



Fintech Series (March to May 2019)



Over the past decade, emerging technologies paired with massive changes in regulations have driven an unprecedented transformation of finance around the world. Blockchain, artificial intelligence, cryptocurrency, how do these new technologies function? What are the implications on businesses and consumers? How do all these new technologies affect our daily life? This new Fintech Series of seminars and workshops aims to provide you with some insights into this emerging area.

| Seminars | | | | | | |
|---|--|-------------------------------|-----------|--------------|--|-----------------------------------|
| Topic/ Programme code | Date and time | Rating | Language | CPD Hours | Speakers | Venue |
| Fintech and the Future of Money and Marketplace (SCPD19030801) | Fri., 8 Mar 2019 7:00 p.m. - 9:00 p.m. | Foundation to Intermediate | English | 2 | Dr. Dorothy Chau <i>CIPPIE, CIPM, BSc(Hons), BA(Hons), PhD</i> Senior Lecturer, Hong Kong Baptist University | Hong Kong Institute of CPAs |
| Artificial Intelligence and Machine Learning (SCPD19032901) | Fri., 29 Mar 2019 7:00 p.m. - 9:00 p.m. | Intermediate | Cantonese | 2 | | To be advised |
| Blockchain's Disruptive Impact on the World (SCPD19040801) | Mon., 8 Apr 2019 7:00 p.m. - 9:00 p.m. | Intermediate | Cantonese | 2 | Mr. Emil Chan Fintech Consultant, CSG Consultancy; Incubator and Fintech Enthusiast | To be advised |
| Applications of Blockchain for SMEs (SCPD19042601) | Fri., 26 Apr 2019 7:00 p.m. - 8:30 p.m. | Intermediate | Cantonese | 1.5 | Mr. Steven Lee Founder & CEO, MoneySQ.com | Hong Kong Institute of CPAs |
| Digital Transformation and Artificial Intelligence (SCPD19050701) | Tue., 7 May 2019 7:00 p.m. - 8:30 p.m. | Mastery to Leadership | English | 1.5 | Dr. Agatha Wong-Fraser CEO, BPSA Limited; Asia Pacific President, Xsortal Limited | Hong Kong Institute of CPAs |



| Workshops | | | | | | |
|--|---|--------------|-----------|--------------|--|-----------------------------------|
| Topic/ Programme code | Date and time | Rating | Language | CPD Hours | Speakers | Venue |
| Blockchain 101 and Cryptocurrencies (WSHP19041501) | Mon., 15 Apr 2019 6:30 p.m. - 9:30 p.m. | Intermediate | Cantonese | 3 | Dr. Dorothy Chau <i>CIPPIE, CIPM, BSc(Hons), BA(Hons), PhD</i> Senior Lecturer, Hong Kong Baptist University | Hong Kong Institute of CPAs |
| Building an Intelligent Enterprise with the New ABC: Artificial Intelligence, Blockchain and Cloud Computing (WSHP19052701) | Mon., 27 May 2019 6:30 p.m. - 10:00 p.m. | Intermediate | Cantonese | 3.5 | Dr. Michael Kwong Associate Trainer, SGS Academy HK | Hong Kong Institute of CPAs |

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

| Fee (for each) | <u>Seminar</u> | <u>Workshop</u> |
|--|----------------|-----------------|
| HKICPA member or student: | HK\$150 | HK\$750 |
| HKICPA member or student (Online enrolment): | HK\$150 | HK\$740 |
| IA/ HKIAAT member or student: | HK\$150 | HK\$750 |
| Non-member: | HK\$330 | HK\$1,500 |

Participants Entrepreneurs; CFOs; Finance professionals; Persons who would like to understand how artificial intelligence, machine learning and blockchain technology have been reforming the financial landscape

Competency* Industry Knowledge; Information technology; Management, leadership and soft skills; Risk management

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

About the programme

Fintech and the Future of Money and Marketplace (SCPD19030801)

Course outline

Trust has long been the fundamental pillar of the financial system. Since financial crisis in 2007, the assumption about who holds authoritative power and which financial institutions can be trusted has been slowly eroding. Individuals are increasingly being driven by their own needs and are increasingly seeking out services that better match their needs. They are further empowered by blockchain, peer-to-peer technology and artificial intelligence, which enable the removal of intermediaries in various aspects of the financial market. This seminar will discuss how fintech brings power to us and changes the financial service landscape. Specifically, we will look into the trend, various fintech innovations and use cases around the financial industry.

