

# PAIB Virtual Conference 2020

Thriving in turbulent times: Business continuity and growth strategies



## About the conference

Over these months, we have been surrounded by news about the COVID-19 pandemic. While we are facing highly uncertain situations, it is likely that life after the pandemic will be significantly different from the one we had before. As a consequence of our collective and individual experiences during the pandemic, things will change in the economy and business landscape, and businesses must adapt to survive and thrive.

The Institute and Bloomberg will jointly organize the **2020 PAIB Virtual Conference** to provide an overview of the economic situation, as well as the opportunities and challenges during the pandemic. A panel of renowned speakers will cover the changes of business model during pandemic, how they are responding to the increasing stress and how they improve risk management technology post-pandemic.

The conference is free of charge. Registration will be conducted through Bloomberg's platform. Please refer to the notes for enrolment for details. In order to facilitate a meaningful discussion at the conference, before event enrolment, members will be required to complete a survey to share how COVID-19 is affecting PAIBs. Members are also encouraged to submit questions in advance on the dedicated event page of the Institute's [Facebook](#).

## About the event

### Date & Time

**Saturday, 19 September 2020**  
**9:30 a.m. – 11:30 a.m.**

### Format

**Live webinar**  
(There will be real time Q&A)

**FULL**

### Fee

Free of charge (HKICPA members only)

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

### Target audience

Professional Accountants in Business

### Language

Cantonese / English (subject to the speakers' language)

### CPD hours

2 hours

### Competency\*

Business Planning and Strategy, Corporate and Strategic Finance, Risk Management and Internal Control

### Sub-competency\*

Identifying opportunities and threats, Capital budgeting & treasury functions - bank financing, cash management, and Identifying and managing risks

### Rating\*

Foundation / Intermediate level

### Enrolment deadline

**11 September 2020**

### Registration

Online registration will commence at 12:00 noon, 4 August.

Registration will be accepted on a first-come-first-served basis. Please go to page 4 to read the notes on registration and start the registration process.

### Enquiry

2287 7009 (Betsy Liang)

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

## Programme

The following key topics will be covered by the speakers / panelists:

- ❖ Presentation – An overview of the economic situation
- ❖ Presentation – Innovation through changing business models
- ❖ Panel discussion – Succeeding in uncertainty: managing organizational risk in times of crisis

## Guest of Honour



**Joseph H. L. Chan, JP**

Under Secretary for Financial  
Services and the Treasury  
The Government of Hong  
Kong SAR

## Welcome addresses



**Johnson Kong**

President  
Hong Kong Institute of CPAs



**Bing Li**

Head of Asia Pacific  
Bloomberg L.P.

## Speakers



**Wilson Chow**

Global Technology, Media  
and Telecommunications  
Industry Leader  
PwC China



**Anthea Lai**

Senior TMT Analyst  
Bloomberg Intelligence



**Alan To**

Senior Director, Head of  
Property Management –  
China  
Tishman Speyer



## Panelists



**Suzanne Cheng**  
Chief Financial Officer  
Hutchison  
Telecommunications Hong  
Kong Holdings Limited



**Maria Hui**  
Director, Marketing and  
Operations (M&O)  
Microsoft Hong Kong



**Anthony Lee**  
Buyside Risk Specialist,  
North Asia  
Bloomberg L.P.



**Alexander Li**  
Group Strategy Director  
Mandarin Oriental Hotel  
Group

## Closing remarks



**Jennifer Cheung**  
Chairman, PAIB Committee  
Hong Kong Institute of CPAs

## Master of Ceremony



**Horace Ma**  
Member, PAIB Committee  
Hong Kong Institute of CPAs

## Moderator



**Michael Chan**  
Member, PAIB Committee  
Hong Kong Institute of CPAs

*(Listing in alphabetical order of surnames)  
speakers/panelists are subject to change.*

## Notes on registration

- Registrants are required to complete an online Survey on COVID-19 before enrolling for the conference. The results will also be used as a focus point for the conference.
- The online registration platform is hosted by Bloomberg for handling registrations directly. Registrants will receive an e-confirmation upon registration.
- The conference is exclusive for Institute members. A simple membership verification will be conducted after the online registration. The Institute will decline registrants if their membership cannot be verified and the registrants concerned will be informed accordingly. As such, please be reminded to fill in your full name, same as that of the membership record and the correct membership number on the online registration form.
- Upon registration, registrants are required to fill in their personal information including name, membership number, corporate email, phone number, company name, job title, City, Country/Region, etc. on the online registration platform hosted by Bloomberg, and need to agree to the privacy policy of Bloomberg and to learn more about products and services from Bloomberg. (If you have questions regarding the privacy policy, please contact Bloomberg at [privacy@bloomberg.com](mailto:privacy@bloomberg.com).)
- Your enrolment is limited to your individual self-learning and CPD purposes, and your unique access to the conference must **not** be shared with anyone else.
- No unauthorized audio or video recording is allowed for the conference.

**Online registration will commence at 12:00 noon, 4 August.**

Click [here](#) to start the survey and registration.

**The PAIB Virtual Conference 2020 has been fully subscribed and the registration is now closed. Look forward to seeing you next time.**