



HKICPA Seminars – IT Series (July - August 2016)

This series of seminars is designed to provide professionals with knowledge of the latest information technologies available in the market, how these technologies can enhance business performance, as well as their implications for businesses and the accounting profession.

Topic/ Programme code	Date and time/CPD hours	CPD hours	Language	Speakers
Digital Convergent Market - Cross Industry Growth Opportunities for Chinese Enterprises (S160706S)	Wednesday, 6 July 2016 7:00 p.m. – 8:30 p.m.	1.5	Cantonese	Dr. Lawrence Wong Managing Partner, GCE Consulting and Big Data Elite Asia
Next Generation of IT Management (S160720S)	Wednesday, 20 July 2016 7:00 p.m. – 8:30 p.m.	1.5	English	Mr. Kok-Tin Gan Partner, Risk Assurance, PwC
The Evolution of Analytics: From Data Gathering to Competitive Strategy (S160810S)	Wednesday, 10 August 2016 7:00 p.m. – 8:30 p.m.	1.5	English	Mr. Sai Chin Li Director, IT Advisory, KPMG China Ms. Yoong Chung Associate Director, IT Advisory, KPMG China
Achieving Faster and Error-free Financial Closing and Budget Planning (S160817S)	Wednesday, 17 August 2016 7:00 p.m. – 9:00 p.m.	2	English and Cantonese	Mr. Chris Ting Senior FOPM Solution Specialist, IBM Analytics, IBM Hong Kong Ms. Djulianda EPM Associate Director, FoxGlobal Technologies (Hong Kong) Limited Ms. Carol Fung Senior Consultant, FoxGlobal Technologies (Hong Kong) Limited
Big Data Monetization – Turning Concepts into Business Reality (S160829S)	Monday 29 August 2016 7:00 p.m. – 8:30 p.m.	1.5	Cantonese	Mr. King Leung CEO, CLiX International Limited, a multiple award winning CRM and Big Data agency



Venue	Hong Kong Institute of CPAs, 27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
Format	Seminar
Fee (each)	HKICPA member or student: HK\$190 (online enrolment: HK\$180) IA/ HKIAAT member or student: HK\$190 Non-member: HK\$330
Participants	Persons who are interested in exploring ways of using technologies to improve efficiency and effectiveness in their businesses and daily works
Competency*	Information technology
Rating*	Intermediate to advanced level

* Please refer to the [Institute's online CPD Learning Resource Centre](#) for descriptions of competency and rating.

About the programme

Digital Convergent Market – Cross Industry Growth Opportunities for Chinese Enterprises (S160706S) *(Intermediate level)*

Course outline

Digitalization is changing the compositions of the market resources all over the world, reducing market barriers, simplifying intermediate links, remodeling industry boundaries and market patterns, as well as promoting cross-industry competitions and cooperation.

With the popularity of the mobile internet and smartphones, China has the largest population in digital market. Currently, there are 4 digital convergent markets clearly arising in China and mainly in the field of consumer markets. They are "Shopping", "Payment", "Audio-Visual" and "Travelling", which all bring tremendous opportunities for new entrants to create cross-border competitions to win over traditional enterprises.

In this seminar, the speaker will share his views on the characteristics of the 4 digital convergent markets in China, strategies of traditional and new/ cross-industry enterprises to deal with these severe competitions, and future development trend of the digital convergent markets.

Objectives

- Understand the 4 digital convergent markets in China and how they affect our daily lives
- Understand how new entrants create challenges to traditional enterprises through cross-border competition strategies

Speaker

Dr. Lawrence Wong, Managing Partner, GCE Consulting and Big Data Elite Asia

Dr. Wong is a fellow CPA with 30 years' experience in the world's leading consulting firms like Accenture/ KPMG and famous listed conglomerates like PCCW/ Hutchison. He has a wealth of practical experience in finance, information technology, customer relationship management, sales and marketing, supply chain management, and human resources.

Currently, he is a managing partner of GCE Consulting and Big Data Elite Asia focusing to provide advisory and training services to enterprises on big data, digital transformation, financial technology, strategy and management.

Dr. Wong is a business/ management/ information technology expert with widely combat experience in the telecommunications, retails and financial services industries. He has managed enormous consulting projects such as e-commerce, customer segmentation, next-best-action, omni-channel management, logistics network optimization, sales forecasts, and inventory management. These all help corporations to face mobile internet and cross-industry big data challenges and ultimately, improve enterprise profitability and increase customer loyalty.



About the programme

Next Generation of IT Management (S160720S) *(Intermediate level)*

Course outline

High on the agenda: Transforming the IT organization to meet the needs of businesses today. Successful IT organizations of the future will be those that evaluate new technologies with a discerning eye and cherry pick those that will help solve the organization's most important business problems. This shift requires change far greater than technology alone. It requires a new mindset and a strong focus on collaboration, innovation and "outside-in" thinking with a customer-centric point of view.

