



## 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
- Completion of the CIR revision class will get 7 CPD points

#### 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
Standard Price	\$13,000	\$16,000
Early Bird Discounted Price	\$11,000	\$13,500

Effective from 1 January 2023.

The early bird discount is determined at the time of registration. The change of examination date after registration will not entitle the applicant to get the early bird discount afterwards. Early bird discount about 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. Introduction to Investor Relations

- 1.1 Overview
- 1.2 Key Responsibilities and Internal Stakeholders
- 1.3 External Audiences for IR
- 1.4 External IR Advisers
- 1.5 Best Practice

## 2. Financial Markets

- 2.1 Global Financial Markets
- 2.2 How Capital Markets Work
- 2.3 Primary and Secondary Markets
- 2.4 Equity Market Investors
- 2.5 Debt investors
- 2.6 The Growing Importance of ESG Investing
- 2.7 Other Market Participants

## 3. Corporate Entities and Governance

- 3.1 Legal Definition of a Company
  - 3.2 Forming a Company
  - 3.3 Share Capital
  - 3.4 Company Meetings
  - 3.5 Directors & Company Secretary
  - 3.6 Auditors
  - 3.7 Corporate Governance Codes
  - 3.8 Investor Industry Bodies and Regulatory Reviews
- Appendix : UK Corporate Governance Code

## 4. Market Conduct

- 4.1 Overview of Regulatory Landscape
- 4.2 UK Market Regulation
- 4.3 Market Misconduct
- 4.4 Regulatory Announcements
- 4.5 Publication of Announcements
- 4.6 Sponsors, Prospectus and Listing Rules
- 4.7 Classification of Transactions
- 4.8 Takeover Panel
- 4.9 The AIM Rules

## 5. Reporting

- 5.1 Overview: Reporting
- 5.2 Periodic Reports – What They Contain
- 5.3 Annual Report
- 5.4 ESG and Other Non-Financial Information

Appendix I : Leading Global ESG Frameworks

Appendix II : ESG Materiality and Data Gathering

Appendix III : Other Information on Regulatory Disclosures

## **6. Accounting, Valuation and Investment Principles**

- 6.1 Accounts
- 6.2 Key Financial Ratios
- 6.3 Financial Modeling and Consensus
- 6.4 Investment Appraisal and Valuation
- 6.5 Valuing a Company
- 6.6 Relative Valuation Methodologies
- 6.7 Absolute Valuation Methodologies
- 6.8 Portfolio Theory

GLOSSARY OF ACCOUNTING TERMS

GLOSSARY OF CORPORATE FINANCE TERMS

## **7. Effective IR in Practice**

- 7.1 Managing the IR Programme and Annual Cycle
- 7.2 Shareholder Profiling and Targeting
- 7.3 IR Engagement – Principles in Practice
- 7.4 Investor Communications: Tools and Techniques
- 7.5 Conclusion

## **8. Current IR Issues**

- 8.1 Industry news

# 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](http://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](http://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](http://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.

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## HONG KONG INVESTOR RELATIONS ASSOCIATION (“HKIRA”)

Hong Kong Investor Relations Association (HKIRA) is a non-profit professional association comprising investor relations practitioners and corporate officers responsible for communication between corporate management and the investment community. HKIRA advocates the setting of international standards in IR education, advances the best IR practices and meets the professional development needs of those interested in pursuing the investor relations profession.

HKIRA is dedicated to advancing the practice of IR as well as the professional competency and status of its members. To date, HKIRA has over 820 members most of whom are working for companies primarily listed on the Stock Exchange of Hong Kong. About 60% of the Hang Seng Index Constituent Stock companies are currently members of HKIRA. HKIRA's members are from a wide spectrum of professions including IR, finance, accounting, company secretarial to corporate investment and hold positions at different corporate levels, including top executives responsible for IR and management of listed companies.

### 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. Providing a platform for investor relations practitioners to exchange views and share knowledge and experiences;
2. Offering education and training programs to support high professional and ethical standards in the practice of investor relations;
3. Organizing professional and social events to advance the awareness and standing of the investor relations community;
4. Representing views of its members to the investor community, as well as regulatory and government bodies.

### Contact Us :

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