



Hong Kong Institute of  
Certified Public Accountants  
香港會計師公會

# FULL



# IT Conference 2018

Impact of FinTech and Artificial Intelligence to the Accountancy Profession

## About the conference

Artificial intelligence, automation, cloud accounting, making tax digital, all are transforming the accountancy and advisory profession, and by extension, create huge new opportunities for businesses to serve. So, what is driving this change? What is the significance for accountants? And what will be the impact for businesses?

Join this year's IT Conference at which the speakers from different background and industries will examine how FinTech and Artificial Intelligence are changing the landscape of the accountancy profession. You will also learn more about the challenges and opportunities arising from the proliferation of new technology and software for businesses.

## About the event

<b>Date</b>	<b>20 October 2018, Saturday</b>
<b>Time</b>	<b>9 a.m. – 1 p.m.</b>
<b>Venue</b>	Ballroom, The Ritz-Carlton, Hong Kong International Commerce Centre, 1 Austin Road West, Kowloon (click <a href="#">here</a> for the map)
<b>CPD hours</b>	3.5 hours
<b>Admission Fee</b>	<p><del>Early Bird [enrol by 21 Sep]</del></p> <p><del>— \$450 member/ student/ IA/ HKIAAT member</del></p> <p><del>— \$720 non-member</del></p> <p><b>Regular price</b></p> <ul style="list-style-type: none"> <li>- \$550 member/ student/ IA/ HKIAAT member</li> <li>- \$820 non-member</li> </ul>
<b>Language</b>	English
<b>Competency*</b>	Information Technology
<b>Rating*</b>	Foundation / Intermediate
<b>Enrolment deadline</b>	12 October 2018
<b>Registration</b>	Enrol online or complete the enrolment form and return it with full payment by the enrolment deadline.

Enrolment will be accepted on a first-come-first-served basis.

\* Details of [Competency and Rating](#) information

**Lucky draw!** Join the conference and stand a chance to win:

- ❖ one of two **Apple Watches**; or
- ❖ a **Bluetooth Headset**

## Programme^

The Conference will cover presentations of the following topics:

- ❖ Digital transformation: how AI and FinTech are changing the landscape of accounting
- ❖ How to build a data-responsive organization
- ❖ How blockchain revolutionizes small- and medium-sized enterprise financing
- ❖ Preparing accountants for a future using technology
- ❖ Powering intelligent enterprises through spend management innovation
- ❖ Preparing the office of CFO for future innovations - machine learning and artificial intelligence

^ The programme is subject to change

**Guest of honour**

**Peter YAN**  
**Chief Executive Officer**  
**Hong Kong Cyberport Management Co. Ltd.**

Mr. Yan leads the Cyberport – the digital technology flagship to focus on fostering industry development, enterprise transformation and talent cultivation to realise its vision to create new impetus for Hong Kong's new economy through digital technology.

Mr. Yan has 32 years of experience in the information technology industry and is a fellow member of the Hong Kong Computer Society.

Prior to joining the Cyberport, Mr. Yan was the Executive Director and CEO of SUNeVision Holdings Limited. He also held various senior management positions in large consulting and information technology services companies including Accenture, Tradelink Electronic Commerce Limited, and Computer and Technologies Holdings Limited.

Mr. Yan has been active in public services, especially in the areas of talent development and digital technology industry development by serving as advisors to The Chinese University of Hong Kong ("CUHK"), the City University of Hong Kong and the University of Hong Kong, as well as the Board of Cyberport from 2011 to 2017.

Mr. Yan holds a Bachelor's Degree in Business Administration from CUHK, and received Executive Education from the Harvard Business School.

**Keynote speakers**

(Listing in alphabetical order of surname)



**Herbert CHIA**  
**Venture Partner**  
**Sequoia Capital China Fund**

Mr. Chia is a future trend observer, practical trainer and columnist.

