



HKICPA seminar: **Transforming the Treasury Operation with SWIFT**

Program Code: SCPD17031401

Since financial crisis of 2008, as businesses are facing a rapidly changing landscape, the role of treasurer is having more strategic importance. While the role of treasury depends very much upon the type of organization, treasurer is undeniably the key to managing the company's liquidity and business risks amid the challenging economic environment today. Coupled with the development of financial technology, treasurers are now always on the lookout for innovative ways to run the treasury functions.

To answer this quest for innovation from the business and financial community, SWIFT, a member-owned cooperative, has continued to reinvent and innovate itself to facilitate efficient, secure and standardized communication globally. In this seminar, the speakers will show how SWIFT can be leveraged to transform the treasury operation, strengthen risk management, automate payment processing, and attain better cash visibility. The speakers will also introduce some of the new initiatives like payments tracking, sanction screening, cash reporting and real time payment monitoring that would essentially make the payment processing even faster, more secure, efficient and transparent.

After joining this seminar, participants will:

- Attain a better awareness of the global platform that is not widely known to most of the corporate for bank communication
- Learn new innovations in the payment space
- Exchange ideas and hear from the treasurers first-hand the burning issues that SWIFT seeks to address

Date **Tuesday, 14 March 2017**

Time **7:00 p.m. – 8:30 p.m.**

Venue Hong Kong Institute of CPAs,
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong

Format Seminar

Language English

Fee HKICPA member or student: HK\$190 (online enrolment: HK\$180)
IA/ HKIAAT member or student: HK\$190
Non-member: HK\$330

Speakers **Mr. Ralph Ma**, Commercial Director, Corporate Sales, North Asia of SWIFT
Ms. Connie Ma, Director, Corporate Strategy & Solutions, APAC, SWIFT
(Speakers' profiles are printed overleaf)

Participants Accountants who are involved in the corporate accounting, finance and/ or treasury functions

Competency* Corporate finance; Management accounting; Industry knowledge

Rating* Intermediate level

CPD hours 1.5

* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.

About the speakers

Mr. Ralph Ma, Commercial Director, Corporate Sales, North Asia of SWIFT

Mr. Ma is a corporate commercial director, taking care of corporate clients in Hong Kong, Macau and Taiwan. He is also responsible for advising corporates from different industries in the areas of secured bank connectivity, treasury visibility, automation and compliance.

Mr. Ma has over 15 years of experience in the fields of credit risk management and corporate payment solutions, dealing with local and multinational corporates when he was in Dun & Bradstreet and American Express. Mr. Ma is a holder of Master of Business Administration (e-Commerce) awarded by University of Western Sydney.

Ms. Connie Ma, Director, Corporate Strategy & Solutions, APAC, SWIFT

Ms. Ma is a corporate solution specialist and sales strategist supporting and advising the Asian sales team on corporate business flows, trends and industry development. She also has key product focuses on Trade Service Utility (TSU)/ Bank Payment Obligation (BPO) and 3sKey solutions.

Ms. Ma is an experienced banker with 20 years of experience in the banking industry, both in Hong Kong and overseas. She has extensive knowledge on subject matters relating to payments, collections, liquidity management and trade finance and has worked very closely with multinational corporate clients in Asia Pacific. Ms. Ma's broad range of banking experience also includes branch operations, lending, credit analysis, relationship management, business development and product sales. Ms. Ma is a holder of International Cash Management (CertICM) designation awarded by the Association of Corporate Treasurers (ACT) in the UK.



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Deadline: 7 working days before the date of the programme

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1							
2							
3							
						Total (HK\$)	

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The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

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 - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
 - All applications are on a first-come-first-served basis.
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