



E-learning: Industry Update Relating to Investment Funds (2024)

COURSE HIGHLIGHTS:

Mandatory Provident Fund Schemes Authority (“MPFA”)

- update on the progress of eMPF Platform – The eMPF Platform (the “eMPF”), a common and integrated electronic platform that provides comprehensive MPF services, commenced operation since June 2024 with the first MPF scheme getting onboard. All MPF schemes will get onboard the eMPF one by one in ascending order of the value of MPF assets under management. Once all MPF schemes get onboard the eMPF, scheme members will be able to view and manage all their accounts in different schemes at a glance, enhancing operational efficiency, reducing administration cost, achieving fee reduction and providing one-stop hassle-free user experience for scheme members and employers. The MPFA will share the details and latest developments of the eMPF in this webinar.

Ernst & Young (“EY”):

- Generative AI (“GenAI”) – Understanding how funds, wealth and asset managers are exploring the use of GenAI. Based on EY’s global research, including Asian and HK participants, it is observed that interest and demand for GenAI solutions is rising quickly, and wealth and asset managers are beginning to make significant movements and investments into the space. At the webinar, the speakers will take you through where investments are occurring, the benefits that are expected to more efficiently serve clients and improve returns. Then summarise which technologies and use cases are showing the most promise in the use of GenAI for the industry. And finish with a view on the governance frameworks that are required to manage the risk from GenAI, and meet regulatory expectations in Hong Kong.

ABOUT THE EVENT:

Date and Programme code	Format	Language	CPD hour
11 November 2024 (ESEMETLS241111L01)	Archived webinar	English	1 CPD hour



Fee	HKICPA member or student / International Affiliate (IA): Non-member:	HK\$270 HK\$490
Competency	Industry Knowledge, Information Technology	
Rating	Intermediate Level*	
Participants	Auditors, professional accountants of investment funds	

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

ABOUT THE SPEAKERS:

Ms. Cynthia Li **Director, Enforcement Division, MPFA**

Cynthia leads the Enforcement Division of the MPFA, overseeing the enforcement functions relating to employers, MPF intermediaries and MPF trustees. She has over 20 years of experience in regulatory enforcement.

Mr. Chris Barford **Partner, Technology Consulting (AI and Data), EY**

Chris is a partner in EY's Technology Consulting practice in Hong Kong SAR. His client focused team covers all aspects of advanced technologies and regulatory compliance. His purpose is to build powerful platforms that enable innovative customer insights, regulatory risk management, advanced data science and artificial intelligence. Chris has led projects and authored a number of papers and industry responses on next generation technologies including papers for industry bodies on the regulatory expectations, ethics and fair usage of artificial intelligence, including generative AI, in financial services, and next generation data management techniques, including data privacy and localisation.

Mr. Chris Leung **Partner, Technology Consulting (AI and Data), EY**

Chris is a seasoned AI and Data professional with a wealth of experience in driving business transformation and technology incubation through advanced AI, Analytics and Data capabilities. He is recognized for his expertise in collaborating with digital leaders and CDOs to frame their AI transformation agendas, and transforming customer journeys, service models, and sales operations with AI and Data technologies. Chris is committed to collaborating with clients to integrate AI technologies in their core business operations, driving meaningful outcomes and unlocking new opportunities. As a passionate advocate for Responsible AI, he is working to develop a Trusted Augmented Intelligence strategy that converges human expertise with AI-driven insights, enabling clients to navigate complex business challenges in the New Normal.



ABOUT THE REGISTRATION:

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- To register offline (by post only), please complete the enclosed enrolment form and return it with full payment to the Institute.
- Confirmation of registration will be sent by email. If you have not received confirmation of your application, please contact us

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