



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

THE CPA CONFERENCE 2021: TRANSCENDING TOGETHER

[Archived session]

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.

The Institute organized its debut conference on 2 October 2021 for both CPAs in business and practice, which provided 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.

Members interested in viewing the archived session(s) of the conference, please refer to the information below for registration.

About the e-Seminar

Available period 1 November 2021 – 15 November 2022

Format Physical conference (archived session)

Language Cantonese

Fees	Member	Non-member
Morning session (ESEMCPAC21100201)	\$450	\$720
Afternoon session (ESEMCPAC21100202)	\$450	\$720

Upon registration, you will receive an e-confirmation.
You can access the archived session by tablet, smart phone or PC.

CPD hours 2.5 hours per session

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 15 November 2022 (offline enrolment by 10 November 2022)

Registration **Enrol online** or complete the enrolment form and return it with full payment by the enrolment deadline.

Enrolments will be accepted on a first-come-first-served basis.

Programme – Morning session

- ❖ Welcome address
- ❖ Keynote speech - **Brand Value creation and transformation of LEGO**
- ❖ Panel discussion 1: **Lessons from the crisis**
- ❖ Panel discussion 2: **Digital transformation**

Programme – Afternoon session

- ❖ Keynote speech – **Doing business with purpose**
- ❖ Panel discussion 3: **Future of the finance function**
- ❖ Panel discussion 4: **Skills evolution and the pathway forward**
- ❖ Closing remarks

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

Welcome address



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

Keynote speech: Brand Value creation and transformation of LEGO



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

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



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



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



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



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

Keynote speech: Doing business with purpose



Keynote speaker
Mr. Tsang Chun Wah, John
Founder
Esperanza



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

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

(Listing in alphabetical order of surname)

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