

## Financial Services Interest Group Cocktail Reception Predicting investor behaviours by blood type



Investor behaviour is a combination of "left brain" and "right brain".

Our left brain can be thought of as the logical, cool-headed and analytical brain, increasingly, neural networks simulate our left brain and "AI is booming" in investment houses as well as labs. Our right brain, on the other hand, is described in the work of Mr. Richard Thaler, the 2017 Nobel Memorial Prize Winner in Economic Sciences, as the irrational behaviours demonstrated by market participants. Only by combining both "AI" and "Behavioural Finance" can we understand the fuller picture.

Some people may ask whether nature or nurture is a more dominant factor in decision making. That's similar to asking whether the left brain or the right brain makes better decisions.

At the upcoming Financial Services Interest Group annual cocktail reception, Mr. Fred Wong, Founder and Alchemist Apprentice of Artificial Intelligence Hong Kong Limited will talk about:

- ✧ How do people in different blood types utilize their left and right brain to make decisions?
- ✧ How are they linked to different investment styles – Individualist, Guardian, Celebrity, and Adventurer?

This also provides an excellent opportunity for you to meet and exchange views with fellow CPAs in the new year.

Details of the event are set out below:

<b>Guest Speaker</b>	<b>Mr. Fred Wong</b> , CFA Founder and Alchemist Apprentice Artificial Intelligence HK Limited
<b>Date &amp; Time</b>	<b>16 January 2019, Wednesday</b> <b>Drink from 6:30 p.m. – 8:30 p.m.</b> <b>Talk starts at 7:15 p.m.</b>
<b>Venue</b>	HKICPA, 27th Floor, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong
<b>Language</b>	Cantonese
<b>Fee</b>	\$150 (HKICPA member) \$330 (non-HKICPA member)
<b>CPD hour</b>	1 hour
<b>Competency*</b>	Management, leadership and soft skills
<b>Rating</b>	Foundation level
<b>Enrolment deadline</b>	<b>14 January 2019</b>
<b>Registration</b>	<b>Enrol online</b> 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



## Financial Services Interest Group Cocktail Reception

### Predicting investor behaviours by blood type

#### ABOUT THE SPEAKER

**Mr. Fred Wong, CFA**  
Founder and Alchemist Apprentice  
Artificial Intelligence HK Limited

Mr. Fred Wong held various management positions in several semiconductor companies. After working in the semiconductor industry for 10 years, he started his new career in the financial sector.

At BNP Paribas, Mr. Wong was ranked No. 5 in the hardware sector of the 2008 Institutional Investor All-Asia research survey, and he was ranked No. 1 in the IT sector of the 2009 StarMine survey. He also represented BNP to comment on technology stocks on media.

Mr. Wong is the author of the investment books “對沖拆解王” and “對沖拆解王 2 – 賞金獵人投資技術”; and the co-author of “Bloody AI Alchemist” which is available on Amazon. He also spoke for SFC, HKSFA, Bloomberg, NowTV, Cable TV, TVB, RTHK, and Family Office Conferences, etc. on technology-related topics.

Mr. Wong graduated from the Department of Industrial & Manufacturing Systems Engineering (Semiconductor Stream), The University of Hong Kong.



**Financial Services Interest Group  
 Cocktail Reception  
 Predicting investor behaviours by blood type  
 Enrolment Form**

16 January 2019  
 (Enrolment deadline: 14 January 2019)

**Online registration is recommended**

Event Code: CKTL19011601

**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 <sup>(Note 4)</sup>: \_\_\_\_\_  
 Telephone no.: \_\_\_\_\_ Mobile no.: \_\_\_\_\_

*(Please tick the appropriate box)*

<b>Fee:</b>	<input type="checkbox"/> <b>HKICPA Member: \$150</b>	<input type="checkbox"/> <b>non-HKICPA Member: \$330</b>
<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:
• For credit card payment the card should be valid with expiry date at least <u>1 month</u> from the date of event. • Payment receipt will be sent to your email address provided above once the payment is confirmed.		

**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 15 January 2019. 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 2:30 p.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://mas.hkicpa.org.hk/mycpa/login>. 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](mailto:finance@hkicpa.org)

**Event Information Enquiry: 2287 7067 (Sharon Ngai)**  
 Email: [sharonngai@hkicpa.org](mailto:sharonngai@hkicpa.org)

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 :