



## Information, Communications and Technology Interest Group e-Seminar

### Generative AI is here, what's now and what's next?

(Programme code: ESEMICT23052301)



ChatGPT is the newest AI-powered tool that is poised to disrupt multiple industries. Microsoft has been at the forefront of cutting-edge research in AI and data usage and has integrated these powerful, innovative AI technologies into their products and services to help organizations do more with less.

In this e-Seminar, the speaker shares the fundamentals of AI technology and some AI-powered business use cases, especially how generative AI can revolutionize the accounting industry while encompassing AI strategy, processes and governance in a responsible way.

<b>Speaker</b>	<b>Mr. Fred Sheu</b> National Technology Officer, Microsoft Hong Kong
<b>Available period</b>	<b>21 June 2023 – 30 June 2024</b>
<b>Format</b>	<b>e-Seminar</b>
<b>Language</b>	Cantonese
<b>Fee</b>	\$160 (HKICPA member or student or IA) / \$360 (non HKICPA member)
<b>CPD hour</b>	1 hour
<b>Competency*</b>	Information technology
<b>Sub-competency*</b>	Technology-related upgrades and implementations
<b>Rating*</b>	Foundation to intermediate level
<b>Enrolment Deadline</b>	30 June 2024 (online) / 26 June 2024 (offline)
<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. An email will be sent to you to confirm your registration. You can access the e-Seminar by tablet, smart phone or PC.

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

## About the Speaker



**Mr. Fred Sheu**  
**National Technology Officer,**  
**Microsoft Hong Kong**

As National Technology Officer at Microsoft Hong Kong, Mr. Sheu supports policy decision and delivers technologically relevant and scalable solutions into Hong Kong market. His main objectives are to align IT value propositions to public policies in such areas as healthcare, education, the environment, and local social and economic development; and to promote a digital agenda in top policy areas, including innovation, security and privacy, technology neutrality, accessibility, and interoperability.

Prior to Microsoft, Mr. Sheu worked with Hewlett Packard (HP) Enterprise where he was the General Manager of Software for HPE Hong Kong. Mr. Sheu is an active veteran in Hong Kong ICT industry, he serves in councils of Hong Kong Computer Society (HKCS), itSMF Hong Kong Chapter and the Hong Kong Information Technology Federation (HKITF).

Mr. Sheu graduated from the University of Manitoba with a Bachelor of Computer Science (Hon) degree.