



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

Co-hosting



CIMA

## HKICPA and CIMA joint webinar:

# Re-inventing finance for a digital world

The future of finance



The Hong Kong Institute of CPAs (HKICPA) and the Chartered Institute of Management Accountants (CIMA) will jointly hold a free webinar to provide an overview on the future needs of business and employers globally in a digital world, enhance members' skills on assessing their finance strategy and vision, and help to sharpen their competencies to face the ever-changing value of finance.

### Speakers

#### Dr William Chen

Chairman, North Asia Regional Advisory Panel  
CIMA

#### Ms Jennifer Cheung

Council Member and Chairman, PAIB Committee  
Hong Kong Institute of CPAs

### Date & Time

**10 November 2020, Tuesday**  
**12:30 p.m. – 2:00 p.m.**

### Format

#### Live webinar

(There will be real time Q&A)

### Language

English

### Fee

**Free of charge** (CIMA and HKICPA members only)

*Upon registration, you will receive an e-confirmation on the webinar.  
You can access the webinar by tablet, smartphone or PC.*

### Capacity

300 seats (including CIMA and HKICPA members)

### CPD hours

1.5 hours (subject to actual attendance)

### Competency\*

Business planning and strategy, Information Technology, Industry Knowledge

### Sub-competency\*

Developing and implementing strategic actions, Technology-related upgrades and implementations, Business and product knowledge

### Rating\*

Intermediate level

### Enrolment deadline

**5 November 2020**

### Registration

**Online registration** will commence at **12:00 noon, 6 October**.

The webinar will be conducted through CIMA's Zoom account. Participants' full name and enrolment number will be provided to CIMA for entering the webinar.

Enrolment for HKICPA members will be accepted on a first-come-first-served basis.

Participants will also be entitled to a free e-learning course "[Critical Thinking Skills](#)" for one year offered by CIMA and AICPA and please indicate your interest by providing your name and email to CIMA Hong Kong for registration. The e-form for reply is set out in the e-confirmation.

### Enquiry

Phone: 2287 7065 (Stone Tse)  
Email: [stonetse@hkipa.org.hk](mailto:stonetse@hkipa.org.hk)

\* Details of [Competency and Rating](#) information

**Reach out CIMA**

[CIMA website](#) and click [here](#) for  
CIMA Information Session

## ABOUT THE WEBINAR

In 2019, the American Institute of CPAs (AICPA) and CIMA carried out global research “**Re-inventing finance for a digital world – The future of finance**” and issued a [White Paper](#) about the research, underpinning the views on how new competencies are emerging in a digital world. At this webinar, the CIMA speaker will explain the core findings of the research and its implications for finance professionals, employers, academics and tuition providers, and regulators and policymakers.

The Institute’s speaker will introduce the [Professional Development Framework for PAIBs](#) which is developed and launched in 2019 by the Professional Accountants in Business (PAIB) Committee of the Institute, with a view to provide a useful and accessible guide to the competencies necessary for the PAIBs to perform both their current and desired roles. The framework can help PAIBs to shape their careers, realize their objectives, and take control of their learning to achieve their goals when facing the shifting importance of the finance function to organizations.

## ABOUT THE SPEAKERS



**Dr William Chen**

Chairman, North Asia Regional Advisory Panel  
CIMA

Dr Chen is CFO of Quasar Engineering with more than 25 years’ financial and business management experience in the Greater China and Asia Pacific region. Industries covers food & beverage, e-commerce, retail and medical devices.

Dr Chen earned the doctorate degree in Business Administration and is CGMA, FCMA, FCPA (Australia & HK) and CMC holder.

Dr Chen also shows commitment to education and accountancy professional development. He currently sits on the Griffith University’s Business School Strategic Advisory Board and is an Adjunct Professor of the business school.



**Ms Jennifer Cheung**

Council Member and Chairman, PAIB Committee  
Hong Kong Institute of CPAs

Ms Cheung is the Executive Director, Hong Kong Conglomerates 1 Head, Institutional Banking Group of DBS Bank Limited, Hong Kong Branch. With over 20 years of experience in the financial services industry, she has extensive experience in providing solutions in credit & lending, debt capital markets, leveraged and acquisition finance, equity capital markets, project and export finance, treasury, trade finance and cash management.

Ms Cheung is a Council Member of the HKICPA (2013 to 2017, since 2019) and the Chairman of the Institute’s Professional Accountants in Business Committee (since 2018). She is also Council and Court Member of Lingnan University (since 2015) and General Committee member of Federation of Hong Kong Industries (since 2019). She is a fellow member of HKICPA and an associate member of Institute of Chartered Accountant of England and Wales. She holds a BSc (Econ) from the London School of Economics.