The demand of this changing landscape means a paradigm shift in IT management is required to proactively tackle the challenges. This does not mean throwing away current IT management practices, but it does mean applying them in a different way. Through adopting a "Next Generation IT Management" approach, an organization is able to deliver value quickly and effectively.

In this seminar, the speaker will discuss:

- How the IT management landscape is changing?
- What challenges and considerations do organizations face?
- How can "Next Generation IT Management" drive transformation?
- What is the approach to "Next Generation IT Management"?

Objectives

- Understand the problem with traditional outdated, inflexible IT operating model of IT management
- Explain the need of transformation to "Next Generation IT Management"
- Highlight the essential skills and capabilities of Next Generation IT Practitioner

Speaker

Mr. Kok-Tin Gan, Partner, Risk Assurance, PwC

Mr. Gan is a cyber security expert specializing in developing cyber security capability and structure for clients, and has conducted a wide range of cyber exercises globally to tailor and integrate various best practices into clients' cyber security programs.



About the programme

The Evolution of Analytics: From Data Gathering to Competitive Strategy (S160810S) *(Intermediate level)*

Course outline

Big Data has been a hot topic for the past few years. What is it and is the concept actually new? Whether a company is in a fight for its life or simply fighting to stay on top, its ability to manage and analyze large data sets will be critical to its success. Data consolidation, reporting, and analysis is nothing new but with data exploding and data points increasing in a dramatic rate, organizations that are not able to keep up will gradually lose competitive edge and become obsolete. Business leaders who take action in their organizations to promote data gathering and analysis as part of a larger competitive strategy will reap the benefits of becoming market leaders. Data analytics platforms provide businesses with access to insights that were once out of reach. With the sophistication of technology combined with its simplicity of use and the vast amount of data being exchanged in the community, we now have greater ability to identify risks and opportunities, gain feedback and efficiency, and make better decisions.

In this seminar, the speakers will discuss the evolution of analytics, the importance of data strategy and how an organization's mindset needs to be changed and embrace the "data as an asset" idea.

Objectives

- Highlight the key areas of evolution in data analytics
- Understand the importance of a business driven data strategy
- Explain the organizational mindset that is crucial to a successful data strategy
- Explore the challenges of the Big Data era

Speakers

Mr. Sai Chin Li, Director, IT Advisory, KPMG China

Mr. Li leads the Data & Analytics practice in Hong Kong and has over 15 years of extensive IT experience in data analytics, data warehousing, business intelligence and management information. He has been helping his clients globally with leveraging data to drive business decisions and growth. Mr. Li has a technical background and a track record for successful implementations of large and complex global projects, in addition, he covers the full spectrum of services related to data analytics such as developing realistic strategies that can be delivered, establishing governance models, and defining corporate and departmental key performance indicators.

Ms. Yoong Chung, Associate Director, IT Advisory, KPMG China

Ms. Chung has solid background in the data space. She has led multiple data projects in multinational corporations that cover several verticals, i.e. banking and finance, insurance, government and airline. She has extensive experience in a number of disciplines, i.e. data management, data quality, data architecture, data governance and data integration.



About the programme

Achieving Faster and Error-free Financial Closing and Budget Planning (S160817S) *(Intermediate level)*

Course outline

Fiscal strength is a competitive advantage. It requires a keen understanding of the business nuances that go beyond numbers, and conducting detailed analysis. Knowledge of enterprise performance management through analytics enables people to analyze and deliver results efficiently and unlock more values throughout business.

In this seminar, experts from IBM and their business partner (FoxGlobal Technologies (Hong Kong) Limited) will share real-world cases and proven technologies for optimizing consolidation, budgeting, planning and forecasting processes.

Objectives

- Optimize productivity for financial management from an end-to-end approach *(English session)*
- Boost your efficiency to steer business with financial consolidation *(Cantonese session)*
- Transform planning, budgeting and forecasting with analytics *(Cantonese session)*

Speakers

Mr. Chris Ting, Senior FOPM Solution Specialist, IBM Analytics, IBM Hong Kong

Mr. Ting is responsible for the development of IBM Financial and Operational Performance Management (FOPM) software solutions to Hong Kong clients, helping them monitoring, managing and planning the activities across the enterprise to enhance business outcomes.

Mr. Ting has over 15 years of IBM FOPM project management, consultation and implementation experience across a range of industries, including banking, insurance, telecommunication, property development and management, retail/ wholesale, consumer packaged goods, logistics and manufacturing in the Asia Pacific region.

Ms. Djulianda, EPM Associate Director, FoxGlobal Technologies (Hong Kong) Limited

Ms. Djulianda is experienced on both side of information technology industry, as developer, product management, to implementer of solutions and also as user/ administrator of financial consolidation reporting and finance manager.

Ms. Djulianda leads implementation in Asia Pacific Region for various industries such as high tech, retail distribution, manufacturing, food beverage, energy, construction, and banking etc.