Mr. Chia is a member of Hong Kong Zhi Gong Party Association, China-Hong Kong Cross Border Data Experts Group, Advisory Committee on Innovation and Technology of Hong Kong SAR, and Big Data Advisory Group of Beijing city government. He is also the advisor of Guiyang Big Data Committee, the expert of Shanghai Bureau of Justice Big Data Laboratory, Deputy Director of China Computer Federation Big Data Committee, President of Youedata Research Institute, Chief Data Consultant of JD Finance and Chief Consultant of TalkingData.

Mr. Chia is an Adjunct Professor of School of Management of Zhejiang University, and a member of Education Guidance Committee of Tsinghua University (Big Data Project) and Advisory Committee of Big Data Institute of The Hong Kong University of Science and Technology.

Mr. Chia served as the Vice President of Alibaba (China) Co., Ltd. and Chairman of its Data Committee, leading his data governance team which obtained "China Excellent IT Team" award in the "2014 Excellent Chinese CIO" selection. He was also rated as 2017 China Top 10 Most Influential Big Data Entrepreneurs. He is the author of the books "Battle of Big Data" and "Essence of Data".

Mr. Chia studied at the University of New South Wales, Stanford University, INSEAD and Tsinghua University School of Economics and Management.



**Steven LEE**  
**Founder & CEO**  
**MoneySQ.com**

Mr. Lee has nearly 20 years of experience in the loan market. With his thorough knowledge of loan products and relentless pursuit of innovations, he then established Konew FinTech Corporation Limited which is focusing in developing various Fintech products.

Mr. Lee is active in serving the community and currently, he is the Vice President of Youth Committee of All-China Federation of Returned Overseas Chinese, Founding President of Youth Committee of the Hong Kong Overseas Chinese General Association, Honorary Chairman of Internet Professional Association and Honorary President of Hong Kong Software Industry Association Ltd. He was a member of the 11st committee of the All-China Youth Federation in 2010 - 2015.

Mr. Lee has a Master of Science in Construction Project Management from the Hong Kong University and Undergraduate Degree in Bachelor of Science Business Administration from the University of Southern California.

## Other speakers

(Listing in alphabetical order of surname)



**Sarah FOO**  
**Partner Consultant, Hong Kong**  
**Xero**

Ms. Foo is passionate about helping accountants and bookkeepers embrace new technology and prepare their practices for the future.

Ms. Foo started her career with KPMG in China where she was deeply involved in the recent indirect tax reforms for multinational clients operating in China. She has over 12 years' accounting and tax experience gained across the Asia Pacific including New Zealand, Shanghai, Singapore and Hong Kong, and is a committee member of the Chartered Accountants Australia and New Zealand in Hong Kong branch. Prior to joining KPMG, Ms. Foo worked for Staples Rodway in New Zealand, an independent member of Baker Tilly International.

Ms. Foo holds a Master Degree in Taxation Studies from the University of Auckland, and double Bachelors' Degrees in Law and Commerce and Administration (major in accounting) from the Victoria University of Wellington. She has been admitted as a barrister and solicitor of the High Court of New Zealand.



**Jeff LAM**  
**Managing Director, Greater China**  
**SAP Concur**

Mr. Lam drives SAP Concur's ("SAP") business and operations across the Greater China Region, with overall responsibility for strategic planning, development and partnership expansion.

Mr. Lam is an accomplished business leader with more than 30 years of management experience in the technology sector. Prior to joining SAP, he held several executive positions at Oracle and had extensive professional experience across software and hardware technology solutions, marketing strategy, channel business and sales operations. He brings a proven track record and deep insights into the travel and expense management market which help position and expand SAP in these business areas.



**Karl-Michael MOUANTRI**  
**Managing Director**  
**CCH® Tagetik Asia Pacific**

Mr. Mouantri oversees both direct operations in Singapore and Tokyo covering a large network of partners across the Asia-Pacific.

Mr. Mouantri has solid experience in the corporate performance management, business intelligence, auditing and management consulting.

