



THE CPA CONFERENCE 2021: TRANSCENDING TOGETHER

About the conference

The COVID-19 pandemic has ravaged economies around the world, disrupted supply chains, and changed organizational behaviours. The lessons learnt from the pandemic will shape CPAs and their organizations' development as they leverage the arsenal of skills and resources they developed and deployed to navigate this global crisis.

Come and join the Institute's debut conference for both CPAs in business and practice, which provides a platform for speakers to share and inspire Institute members on the latest trend and development relating to the accounting profession and the business world.

Themed "**Transcending together**", the conference will explore the business lessons learnt from the pandemic, the urgent need for digital transformation, the future of the finance function, as well as the evolving skill sets and the path forward for the accounting profession.

About the event

Date & Time

2 October 2021, Saturday

Morning session 9:00 a.m. - 12:00 noon

Afternoon session 1:30 p.m. - 4:30 p.m.

Venue

The Grand Ballroom
Kowloon Shangri-La, Hong Kong

Language

Cantonese

Admission Fees

	Member	Non-member
Morning session (CCPD21100201)	\$450	\$720
Afternoon session (CCPD21100202)	\$450	\$720
Full day (CCPD21100203)	\$900 \$675	\$1,440 \$1,080

[The fee does not include any refreshment / meal]

CPD hours

2.5 hours per session / 5 hours for full day

Competency*

Business Planning and Strategy, Change Management, Information Technology, and Industry Knowledge

Sub-competency*

Identifying opportunities and threats, Executing and supporting change initiatives, Data management and analysis, and Business and product knowledge

Rating*

Foundation / Intermediate level

Enrolment deadline

28 September 2021

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.

Programme – Morning session

09:00	Welcome address
09:15	Keynote speech - Brand Value creation and transformation of LEGO
09:45	Panel discussion 1: Lessons from the crisis
10:15	Networking break
10:45	Panel discussion 2: Digital transformation
12:00	End of morning session

Programme – Afternoon session

13:30	Keynote speech – Doing business with purpose
14:00	Panel discussion 3: Future of the finance function
14:30	Networking break
15:00	Panel discussion 4: Skills evolution and the pathway forward
16:20	Closing remarks
16:30	End of afternoon session

To promote work-life balance, booths introducing the Institute's sports and recreational interest groups will be available at the conference.

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

Welcome address



Mr. Raymond Cheng FCPA (practising)
President
Hong Kong Institute of CPAs

Keynote speeches



Keynote speaker (morning session)
Mr. Kenny Sham
Director, Head of Marketing (Hong Kong,
Taiwan & Macau)
The LEGO Group



Keynote speaker (afternoon session)
Mr. Tsang Chun Wah, John
Founder
Esperanza



Moderator
Mr. Horace Ma CPA (practising)
Member
Professional Accountants in Business
Committee

Session 1: Lessons from the crisis



Panellist
Mr. Edwin Morris CPA
Group CFO
Jebsen & Co. Ltd



Panellist
Mr. Francis Ngai
Founder & CEO
Social Ventures Hong
Kong



Moderator
**Mr. Fong Po Kiu,
Francis**
Honorary President
Hong Kong Information
Technology Federation

Session 2: Digital transformation



Panellist
**Mr. Chan Ting Bond,
Michael FCPA**
Co-Founder &
Chief Executive Officer
Vis Mobility Limited



Panellist
Dr. Toa Charm
Chairman
OpenCertHub



Moderator
**Mr. Jeffrey Chan
FCPA (practising)**
Chairman
Working Group on
Practice Management of
Small and Medium
Practices Committee



Panellist
**Mr. Dickman Chiu
CPA**
Group Financial
Controller
100x Group



Panellist
Mr. Andrew Lee
Partner, Greater China
Markets
Ernst & Young

Session 3: Future of the finance function



Panellist
Mr. Keith Chan CPA
Chief Financial and
Technology Officer
McDonald's Hong Kong



Panellist
Mr. Anthony Lin FCPA
Financial Controller
Gammon Construction



Moderator
**Mr. Fong Po Kiu,
Francis**
Honorary President
Hong Kong Information
Technology Federation

Session 4: Skills evolution and the pathway forward



Panellist
Mr. Teddy Liu CPA
(practising)
Member, People
Development
Management
Committee
The Hong Kong
Management
Association



Panellist
Mr. Kit Wong CPA
Director, Education and
Training
Hong Kong Institute of
CPAs



Moderator
Mr. Adam Wong CPA
Member
Young Members
Committee



Panellist
Ms. Louisa Yeung
FCPA
Chief Executive Officer
KOS Group



Panellist
Ms. Yan Yeung CPA
Partner, Tax Services
PwC Hong Kong

Closing remarks



Ms. Rosalind Suk Yee Lee FCPA
Vice-President
Hong Kong Institute of CPAs and
Convenor of The CPA Conference 2021
Organizing Committee



Master of Ceremonies (morning session)
Mr. Horace Ma CPA (practising)
Member
Professional Accountants in Business
Committee



Master of Ceremonies (afternoon
session)
Ms. Agnes Ho CPA
Chair
Sports and Recreation Committee

(Listing in alphabetical order of surname)

The programme and speakers are subject to change.

Title sponsor:



Platinum sponsors:



Gold sponsors:





The CPA Conference 2021
Transcending together

Finance & Operations Department,
Hong Kong Institute of CPAs

37th Floor, Wu Chung House,
213 Queen's Road East, Hong Kong.

Fax no: 2893 9853

Enrolment Form

2 October 2021, Saturday

Enrolment deadlines: 28 September 2021

Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "My CPA" at 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)

Admission Fee:			
	Morning (09:00-12:00) (CCPD21100201)	Afternoon (13:30-16:30) (CCPD21100202)	Full day (09:00-16:30) (CCPD21100203)
Member	<input type="checkbox"/> \$450	<input type="checkbox"/> \$450	<input type="checkbox"/> \$675
Non-member	<input type="checkbox"/> \$720	<input type="checkbox"/> \$720	<input type="checkbox"/> \$1,080
<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"> 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 30 September 2021. You can check your enrolment status at "MyCPA" at 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, topics 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/communication/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 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 7381 Email: enrolment@hkicpa.org.hk	Event Information Enquiry: 2287 7009 (Marco Yip) Email: marcoyip@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 :