Ms. Carol Fung, Senior Consultant, FoxGlobal Technologies (Hong Kong) Limited

Ms. Fung is an experienced CPA. She has extensive implementation experience in consolidation solutions for industries covering the manufacturing, banking and finance, insurance, apparel, telecommunication and global commodity trading.



About the programme

Big Data Monetization – Turning Concepts into Business Reality (S160829S) *(Advanced level)*

Course outline

In Chinese Kung Fu analogy, Loyalty Marketing = the Moves (招式), Customer Relationship Management (CRM) = the Weapons (兵器), and Big Data = Wisdom of Success (心法). They have highly symbiotic relationships.

Under today's uncertain market conditions, most companies spend lots of energy in Loyalty Marketing tactics such as rewards, points, VIP events. But if most players in the same sector all have similar 'moves' (招式), these tactics will become undifferentiated and ineffective.

The next frontier comes in the form of CRM technologies (i.e., 'weapons' (兵器)). In early 19th Century Qing Dynasty, China lost to the world powers partly because of her antiquated weaponries. Then China invested in modern weapons and at one time had the 4th largest fleet in the world. But Qing Navy still faced the humiliating defeat to Japan during the First Sino-Japanese War (甲午海戰) because of the lack of understanding of proper usage of weapons and continuous upgrades. Sounds familiar? Most companies face the same challenges nowadays. Having the modern CRM technology is only the first step. Knowing how to get value out of it defines success versus failure.

So how to get the most value out of the Loyalty Marketing tactics and CRM technologies? The missing piece lies in Big Data Analytics (i.e., 'Wisdom of Success' (心法)). Everyone knows there are enormous insights behind the mountains of customer data but few understand how to monetize them. This seminar will use a few case illustrations to bring this to life!

Objectives

- Demystify a highly strategic yet not well understood business topic – Big Data
- Help participants understand how customer data can be monetized
- Help participants visualize the roadmap to put this Big Data strategy into action

Speaker

Mr. King Leung, CEO, CLiX International Limited, a multiple award winning CRM and Big Data agency

Mr. Leung is a leading practitioner in Big Data, CRM and Loyalty Marketing in Hong Kong and China. He also serves in leadership positions at several marketing and technology associations and is a frequent speaker and moderator on Big Data, CRM, innovation, entrepreneurship at media, universities, business conferences and seminars.

Prior to pursuing his entrepreneurial career, Mr. Leung was a management consultant in strategy, operation and information technology with Booz Allen Hamilton and KPMG Consulting in the USA and the UK. He was also in technology investment as a venture capitalist at Innovate@ (a technology fund co-managed by Booz Allen Hamilton and Lehman Brothers in the USA.)

Mr. Leung holds an MBA (Hons) in Finance and Strategy from University of Chicago, and BSc (Hons) in Mechanical Engineering from University of Wisconsin – Madison.



To confirm your CPD booking,
just log on to "My CPA" at
<http://www.hkicpa.org.hk>

HKICPA Event Enrolment Form (For Support Programme)

Finance & Operations Department,
Hong Kong Institute of CPAs,
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Please click here for online enrolment
(for HKICPA members only)

Payment & Enrolment Status Enquiry: 2287 7381 e-mail: finance@hkicpa.org.hk Fax : 2893 9853	Course Information Enquiry: 2287 7386 / 2287 7253 e-mail: cpd@hkicpa.org.hk	FOR OFFICE USE
--	--	-----------------------

Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address ^{*(2)} (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
<i>* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.</i>							Total (HK\$)	

I am unemployed and not working. I am planning to rejoin the workforce.
The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.
The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : _____ Tel No. : _____ Fax No. : _____ E-mail : _____

Payment Method (Please tick the appropriate box)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" ⁽⁶⁾											
<input type="checkbox"/> VISA / MasterCard <input type="checkbox"/> BOC HKICPA UnionPay card											
Card Number:										Card Expiry Date (MM/YY):	
Cardholder's Name (block letters):						Cardholder's Signature:				Date:	
<input type="checkbox"/> I would like to have an official receipt. (Remarks: Official receipt will be sent to your email address provided above).											

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
 - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
 - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
 - All applications are on a first-come-first-served basis.
 - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
 - Please issue SEPARATE CHEQUE for each event.
 - NO REFUND/CANCELLATION will be entertained after the application is processed.
 - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
 - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
 - Your personal data collected from the enrolment process and administration of courses will be used for the purpose of the administration of the course on which you are enrolled. 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 and, if applicable, for validation of CPD hours. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of CPD activities, 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 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/>
 - No unauthorized audio or video recording is allowed at CPD events.

For payment by cheque, please fill-in your postal address for refund in case the event is full or cancelled. (Remarks: For payment by credit card, refund will be made directly to your credit card.)	
Name:	Name:
Address:	Address: