

## Information Technology Interest Group (ITIG) Lunch seminar:

### Accounting technology doesn't have to be costly: How Hong Kong SMEs grow in the cloud



#### Speakers

**Ms. Polly Liu**  
SME Evangelist, Hong Kong  
Xero

**Mr. Kelvin Wong, CPA, CAIA**  
Chief Financial Officer  
Telligent Capital Management

#### Date & Time

**8 May 2019, Wednesday**  
**12:30 – 2:00 p.m.**

#### Venue

HKICPA, 27th Floor, Wu Chung House,  
213 Queen's Road East, Wan Chai, Hong Kong

#### Programme

- Presentation
- Sharing session
- Q&A

#### Language

English

#### Fee

\$150 (HKICPA member)  
\$330 (non-HKICPA member)  
(Sandwiches and drinks will be provided at 12:00 noon)

#### CPD hours

1.5 hours

#### Competency\*

Industry Knowledge, Information Technology

#### Rating\*

Foundation / Intermediate level

#### Enrolment deadline

**2 May 2019**

#### Registration

**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

## ABOUT THE SEMINAR

Moving your accounting to the cloud comes with many benefits – one of which is the cost-savings small businesses stand to enjoy. Cloud technology can be affordable for small businesses and in fact it drives more flexibility and productivity gains in the long run.

In the seminar, Ms. Polly Liu from Xero will debunk some common misconceptions about cloud computing and provide guidance and practical tips for SMEs to use technology for growth. Mr. Kelvin Wong, an Institute member from a local SME will share how his company has embraced cloud technology and how cloud accounting has helped modernize the company's business.

After joining this seminar, participants will be able to:

- gain a good understanding of cloud accounting technology
- know why and how to use cloud accounting for business growth
- learn about the trends of cloud accounting in Hong Kong's small businesses and common features of cloud accounting software
- identify the transparency in the cost of cloud accounting software ownership and make better-informed decisions about investing in accounting software.

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**ABOUT THE SPEAKERS**

**Ms. Polly Liu**

SME Evangelist, Hong Kong  
Xero

In her role as a SME Evangelist, Ms. Liu helps SMEs in Hong Kong grow and thrive through cloud accounting. She knows the Hong Kong small business scene like the back of her hand, and is the go-to expert for Hong Kong SMEs to get started in and enjoy all the benefits of moving onto the cloud.

Ms. Liu holds a Bachelor's Degree in Business Administration (Accounting and Finance) from the University of Hong Kong.

**Mr. Kelvin Wong, CPA, CAIA**

Chief Financial Officer  
Telligent Capital Management

In his role as CFO, Mr. Wong keeps business operations running smoothly by looking after areas such as accounting, tax, operation and legal compliance, and maintaining a robust operational environment. He attributes much of the foresight to have made the right technology investments to streamline internal processes, minimize human error, and extract human bias from decisions.

Prior to joining the Telligent Capital Management, Mr. Wong spent a few years at Deloitte & Touche where he was part of the Global Financial Services Team, servicing a portfolio of banks, insurers and securities companies.

Mr. Wong graduated from the Hong Kong University of Science and Technology. He is an Institute member and a member of the Chartered Alternative Investment Analyst Association.



**Information Technology Interest Group (ITIG)**

**Lunch seminar:**

**Accounting technology doesn't have to be costly:  
How Hong Kong SMEs grow in the cloud**

**Enrolment Form**

8 May 2019  
(Enrolment deadline: 2 May 2019)

Event code: SCPD19050801

**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:
<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 6 May 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 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 7009 (Betsy Liang)**  
Email: [betsyliang@hkicpa.org.hk](mailto:betsyliang@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 :