Prior to joining CCH® Tagetik, Mr. Mouantri was the Vice President & General Manager, Asia-Pacific for Hyperion Solutions (Oracle) and Endeca Asia Pacific (Oracle).

As the Managing Director of Hyperion Asia Pacific (Oracle) for 16 years, Mr. Mouantri, was a pioneer and founder of company's operations throughout the Asia-Pacific. While serving as the Managing Director of Endeca Asia Pacific (Oracle), he also successfully established and expanded the company's presence throughout the region.

He holds an MBA from Schiller International University in Paris and has a Bachelor of Business Administration from Schiller International University in London.

*(The speakers are subject to change)*

Platinum sponsors:



Wolters Kluwer



Gold sponsors:







## IT Conference 2018 –

### "Impact of FinTech and Artificial Intelligence to the Accountancy Profession"

#### Enrolment Form

20 October 2018, Saturday

Enrolment deadlines:

~~21 September 2018 (early bird rate)~~ / 12 October 2018 (regular rate)

Event code: CCPD18102001

Finance & Operations Department,  
Hong Kong Institute of CPAs

37th Floor, Wu Chung House,  
213 Queen's Road East, Hong Kong.

Fax no: 2893 9853

Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "My CPA" at [www.hkicpa.org.hk](http://www.hkicpa.org.hk).  
Unsuccessful enrolment will be notified with full refund.

[Contact information below is used solely for communication of this particular event, without update to your member profile]

Please use BLOCK letters

Name (Mr./ Mrs./ Ms): \_\_\_\_\_ Membership no.: \_\_\_\_\_

Company: \_\_\_\_\_

Position: \_\_\_\_\_ Email (Note 4): \_\_\_\_\_

Telephone no.: \_\_\_\_\_ Mobile no.: \_\_\_\_\_

(Please tick the appropriate box)

Admission Fee:	
	Early bird rate (by 21 Sep)
Member	<input type="checkbox"/> \$450
Non-member	<input type="checkbox"/> \$720
<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA"	
<input type="checkbox"/> BOC HKICPA VISA <input type="checkbox"/> BOC HKICPA UnionPay card <input type="checkbox"/> Other VISA / MasterCard	
Card Number:	Card Expiry Date (MM/YY):
Cardholder's Name (block letters):	Cardholder's Signature:
Date:	
<ul style="list-style-type: none"> <li>For credit card payment, the card should be valid with expiry date at least <u>1 month</u> from the date of event.</li> <li>Payment receipt will be sent to your email address provided above once the payment is confirmed.</li> </ul>	

#### Notes:

- Enrolment for the activity is accepted on a first-come-first served basis.
- Full payment must be made before your enrolment will be processed. No telephone reservation will be accepted.
- Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted.
- Confirmation of enrolment will be sent to you via email before 16 October 2017. You can check your enrolment status at "MyCPA" at [www.hkicpa.org.hk](http://www.hkicpa.org.hk). Unsuccessful enrolment will be notified with full refund.
- In normal circumstance, the admission fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseen circumstance, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
- Bad weather arrangement:** When the typhoon signal no. 8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 6:30 a.m. on the date of event, the event will be cancelled.
- The Institute reserves the right to change the venue, date, speaker, and/or rundown of the event due to unforeseen circumstances.

**Personal Data:** Your personal data collected from the enrolment process and administration of courses/events/activities will be used for the purpose of the administration of the course/event/activity on which you are enrolled ("Event"). Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis. By submitting this Enrolment Form, you understand and agree that the Institute may provide your personal data above to co-organisers/service providers in or outside Hong Kong for the purpose relating to the Event. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.

**Payment & Enrolment Status Enquiry:** 2287 7379

Email: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)

**Event Information Enquiry:** 2287 7065 (Stone Tse)

Email: [stonetse@hkicpa.org.hk](mailto:stonetse@hkicpa.org.hk)

For non-member and firm payment by cheque, please fill in your postal address for refund in case the event is full or cancelled.

Name :	Name :
Address :	Address :