After joining this seminar, participants will be able to:

- Understand how alternate money and payment tools have emerged from fintech innovation and affect our life
- Interpret the impact of innovations on the fintech ecosystem at large



Artificial Intelligence and Machine Learning (SCPD19032901)

Course outline

Machine learning is taking over the financial world. It uses computers to run scientific models that forecast future behaviours, outcomes and trends. Machine learning has given us algorithm trading, robo-advisors, and improved our understanding of human behaviour in the capital market. This seminar will give participants a non-technical review of machine learning combined with practical scenarios and cases.

After joining this seminar, participants will be able to:

- Master the concepts of how machine learning works and the flow of a machine learning project from a business problems perspective
- Understand how machine learning has been changing the financial landscape

Blockchain's Disruptive Impact on the World (SCPD19040801)

Course outline

This seminar will discuss how blockchain reshapes the market norm and how traditional businesses in Hong Kong react to the rapid changes. The speaker will share the basic concept and various applications of blockchain, the challenges of traditional business including the new eco system, and the strategy of transforming competitors to partners supporting by successful cases. The power of cross boundaries and the new definition of internet finance will also be covered.

After joining this seminar, participants will:

- Learn the latest technology development and be able to plan fintech roadmap on their own

Applications of Blockchain for SMEs (SCPD19042601)

Course outline

This seminar will discuss how blockchain revolutionizes small- and medium-sized enterprise financing. The speaker will introduce Smart Contract which enables business to consolidate tasks and automating themselves to help streamline business operations and boost efficiency. Application and usage of blockchain-based anti-fraud and traceability solution to enhance overall customer experience will also be covered.

After joining this seminar, participants will gain knowledge about:

- Application of blockchain technology in different scenarios
- How blockchain technology can assure food safety
- How blockchain technology will affect the future



Digital Transformation and Artificial Intelligence (SCPD19050701)

Course outline

Digital transformation and Artificial Intelligence (A.I.) has been fast becoming the main trend of corporate strategic stream. What is A.I. to do with digital transformation? What are the drivers of digital transformation? How should corporations start this journey? Is there a roadmap? Where do we begin? By departments? By corporate objectives? By functions? Or simply by a digital transformation champion?

To guarantee success, we should not treat digital transformation and A.I. as a technology project, but a business model.

After joining this seminar, participants will be able to:

- Define digital transformation and A.I. correctly
- Examine the drivers and the underlying risks that deter successful transformation
- Design suitable roadmap for execution and implementation
- Analyze shortfall of the skills and how to rectify the disruptive unseen impact
- Understand business Intelligence on digital transformation and A.I.

Blockchain 101 and Cryptocurrencies (WSHP19041501)

Course outline

With the rise of disruptive technology, particularly in the area of fintech, new concepts and use cases of money, payments, identity, and security would need to be looked at through a pair of new lens. Under the rapidly changing landscape, it is important for an organization to respond early and effectively ride the wave and take advantage of the new opportunities.

This workshop will widen and deepen participants' understanding of the rapidly changing landscape and the impact of blockchain on the traditional financial industry. Participants will develop new insights and perspectives, grab the opportunities from blockchain and cryptocurrency, and harness new technologies to take the financial industry to the next level.

After joining this workshop, participants will be able to:

- Understand the concept and promise of blockchain technologies
- Investigate how the blockchain technology has transformed different industries
- Analyze to what extent blockchain technologies and cryptocurrency can benefit the financial industry



Building an Intelligent Enterprise with the New ABC: Artificial Intelligence, Blockchain and Cloud Computing (WSHP19052701)

Course outline

The change in the business world, driven by technological advancement, is accelerating and it is likely to continue. Lots of old practices are no longer relevant; however, in many companies, these practices still exist. Undoubtedly, senior executives would love to acquire new knowledge on technology, but due to various reasons, it is unlikely for accounting professionals to transform into IT experts or brilliant programmers. In fact, the shortest route for digital transformation is to acquire a high-level understanding of new technologies rather than the technical details, but such supply of knowledge is rare.

