

CASE STUDY



KS JONG, FAIA
EAST RISE CORPORATION

Koon Sang Jong is currently the Executive Director of East Rise Corporation Limited, a company operating in the mining industry, trading in certified non-conflict African minerals.

Koon Sang is responsible for the finance and logistics of the company's operations in Hong Kong and Africa, as well as for the sale of minerals to the Chinese market.

Koon Sang travels extensively throughout China in his role, and has found the AIA professional qualification to be invaluable in increasing his status in negotiations with clients.

The AIA professional qualification, along with 45 years commercial experience gained in Hong Kong and New Zealand, has provided the knowledge and proficiency Koon Sang needs to oversee the complex financials and

the logistics of a company operating on a multi-national basis.

He joined AIA as a student member in 1973, the year that the Branch was founded in Hong Kong. He has been an active member of the Hong Kong Branch for many years, serving in various positions on the Committee, and was co-opted as an AIA Council member in April 2014. He is also the Honorary Vice President

of the Accounting Student Union of the Hong Kong University of Science and Technology and a full member of the Hong Kong Jockey Club.

Koon Sang and his family emigrated to New Zealand in November 1996, where he was employed as Financial Controller of Formosa Auckland Country Club. He found the AIA professional qualification opened doors for him, as it was well respected.

“I have found the integrity and code of ethics conveyed by membership of AIA to be essential in establishing trust with my colleagues and clients, and to help me to navigate my way through more challenging negotiations.”

He was then introduced by an acquaintance to a Taiwanese tycoon, who asked him to act as his personal treasurer and found himself handling NZ\$100 million with the ANZ Banking Corporation, where his employer traded a minimum of NZ\$20 million on the foreign exchange market on a daily basis. After a year, Koon Sang was promoted to the role of CEO of two shopping centres on the North Shore of Auckland, whilst continuing this treasury function.

Following the graduation of his children from university in 2003, Koon Sang returned to Hong Kong where he joined East Rise Corporation Ltd and three years later he was promoted to Executive Director.

Koon Sang has used his AIA membership as a bridge for further achievement, and is also a Fellow member of the Hong Kong Institute of Certified Public Accountants (HKICPA), the Chartered Management Institute, and the Taxation Institute of Hong Kong.