



**E-learning webinar:
Digitalization Series - AI in Accounting:
From Bookkeeping to Business Intelligence**

Programme Code: EWEB26062401

This webinar explores how artificial intelligence is transforming the accounting profession – from automating routine bookkeeping tasks to enabling advanced business intelligence for smarter decision making. Designed for SMEs and SMPs, the session focuses on practical, real life adoption of AI tools without unnecessary technical jargon.

The speaker will share actionable frameworks, common pitfalls, and live examples of AI applications in areas such as transaction categorisation, financial reporting, data analytics, and management dashboards. Participants will also learn how to bridge the gap between traditional compliance work and forward looking advisory services using AI. Topics include:

- Moving from manual bookkeeping to AI-powered automation
- Using AI for real time financial insights and business intelligence
- Selecting and implementing AI tools for SMEs (practical criteria)
- Addressing data security, ethics, and client communication
- Future skills for accountants in the AI era

Speaker

Mr. Eric Chan

FCCA, FCCA, FCG(CS, CGP), HKFCG(CS, CGP)(PE), FTIHK, CTA(HK)

(Speaker's profile is printed overleaf)

Date

Wednesday, 24 June 2026

Time

1:00 p.m. – 2:00 p.m.

Format

Webinar

Language

Cantonese (with English terminology)

Fee

HKICPA member, student or IA: HK\$160
Non-member: HK\$360

(An email will be sent to you when your registration is accepted. You can access the webinar by tablet, smart phone or PC.)

Participants

Corporate management; Accountants; Auditors; Finance professionals; SMPs

Competency*

Information Technology

Sub-competency*

Technology-related upgrades and implementations

Rating*

Intermediate

CPD hours

1

About the speaker

Mr. Eric Chan

F CPA, F CCA, F CG(CS, CGP), HKFCG(CS, CGP)(PE), FTIHK, CTA(HK)

Mr. Chan is the founder and Chief Coach of True Financial Training Academy, and the first Level 2 certified trainer and facilitator of Blair Singer Training Academy in Hong Kong. He is a fellow member of HKICPA, ACCA, HKCGI, the Chartered Governance Institute, and the Taxation Institute of Hong Kong, and is among the first group of Certified Tax Advisors (Hong Kong) and Chartered Governance Professionals with Practitioner's Endorsement.

With over 30 years of professional experience, Mr. Chan previously worked in the audit and computer audit departments of an international CPA firm and the finance department of a Hong Kong listed company. He founded Reachtop Group (now Reachtop KSHK Group) over 26 years ago, serving thousands of individual and corporate clients in areas ranging from automated accounting, tax advisory, and corporate governance to sales, leadership, and subconscious management coaching. He was also the Master Trainer of QuickBooks Online in Hong Kong, training hundreds of accounting professionals in 2015 and 2016.

Mr. Chan has spoken at seminars in Hong Kong, Japan, Philippines, Thailand, and Taiwan. He is a feature columnist for CUP Media and 932 Magazine, and author of four books on tax, insurance, property investment, and trusts.

Mr. Chan is a regular speaker on technology, digitalisation, and AI adoption for the accounting profession. He combines deep professional qualifications with hands on coaching and real life case studies, making complex AI concepts accessible and actionable for practitioners.



CPD EVENT ENROLMENT FORM

(The enrolment form must reach the Institute no later than 2 working days before the start of the event.)

Please send the complete form **by e-mail** or **by post** together with the required payment

Email: enrolment@hki CPA.org.hk

By post: **HKICPA, 37/F, Wu Chung House, 213 Queen's Road East, Wanchai. Attn: F&O Dept.**

Payment & Enrolment Status Enquiry: 2287 7381 / enrolment@hki CPA.org.hk	Course Information Enquiry: 2287 7253 / cpd@hki CPA.org.hk	FOR OFFICE USE
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Section 1 – Personal Particulars where appropriate. All fields are mandatory unless specified otherwise.

Membership No.: _____, or please specify: Non-member GAA Passport Holder

Name of participant: _____ Organization: _____
Family name Given name (optional)

Contact information provided below is used solely for communication of the particular event(s), without update to your member profile.

Mobile: _____ E-mail: _____

Section 2 – Event Registration All fields are mandatory.

No.	Event code	Event name	Fees
1.			HK\$
2.			HK\$
3.			HK\$
Total:			HK\$

Section 3 – Payment Please fill in either 3A or 3B and where appropriate. All fields are mandatory in either part.

3A	<input type="checkbox"/> Cheque (No. _____) payable to HKICPA or Hong Kong Institute of Certified Public Accountants		
	<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:	Cardholder's Signature:	Date of completing the form:

Complete this part only if "Support Programme" applies.

3B	<input type="checkbox"/> I am unemployed and not working. I am planning to rejoin the workforce.	Date:	
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Note:

- 3.1 Applications will only be accepted when payment is made by cheque or credit card. Cash is strictly not accepted.
- 3.2 For cheque payment, please issue separate cheque for each event. For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
- 3.3 In order not to delay the process, please ensure payment is made together with your application.
- 3.4 Payment receipt will be sent to your email address provided above once the payment is confirmed.
- 3.5 In normal circumstances, the course fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the course be cancelled or postponed due to unforeseeable circumstances, refund will be made according to your payment method. Unsuccessful enrolment will be notified with full refund. 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.
- 3.6 Members of HKICPA may access to "MyCPA" to check your enrolment status.

Section 4 – Points to Note

- 4.1 Applications are processed on a first-come, first-served basis.
- 4.2 Confirmation of enrolment and login information to access the event (if applicable) will be sent to you via email. Your login ID and password are for your exclusive use ONLY and you should not share them with anyone.
- 4.3 In the event of typhoon signal no. 8 or above or a Black Rainstorm warning is hoisted, all scheduled events will be cancelled/postponed. Further details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
- 4.4 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. The provision of personal data by means of this form is voluntary. However, insufficient information may result in an inability to process your application. 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://mas.hki CPA.org.hk/mycpa/communication/preference>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at privacyofficer@hki CPA.org.hk or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <https://www.hki CPA.org.hk/en/Tools/Privacy-policy>.
- 4.5 No unauthorized audio or video recording is allowed at CPD events.
- 4.6 The Institute reserves the right to amend the above terms and conditions without prior notice, and to change the venue, date, speaker or to cancel the event due to unforeseen circumstances. In case of any disputes, the Institute reserves the right to make the final decision.

For payment by cheque, please fill-in your postal address for refund.	
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