This workshop aims to provide a brief summary of the major technologies that have been transforming companies digitally so that accounting professionals will have a good understanding of how these technologies are having impacts on their business and how one can prepare to cope with them. Topics include:

- The New ABC of business
 - Technological advancement that drives accelerating changes in business
 - Why an intelligent enterprise
 - Brief history of A.I. and how it impacts business
 - How one can leverage the power of A.I.
- Blockchain and Cloud Computing
 - Differentiating blockchain from Bitcoin
 - Applications of enterprise blockchain in business
 - How cloud computing is enabling A.I. and blockchain

After joining this workshop, participants will:

- Comprehend a general understanding of new technologies from a business perspective
- Acquire the knowledge of how these technologies are changing the way people do business and how to leverage them for better productivity
- Be able to judge whether some of these technologies should be employed to improve business productivity



About the speakers

Dr. Dorothy Chau, *CIPPIE, CIPM, BSc(Hons), BA(Hons), PhD*, Senior Lecturer, Hong Kong Baptist University

Dr. Chau is a Senior Lecturer of the Department of Finance and Decision Science at the Hong Kong Baptist University. She received her doctoral degree in philosophy in 2012, from the Department of Management and Marketing of the Hong Kong Polytechnic University. Dr. Chau is responsible for teaching and coordinating projects relating to fintech, data privacy, computer ethics, business intelligence, business process and workflow management, and business and information systems strategies.

Dr. Chau's research interests include IT governance, blockchain, cryptocurrency and initial coin offering, and has published 5 papers in international journals such as Journal of Strategic Information Systems, Journal of Engineering and Technology Management, and Expert Systems with Applications. She has been the reviewer of several international journals and conferences, such as MIS Quarterly and International Journal of Production Economics.

Dr. Chau has completed her Certified Information Privacy Professional, Europe (CIPP/E) Certification and the Certified Information Privacy Manager (CIPM) Certification from the International Association of Privacy Professionals, which is the official certification body for privacy standard. Her CIPP/E and CIPM make her an Asia Pacific industry leader in General Data Protection Regulation (GDPR).

Dr. Chau has been chairing the weekly Fintech Seminar for the Department of Computing at the Hong Kong Polytechnic University since 2017. She has invited many professionals and industry practitioners to share their first-hand experiences and insights with students and colleagues, aiming to build a closer collaborative relationship between the industry and the academic. Dr. Chau is the founding council member and chairman of blockchain education committee of the Hong Kong Blockchain Development Association, which aims to assist the government and the industry in developing guidelines for blockchain technology applications and organize professional training on blockchain technology. She is also the chairman of the data privacy special interest group of the Institute of Financial Technologists of Asia, aiming at raising the industry's awareness of privacy and regulatory compliance.

Mr. Emil Chan, Fintech Consultant, CSG Consultancy; Incubator and Fintech Enthusiast

Mr. Chan has over 20 years experience in managing IT and business transformation projects in international financial institutions. He has worked for several sizeable international banks including Credit Suisse and BayernLB as First Vice President, Head of IT in Asia Pacific, Project Director, and Operations Manager AP. Mr. Chan has extensive experience in both business and IT consulting encompassing the design, setup, leading and managing of cross-border projects throughout Asia. He is currently the co-founder and CEO of Starthub Holding Limited, a startup entrepreneur consulting firm and also a part-time lecturer of postgraduate eBusiness and fintech courses for several renowned business schools such as HKU SPACE, Hong Kong Institute of Bankers, and Hang Seng Management College. Moreover, he compiles and delivers in-house training courses for international companies and financial institutions, facilitating their staff to make good use of technology to enhance the companies' competitiveness.

In the past 10 years, Mr. Chan participated actively in voluntary community services related to popularization of technology. He has been leading the IBM User Group as the chairman since 2006. He is also the founding chairman of the Association of Cloud and Mobile Computing Professionals, the Vice President of Internet Profession Association, the Vice President of Hong Kong Blockchain Society and the Vice Chairman of Hong Kong New Emerging Technology Education Association.

Mr. Chan has been the judge of several major IT competitions including Hong Kong ICT Awards and Pan-Pearl Delta Universities IT Projects Competition in Hong Kong and China since 2010. He also sits on the board of the Smart City Consortium as the Fintech Committee Chair, Vice President (Innovation and Regulation Policy) of Hong Kong Blockchain Society and a Committee Member of the Hong Kong Cross Border eCommerce Association. Mr. Chan also hosts seminars, delivers public speeches and publishes articles of fintech related topics on local newspapers and interviewed by various media from time to time.

