



Hong Kong Institute of  
Certified Public Accountants  
香港會計師公會

# IT CONFERENCE 2019

## Smart CPAs in the Era of Smart Everything

Accountants in the future world of machines



### About the conference

With technology advancing at record rates, ensuring you have the skills for today's IT and data management will be an advantage to your career advancement. With the right skills and training, accountants are guaranteed a lucrative career that will last well into the future. The speed, efficiency and accuracy of technology such as artificial intelligence and robotic process automation just cannot be beaten. Accountants should embrace new technologies and learn how to maximize their use. The better equipped you are to help your clients integrate and utilize technology in their accounting processes the more valuable you will be.

Come and join this year's IT Conference, at which the speakers will share their insights on how to help businesses and professionals seize opportunities through technology advancement to drive success.

### About the event

<b>Date</b>	<b>19 October 2019, Saturday</b>
<b>Time</b>	<b>9.00 a.m. – 1.00 p.m.</b>
<b>Venue</b>	Ballroom, The Ritz-Carlton, Hong Kong International Commerce Centre, 1 Austin Road West, Kowloon ( <i>click <a href="#">here</a> for the map</i> )
<b>CPD hours</b>	3.5 hours
<b>Admission Fee</b>	<del>Early bird [enrol by 9 Oct]</del> <del>— \$485 member/ student/ IA/ HKIAAT member</del> <del>— \$755 non-member</del> <b>Regular price</b> - \$585 member/ student/ IA/ HKIAAT member - \$855 non-member
<b>Language</b>	English
<b>Competency*</b>	Information Technology
<b>Rating*</b>	Foundation / Intermediate level
<b>Enrolment deadline</b>	16 October 2019
<b>Registration</b>	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

## Programme

The Conference will cover presentations of the following topics:

- Artificial intelligence in finance: Where the mind partners with the machine
- Advancement of technology in elite sports training and competition
- How a finance department can stay top of the class with robotics process automation (RPA)
- The role of finance in digital transformation
- How to become a more strategic finance team

*(The programme is subject to change and additional topics will follow.)*

## Guest of honour



**Lucas Hui**  
**Chief Technology Officer**  
**Hong Kong Applied Science and Technology Research Institute (ASTRI)**

Dr Hui is an internationally renowned expert in applied research in cybersecurity, data sciences and trust management, with vast leadership experience in collaborative projects in complex, multi-stakeholder situations across technological, organizational and geographical boundaries. He possesses over 30 years of outstanding research, consulting and teaching experience and a passion in “enabling people and processes to fully leverage the power of technology”.

## Keynote speakers

(Listing in alphabetical order of surname)



**Anthony Lam**  
**Project Manager, Application Systems**  
**The Hong Kong University of Science and Technology**

Mr Lam received his Master of Business Information Technology from RMIT University in Australia. He has extensive experience working with business users in implementing financial, procurement, manufacturing, retail systems and dashboards for analytical operation. Prior to joining HKUST, he was the Head of IT for an international medical company, and Senior Manager of Asia leading the application team of a well-known retailer with revenue over US\$8 billion.

Mr Lam led his team with a major consulting company to experience using Robotics Process Automation (RPA) tool to automate a few processes in the UST Finance department. He learnt the technologies and implementation approach, and he is in the progress of further improvement the operational efficiency by deploying RPA solution to schools and departments of the University.

Mr Lam is a frequent speaker in conferences sharing his knowledge and experience, and with a passion to apply technologies in business sectors automating the processes. He is a member of the Project Management Institute and the HK Computer Society.



**Raymond So**  
**Director, Elite Training Science and Technology**  
**Hong Kong Sports Institute**

Dr So has been actively involved in sports training and sports medicine research for many years. His major responsibility at the HKSI is to drive innovation and scientific, medical and technological support to coaches to systematically and positively impact athletes' high performance results. He has done extensive research on windsurfing, in the areas of muscle activation patterns, physiological demand and training methods. In recent years, he emphasises on performance enhancement of elite cyclists. His research areas include muscle fatigue pattern in different cycling techniques, energy utilization during different types of cycling competition and recovery modalities. His research work is published in international academic and professional journals and numerous keynote and invitational presentations.

Dr So has served the Hong Kong Association of Sports Medicine and Sports Science for 20 years and was the President from 2001 to 2005, he is currently a Commission Member of the Association. Besides, he serves the following posts:

- Athletes Performance Enhancement Sub-Committee of the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled (member)
- Medical & Sports Science Committee of the Asian Paralympic Committee (member)
- International Federation of Sports Medicine Education Commission (member)
- Asian Federation of Sports Medicine (executive member)
- Curriculum Development Council Committee on Physical Education of the Education Bureau (member)
- Department Advisory Committee for the Department of Health and Physical Education of the Education University of Hong Kong (external member)
- Preparatory Executive Committee of the Association of Sports Institutes in Asia (Secretary)
- Journal of Exercise Science & Fitness Editorial Board (member)

## Panel discussion panelists

(Listing in alphabetical order of surname)



**Brain Chan**  
**Partner, Banking & Capital Markets Leader, Hong Kong**  
**Deloitte China**

Mr Chan has over 20 years of assurance and advisory experience, focusing on financial services sector. He has worked in Australia, China and Hong Kong, and is the Banking & Securities Leader for Hong Kong.

