

# Hong Kong Institute of CPAs

## THE CPA CONFERENCE 2021: TRANSCENDING TOGETHER

2 October 2021, Saturday  
Kowloon Shangri-La, Hong Kong



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

## Programme - morning session

09:00

**Welcome address****Mr. Raymond Cheng** *F CPA (practising)*  
President  
Hong Kong Institute of CPAs

09:15

**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

09:45

**Panel discussion 1: Lessons from the crisis**

The COVID-19 pandemic has ravaged economies, disrupted supply chains, and changed organizational behaviours. What are the business lessons we can learn from the disruption?

Panellists  
**Mr. Edwin Morris** *CPA*  
Group CFO  
Jebsen & Co. Ltd**Mr. Francis Ngai**  
Founder & CEO  
Social Ventures Hong KongModerator  
**Mr. Fong Po Kiu, Francis**  
Honorary President  
Hong Kong Information Technology Federation

10:15

**Networking break**

10:45

**Panel discussion 2: Digital transformation**

The COVID-19 pandemic has speeded up the adoption of digital technology and brought about changes in the way companies in all sectors and regions do business. How has the digital revolution impacted the accounting profession?

Panellists  
**Mr. Chan Ting Bond, Michael** *F CPA*  
Co-Founder & Chief Executive Officer  
Vis Mobility Limited**Dr. Toa Charm**  
Chairman  
OpenCertHub**Mr. Dickman Chiu** *CPA*  
Group Financial Controller  
100x Group**Mr. Andrew Lee**  
Partner, Greater China Markets  
Ernst & YoungModerator  
**Mr. Jeffrey Chan** *F CPA (practising)*  
Chairman  
Working Group on Practice Management of Small and Medium Practices Committee

12:00

**End of morning session**



## Programme - afternoon session

13:30

**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

14:00

**Panel discussion 3: Future of the finance function**

Finance functions are transforming from back office support functions to business-facing functions that support and enable decision-making across organizations. Technology advancements and the proliferation of data are also dramatically reshaping the role of the finance function. Are we ready?



Panellists

**Mr. Keith Chan** CPA

Chief Financial and Technology Officer

McDonald's Hong Kong

**Mr. Anthony Lin** FCPA

Financial Controller

Gammon Construction



Moderator

**Mr. Fong Po Kiu, Francis**

Honorary President

Hong Kong Information Technology Federation

14:30

**Networking break**

15:00

**Souvenir presentation to sponsors**

15:05

**Panel discussion 4: Skills evolution and the pathway forward**

The COVID-19 pandemic has accelerated change and professional accountants need to evolve and embrace the changes. What are the roles and skill set required for future accountants?



Panellists

**Mr. Teddy Liu** CPA (practising)

Member, People Development

Management Committee

The Hong Kong Management Association

**Mr. Kit Wong** CPA

Director, Education and Training

Hong Kong Institute of CPAs

**Ms. Louisa Yeung** FCPA

Chief Executive Officer

KOS Group

**Ms. Yan Yeung** CPA

Partner, Tax Services

PwC Hong Kong



Moderator

**Mr. Adam Wong** CPA

Member

Young Members Committee

16:20

**Closing remarks****Ms. Rosalind Suk Yee Lee** FCPA

Vice-President

Hong Kong Institute of CPAs and

Convenor of The CPA Conference 2021 Organizing Committee

16:30

**End of afternoon session**



# THE CPA CONFERENCE 2021: TRANSCENDING TOGETHER



## 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

## Composition of The CPA Conference 2021 Organizing Committee:

Convenor: **Rosalind Lee**

Members:	<b>Michael Chan</b>	<b>Larry Cheng</b>	<b>William Cheung</b>	<b>Agnes Ho</b>	<b>Ken Li</b>
	<b>Vince Liu</b>	<b>Horace Ma</b>	<b>Kaiser Wan</b>	<b>Adam Wong</b>	<b>Colin Wong</b>