Mr. Chan obtained a bachelor degree in Applied Computer Science and graduated from the University of Iowa with a Master of Business Administration degree. He also obtained the Neuro-Linguistic Programming Trainer and Certified Information System Auditor certifications around a decade ago.



Mr. 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 has established Konew FinTech Corporation Limited which focuses on developing various fintech products.

Mr. Lee is active in serving the community and currently he is a committee member 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. He was a member of the 11st committee of the All-China Youth Federation from 2010 to 2015.

Mr. Lee received a master degree of science in construction project management from Hong Kong University and bachelor degree of science in business administration from the University of Southern California.

Dr. Agatha Wong-Fraser, CEO, BPSA Limited; Asia Pacific President, Xsortal Limited

Dr. Wong-Fraser has over 30 years of experience in strategic and business consultancy, specializing in corporate restructuring, corporate strategy and business data analysis. She has been actively involved with startups, SMEs and large companies across many sectors of business mainly in UK and Far East. She works extensively with some of the largest manufacturing and financial service organizations in Hong Kong and China. She is also an advisor to the Shenzhen Software Industry Association.

Dr. Wong-Fraser obtained her M. Litt. and Ph.D. in International Strategic Studies at Aberdeen University in Scotland after graduating from The University of Hong Kong. She is a Postdoctoral Research Fellow of John Kennedy School of Government of Harvard University. She is also an international speaker and trainer and delivers seminars and keynote sessions in Europe and the Far East to mainly senior executives and professionals.

Dr. Michael Kwong, Associate Trainer, SGS Academy HK

Dr. Kwong has over 15 years of experience in the field of training services and has trained over 20,000 people. He is an experienced trainer and delivers training across a broad range of industries in the areas of customer service, leadership, personal effectiveness and professional selling. His clients include HSBC, Pfizer, Morgan Stanley, Giordano, AIA, Manulife, Standard Chartered Bank, Hong Kong Jockey Club, Ocean Park, etc.

Dr. Kwong is the co-author of "Relationship Marketing: The Business Strategy For E-commerce" published in February 2000 and a contributing author of "The 21st Century Business Strategy" published in January 2001. His latest book, "Talks on Family Legacy" was published in December 2015.



**To confirm your CPD booking,
just log on to "My CPA" at
<http://www.hkicpa.org.hk>**

HKICPA Event Enrolment Form (For Support Programme)

Finance & Operations Department,
Hong Kong Institute of CPAs,
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Payment & Enrolment Status Enquiry: 2287 7381
e-mail: finance@hkicpa.org.hk
Fax : 2893 9853

Course Information Enquiry:
2287 7386 / 2287 7230
e-mail: cpd@hkicpa.org.hk

FOR OFFICE USE

Deadline: 7 working days before the date of the programme

*The Institute reserves the right to allocate places to enable the enjoyment of more members in this event and the Institute's decision is final.

| No. | Membership | | Full Name of Participant(s) (Block Letters) | Company | Email address ⁽²⁾ (Block Letters) | Programme Code | Fee (HK\$) |
|--------------|------------|-----------------------|--|---------|---|----------------|---------------|
| | No. | Status ⁽¹⁾ | | | | | |
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| Total (HK\$) | | | | | | | |

☐ I am unemployed and not working. I am planning to rejoin the workforce.

Contact Person : _____ Telephone No. : _____ E-mail : _____
Contact information is used solely for communication of this particular event, without update to your member profile.

| | | | | | | | | | | | |
|---|--|--|--|--|--|-------------------------------|--|--|--|---------------------------------|--|
| Payment Method (Please tick the appropriate box) | | | | | | | | | | | |
| <input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" ⁽⁷⁾ | | | | | | | | | | | |
| <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: _____ | |
| Payment receipt will be sent to your email address provided above once the payment is confirmed. | | | | | | | | | | | |

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Confirmation of enrolment will be sent to you via email. For HKICPA member, you can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
 - 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.
 - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
 - For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
 - Please issue SEPARATE CHEQUE for each event.
 - In normal circumstances, the event fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseeable circumstances, 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.
 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
 - No unauthorized audio or video recording is allowed at CPD events.

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 on which you are enrolled. 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. 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 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/>.

| | |
|---|----------|
| For payment by cheque, please fill-in your postal address for refund. | |
| Name: | Name: |
| Address: | Address: |
| | |
| | |