He has worked with some of the largest banks in the region, and has led and delivered projects ranging from valuation of derivatives, market risk management and VaR calculation system, stress-testing, internal control design for treasury and markets business of banks, to liquidation of the OTC derivative portfolio of a bankrupted investment bank.

In recent years, Mr Chan became involved in the fintech community, working closely with different stakeholders in the ecosystem in Hong Kong. These include fintech companies like cryptocurrency exchanges, dealers and funds, virtual banks, robo-advisors, payment and remittance companies and online micro-lending platforms, their accelerators or incubators, regulators and industry associations. His particular interest in fintech is in the application of artificial intelligence or cognitive automation, as well as Open Banking, and has been working on automation projects involving machine learning and natural language processing.



**Darren D Hariharasegaran**  
**Senior Manager**  
**PwC**

Mr Hariharasegaran has significant experience with enterprise wide data & analytics and cloud transformation programmes, who has led large scale agile data projects in complex technological and business environments. He has recently joined from the PwC London office, where he leads London's Advanced Analytics capability and serves as one of the firm's subject matter expert for Big Data Transformation.



**Stanley Yung**  
**Partner**  
**Ernst & Young**

Mr Yung is the Partner in the Hong Kong office of Ernst & Young. He has more than 19 years of business and IT consulting experience in retail, entertainment and technology industries across mainland China, Hong Kong and Taiwan. His key area of practice includes system integration for ERP, B2C/B2B ecommerce platform implementation, customer relationship management and order management.

Mr Yung obtained the Master degree in Computer Science and Information Systems from The University of Hong Kong and Bachelor degree in Computer Science and Statistics from University of Waterloo, Canada. Currently, he is a certified Project Management Professional (PMP).

Mr Yung has concrete experience on business transformation, as well as system integration and e-commerce implementation.



**Isabel Zisselsberger**  
**Head of Financial Strategy and Transformation and Customer & Operations**  
**KPMG China**

Ms Zisselsberger has 18 years of experience in management consulting, and has been in Hong Kong since 2005.

Specialising in Finance and Operational Transformation, Ms Zisselsberger has worked with multiple large, multinational organisations in navigating through significant finance and operational changes across different sectors. Her role is to help organisations maximise their back office performance and increase their value to the business and relevance to the business' customers. Recently, she has worked with a number of multinational clients on how to re-define their finance operating model using automation technologies.

Ms Zisselsberger is also a representative for the German and European chamber of commerce, Hong Kong. Further, she is a member of the Women in Finance Asia (WiFA) initiative where she provides support and mentorship to other women in Finance.



## Other speakers

(Listing in alphabetical order of surname)



**Ricky Lau**  
**Regional Vice President, North Asia**  
**BlackLine**

Mr Lau is responsible for driving the sales and strategic growth of BlackLine's operations in the North Asia market.

With more than 18 years of experience in the information technology Industry, business development and management, Mr Lau has a proven track record in growing revenues for high-growth companies in Hong Kong. His expertise lies in solutions in the ERP, Business Intelligence (BI), Cloud, Mobility, and Human Resource areas. Prior to joining BlackLine, he was the Regional Director at Qlik, where he led a team and grew the business in Hong Kong from the ground up. He also served as the Media and Publicity Director for the China and Hong Kong Enterprise Market Development Association.

Mr Lau is a Certified Management Accountant who graduated from the Institute of Certified Management Accountants (ICMA) in Australia. He regularly speaks at public events including events at the Hong Kong Polytechnic University and City University of Hong Kong.



**Erik Saito**  
**General Manager, Asia Pacific**  
**Workiva**

Mr Saito is the General Manager of Asia Pacific at Workiva, based in Singapore.

Prior to joining Workiva, Mr Saito was Vice President Finance and ANZ at Ingredion Inc. (NYSE: INGR), where he was the CFO of the Asia Pacific Region and also held executive management responsibility for Ingredion's Australia and New Zealand business units.

Before joining Ingredion, Mr Saito was the Vice President of Investment Banking M&A at J.P. Morgan Securities Inc.

*(The speakers are subject to change and there will be additional speakers)*

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## Enrolment Form

**19 October 2019, Saturday**

**Enrolment deadlines:**

~~9 October 2019 (early bird rate)~~ / 16 October 2019 (regular rate)

Event code: CCPD19101901

**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 (Note 4): \_\_\_\_\_

Telephone no.: \_\_\_\_\_ Mobile no.: \_\_\_\_\_

*(Please tick the appropriate box)*

<b>Admission Fee:</b>																							
<i>Early bird rate (by 9 Oct)</i>								<i>Regular rate (by 16 Oct)</i>															
<b>Member</b>								<input type="checkbox"/> \$485								<input type="checkbox"/> \$585							
<b>Non-member</b>								<input type="checkbox"/> \$755								<input type="checkbox"/> \$855							
<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:

1. Enrolment for the activity is accepted on a first-come-first served basis.
2. Full payment must be made before your enrolment will be processed. No telephone reservation will be accepted.
3. Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted.
4. Confirmation of enrolment will be sent to you via email before 18 October 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.
5. 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.
6. [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.
7. 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@hkcipa.org.hk](mailto:finance@hkcipa.org.hk)

**Event Information Enquiry:** 2287 7067 (Sharon Ngai)

Email: [sharonngai@hkicpa.org.hk](mailto:sharonngai@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 :