor Relations Association
11/F China United Plaza,
1008 Tai Nan West Street,
Lai Chi Kok,
Kowloon.

Via the HKIRA website : www.hkira.com

Confirmation

Once we have received your registration, confirmation will be sent by mail – this may take 6-7 days. The study material will not be dispatched until full payment has been received.

Terms and Conditions

No refund is allowed for all payments made. HKIRA reserves the right to alter or cancel the programme, alter the dates of revision course and examination if necessary.

HONG KONG INVESTOR RELATIONS ASSOCIATION (“HKIRA”)

HKIRA is a professional association in Hong Kong comprising international professionals and investor relations practitioners responsible for communications between corporate management and the investment community.

HKIRA advocates the setting of international standards in investor relations education and advances the practice of investor relations to global standards as well as cultivating potential keen individuals to this profession.

Mission

HKIRA is dedicated to advancing the practice of investor relations and professional competency and stature of its members.

Vision

The objectives of the Hong Kong Investor Relations Association are to promote excellence in investor relations through:

1. Increasing awareness of investor relations techniques and best practice;
2. Providing a forum for members to exchange views and share knowledge and experiences;
3. Carrying out research, publishing information and providing education and training.
4. Representing the views of the members to regulatory bodies, the investment community and government; and
5. Supporting high professional and ethical standards in the practice of investor relations

Contact Us :

Hong Kong Investor Relations Association
11/F China United Plaza,
1008 Tai Nan West Street,
Lai Chi Kok,
Kowloon.

Tel : (852) 2117 1846

Website : www.hkira.com

Email : info@hkira.com