



## Our directors

Mr. Charles Ho  
CPA (Practising), FCCA

Mr. Steve Chung  
CPA (Practising), SCAA, MAcc

Mr. Simon Leung  
CPA (Practising), ACCA

## Our mission

Qualitative services

Making value

Accountability

Reliable and professional

Keeping improvement

## Our vision

Becoming a well-known CPA firm

## Our correspondences

Room 2203, 22/F

Tung Wai Commercial Bldg

109-111 Gloucester Road

Wanchai

Hong Kong

☎ (852) 28646144

☎ (852) 25291087

🌐 [www.qual-mark.com.hk](http://www.qual-mark.com.hk)

## New Practice Name, New Branding

Ho & Chung CPA Limited officially announces the change of its name to Qual-Mark CPA Limited 優誌執業會計師有限公司 on 21 June 2013. The new practice name is not only an identification of our practice but also our new branding. Where "Qual" stands for **Q**ualitative services; "M" for **M**aking value; "A" for **A**ccountability; "R" for **R**eliable and professional; and "K" for **K**eeping improvement, our mission has fully integrated into the new practice name. Furthermore, Qual-Mark gives our practice a distinctive as well as a positive and aggressive image. We wish that our clients, business associates, workmates and other stakeholders (including general public) will be impressed by our new branding.

## Everlasting Chocolates

Chocolates, since ancient time, have made its admirers love and hate. The world is changing but the delicious memories are lasting forever. Like making chocolates, life requires constant stirring and temperature control; and uses different materials to produce various flavors. Both pure enjoyment, there are endless aftertaste ...



After experiencing entrepreneurial years, Mr. Pat Cheung, the founder of AMER Chocolate, has selected chocolate business as his life career. Pat's goal is to link up the memorable delicious of chocolate and interpersonal relationships. Because of plasticity and ever-changing taste, Pat positions in the high concentration chocolates market to meet the tastes of various users, from high-end taste suitors to low-end general public.

AMER Chocolate's product series include gift boxes as well as Private Label chocolates. According to Pat, Private Label chocolates are usually expensive with the exception of AMER Chocolate; that is unique on the market. Private Label actually infiltrates emotional elements to DARK chocolate that would, by unique taste and packaging, strengthen the relationship of the receiver and the giver; especially when tasting chocolate, the receiver would inadvertently recall the kindness of the giver. Moreover, the wrapping paper would undoubtedly deliver direct, sharing, encouraging as well as faith messages for the customers of AMER Chocolate. Compared with purely direct sales, soft packaging produces an everlasting connection between the customers and the receivers of chocolate; that is the subtlety of Private Label.



## Editor's message

This year's Financial Budget is relatively uninspired since the reunification. It basically follows the budget of last year but only deleted some candies measures and updated some figures. In lacking of new ideas, its contents are lackluster and do not deal with the seriously uneven distribution of wealth in our society. This social problem closely relates to the current tax system that has spent more than a century. At the time of enacting the Inland Revenue Ordinance, company's profits, salaries, rental income and interest income were the major sources of income of Hong Kong people. So the direct taxes include profits tax, salaries tax, property tax and interest tax. Interest tax had been abolished because the tax involved was immaterial.

As time passed, Hong Kong has become the Asia-Pacific Financial Center; real estate and finance industries are booming. Many full-time investors are active in properties, stocks, gold and derivatives markets. The profits from the investing activities, however, are tax exempted and, as such, the wealth cannot, through the tax system, be effectively shifted from investors to low-income people. That is a major cause of wealth disparity. I shall share my proposed solutions at the next issue.

Steve Chung  
Managing Director

## 2013 Hong Kong Professional Elite Ladies Selection

Since 2011, JCI City Lady organizes Hong Kong Professional Elite Ladies Selection ("the Project") every year and this year is the Third. The Project aims at recognizing outstanding professional ladies and the values they represent; to establish a comprehensive and proper awareness of what constitutes professional lady, including cultivation, conversation, etiquette, interpersonal skills, attitude to life and contribution to society, etc.; and to set a model for the next generation to enhance their personal qualities.