Secretary: **Jonathan Ng**



Speakers' profile

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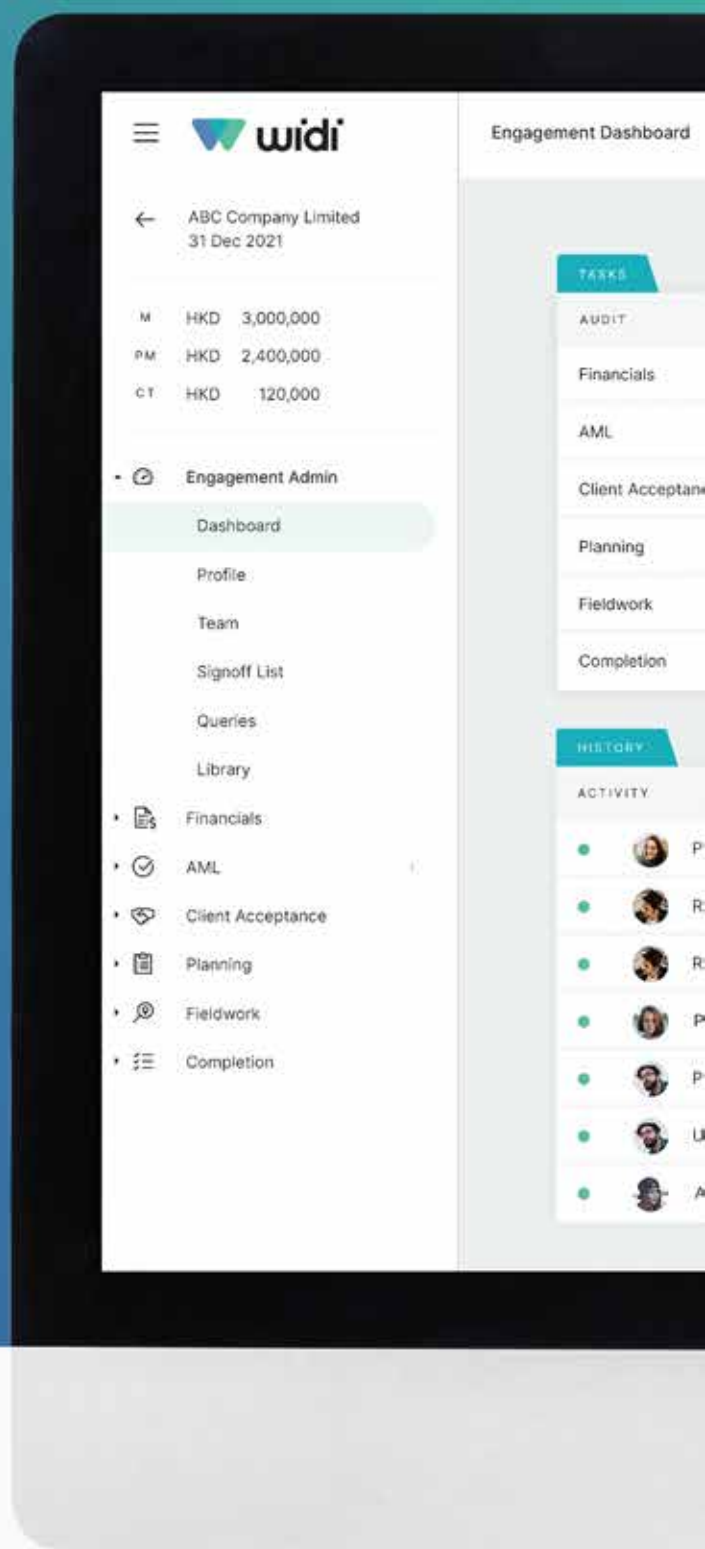
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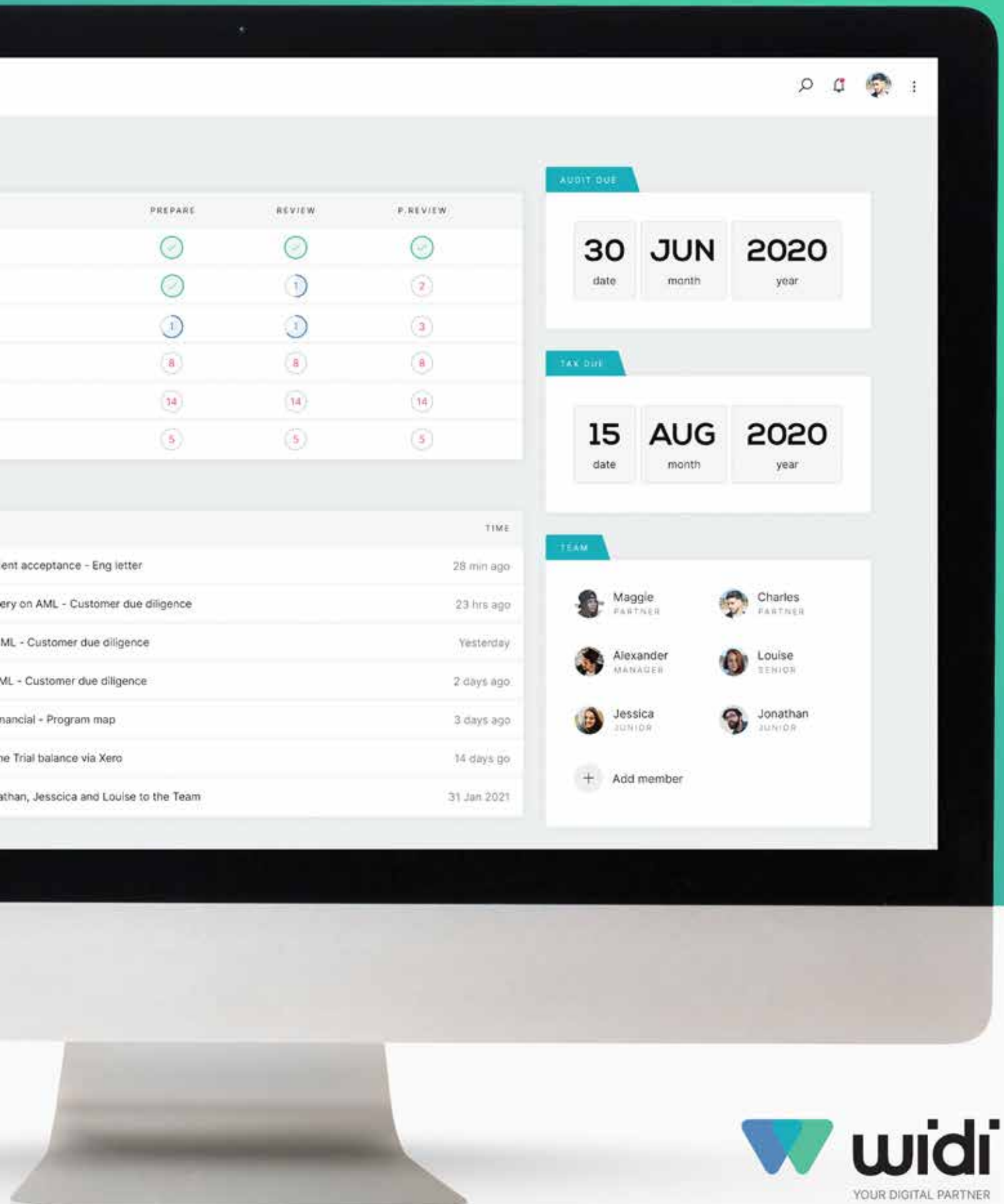
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The Organizing Committee of The CPA Conference 2021 gratefully acknowledges the support and contributions given to this Conference by the following organizations and individuals:

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Mr. Kenny Sham  
Mr. Tsang Chun Wah, John

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Mr. Edwin Morris  
Mr. Francis Ngai  
Mr. Chan Ting Bond, Michael  
Dr. Toa Charm  
Mr. Dickman Chiu  
Mr. Andrew Lee  
Mr. Keith Chan  
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Mr. Fong Po Kiu, Francis  
Mr. Jeffrey Chan  
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Mr. Horace Ma  
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