It is our honour to act as the Independent Accountant of the Project for these three years. We will assist the independent judge panel to preliminarily assess the qualifications of the candidates. To present a fair and impartial selection process, all nomination forms must be sent directly to our office for initial screening; the personal information of all qualified candidates will be sent to the independent judges for reference and arranging interviews.



## 2013/14 Tax Measures

The 2013/14 financial budget proposed by the Financial Secretary was resolved by Legislative Council on 14 May 2013. The following measures will have financial impact to many tax payers.

- Reduce 75% of profits tax, salaries tax and tax under personal assessment with an upper limit of HK\$10,000 for the year of assessment 2012/13;
- Increase child allowances from HK\$63,000 to HK\$70,000;
- Increase total child allowances in the year of birth from HK\$126,000 to HK\$140,000;
- Raise the upper limit of self-education expense from HK\$60,000 to HK\$80,000; and
- Waive business registration fees for 2013/14.

The following example illustrates the financial impact of the foregoing measures.

Mr. and Mrs. Li is a married couple having a son of 4-year-old and will have a new baby in June 2013. During 2012/13, they have assessable profit of HK\$500,000 from a business and assessable income of HK\$200,000 under an employment. Suppose that Mr. and Mrs. Li apply for personal assessment, they can save HK\$15,570 under the aforesaid tax measure in 2012/13 and 2013/14 (provisional tax). The following table shows the detailed calculation.

|   | 2012/13 | 2013/14 | Total  |
|---|---------|---------|--------|
| Tax liability before the above tax measures | 55,490  | 34,070  | 89,560 |
| Tax liability after the above tax measures  | 45,490  | 30,500  | 75,990 |
| Tax saved                                   | 10,000  | 3,570   | 13,570 |
| Waiver of business registration fee         | Nil     | 2,000   | 2,000  |
| Total savings                               | 10,000  | 5,570   | 15,570 |



## 編者的話

本年度的財政預算案是回歸十六年以來比較缺乏創意的一份財政預算案，基本上是拿去年的財政預算案刪去派糖部分以及更新了數字和年份而已，其他別無新意，內容乏善可陳，對於社會現時財富分配嚴重不均的現象視若無睹，未有對症下藥。查香港社會的財富分配不均與現行稅制息息相關，香港現行的稅務條例沿用超過一個世紀，當年制定稅務條例時公司利潤、薪津、租金收入和利息收入是香港市民的主要收入來源，所以稅務條例的直接稅稅種分為利得稅、薪俸稅、物業稅和利息稅。而利息稅因稅收不多早已被廢除。

時移勢易，現時香港是亞太金融中心，地產業和金融業發展蓬勃，許多全職投資者活躍於房地產、股票、黃金、和衍生工具市場，偏偏投資活動的利潤不用納稅，使財富未能有效地透過稅收制度從投資者轉移至低收入戶，結果導致現時貧富懸殊的現象。建議解決方案留待下回分解。

鍾可成  
董事總經理

## 2013 全港時尚專業女性選舉

自 2011 年起，城市女青年商會每年都舉辦「全港時尚專業女性選舉」，今年已是第三屆。這個工作計劃的目的是為了表揚傑出「專業女性」以及她們所代表的價值觀，並希望能令大眾全面及正確認識何為「專業女性」，當中包括學養、談吐、禮儀、待人接物、生活態度及對社會貢獻等等，並為下一代建立「專業女性」的楷模，以她們為目標，提升個人質素。



本所有幸連續三年擔任「全港時尚專業女性選舉」的獨立會計師，協助獨立評審團初步評定參選者的資格，為表示選舉過程公平公正和不偏不倚，所有提名表格需直接寄往本所，經初步篩選後，本所會將符合資格的參選者的資料送往獨立評審團，以供評審參考和安排面試。

## 2013/14 年度稅務寬減措施

由財政司司長建議的 2013/14 年度的財政預算案已於 2013 年 5 月 14 日在立法會通過。下列措施將對許多納稅人有財務影響。

- 2012/13 課稅年度的利得稅、薪俸稅及個人入息課稅獲 75% 的稅款寬減，上限港幣 10,000 元；
- 子女免稅額由港幣 63,000 元提高至港幣 70,000 元；
- 出生當年的子女免稅總額由港幣 126,000 元提高至港幣 140,000 元；
- 個人進修開支扣除額的上限由港幣 60,000 元提高至港幣 80,000 元；及
- 寬免 2013/14 年度商業登記費。

以下例子示範上述稅務措施對納稅人的財務影響。

李先生和李太太是一對已婚夫婦，他們現時育有一名四歲的兒子，而他們的新生嬰兒將在 2013 年六月出世。在 2012/13 課稅年度，他們從生意中賺取了港幣 500,000 元的應評稅溢利，以及因受聘而獲得港幣 200,000 元的應評稅收入。假設李氏夫婦申請個人入息課稅，在新的稅務措施下，他們在 2012/13 及 2013/14(預繳稅)課稅年度合共可節省港幣 15,570 元。下表展示計算詳情。

|              | 2012/13 | 2013/14 | 合計     |
|--------------|---------|---------|--------|
| 新稅務措施推出前應付稅款 | 55,490  | 34,070  | 89,560 |
| 新稅務措施推出後應付稅款 | 45,490  | 30,500  | 75,990 |
| 已節省稅款        | 10,000  | 3,570   | 13,570 |
| 寬免商業登記費      | 無       | 2,000   | 2,000  |
| 合共節省款項       | 10,000  | 5,570   | 15,570 |





## 我們的董事

何志柱先生

執業會計師

英國特許會計師公會資深會員

鍾可成先生

執業會計師

華人會計師公會會員

會計學碩士

梁世安先生

執業會計師

英國特許會計師公會會員

## 我們的宗旨

優質服務

創造價值

問責制度

可靠專業

精益求精

## 我們的願景

成為馳名的會計師事務所

## 我們的聯絡資料

香港灣仔

告士打道 109-111 號

東惠商業大廈

22 樓 2203 室

☎(852) 28646144

☎(852) 25291087

🌐www.qual-mark.com.hk

## 新名稱·新品牌

何鍾會計師事務所有限公司欣然宣布其業務名稱於 2013 年 6 月 21 日正式更改為優誌執業會計師有限公司 Qual-Mark CPA Limited。新的業務名稱不單是用以識別我們的業務，更重要的是它代表我們新的品牌。英文名稱中的“Qual”代表「優質服務」；“M”代表「創造價值」；“A”代表「問責制度」；“R”代表「可靠專業」；“K”代表「精益求精」。自此，我們的宗旨完全融合在我們的業務名稱內。此外，Qual-Mark 讓人們感受到我們的業務與眾不同，也具有正面和積極的形象。我們希望我們的客戶、合作夥伴、員工和其他利益相關者（包括一般公眾）對我們的新品牌留下深刻的印象。

## 情濃朱古力

古往今來，朱古力都令它的愛慕者又愛又恨，時代不斷演變，但美味的回憶卻歷久不衰。人生就似製作朱古力般需要不斷攪拌、控溫，運用不同的材料組合出不同的味道，既有單純的享受、也有無窮的回味...



AMER Chocolate的創辦人張先生(暱稱Pat)經歷了創業的心路歷程後，毅然選定以經營朱古力作為終身事業。Pat的目標是以朱古力這份一試難忘的美味連繫人與人之間的關係。Pat刻意選取高濃度朱古力作為市場定位，因他鍾情高濃度朱古力的可塑性和千變萬化的口感，也使AMER Chocolate的產品能滿足不同人士的口味，上至品味追求者、下至普羅大眾。

AMER Chocolate 的產品系列由禮盒裝到個性化片裝(“自家品牌”)朱古力一應俱全；Pat指出市面上自家品牌的朱古力一般價格昂貴，而AMER Chocolate却以大眾化的價錢為客戶製作自家品牌的朱古力，是市場上絕無僅有的。自家品牌的行銷概念是要讓「黑漆漆」的朱古力滲入情感元素，讓獲贈朱古力的人透過獨特的味道和包裝加強與餽贈者的關係，尤其在品嚐朱古力之時，獲贈者悠然記起餽贈者那份心意。此外，包裝紙上當然不少得AMER Chocolate為客戶預備的信息：有直接、也有分享、有鼓勵、還有信念。相比單純的直接銷售，軟性的包裝使客戶和獲贈朱古力人士的聯繫更持久有力，這正是自家品牌的奧妙之處。