



IT CONFERENCE 2016

Big Data for Big Business? – Leveraging the new age crystal ball to grow businesses whether big or small

About the conference

The power of Big Data has been much talked about in recent years. Many organizations are starting to reap the benefits from predictive analytics and leveraging the explosion of data in the Internet. At the same time, some organizations are still having difficulties in sorting out such huge volume of data and finding ways to make some sense of it.

Join this year's IT Conference at which the speakers from different background and industries will share with you their insights about how traditional reporting can be transformed into analysis and prediction arisen from Big Data. You will also get some tips about the potential benefits of Big Data to your businesses, regardless of the size of your organization.

About the event

Date & Time	15 October 2016, Saturday 9 a.m. – 1 p.m.		
Venue	Ballroom, InterContinental Hong Kong 18 Salisbury Road, Tsim Sha Tsui, Kowloon		
Admission fee		Early bird rate <i>[by 20 September]</i>	Regular rate <i>[by 7 October]</i>
	HKICPA member	\$380	\$460
	Non-HKICPA member	\$530	\$630
CPD hour	3.5 hours		
Language	English		
Competency*	Information Technology		
Rating*	Foundation / Intermediate		

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

Programme

The Conference will cover presentation sessions on the following topics:

- ✧ Big Data – Big Opportunity to Hong Kong
- ✧ Business Advantage with Big Data
- ✧ Revolutionizing Real Estate Market
- ✧ Starting Small with Big Data

A panel discussion on "How to making Big Data a Success Factor for your business?" comprising experts in big data analytics will also share their practical experience.

Guest of honor



Ir Allen YEUNG Tak-bun
Government Chief Information Officer
The Government of the Hong Kong Special Administrative Region

Ir Allen Yeung has extensive experience in the Information and Communications Technology (ICT) field. He held BSEE from the University of Texas at Austin, MSEE from Purdue University and Executive MBA from HKUST-Kellogg Northwestern University.

As Government Chief Information Officer, his responsibilities include formulating ICT policies and strategies; leading the E-government programmes; promoting and developing ICT industry as key business and economy driver; and bridging the digital divide.

Prior to joining the Government in July 2015, Ir Yeung was the Chief Corporate Development Officer of the Hong Kong Science and Technology Parks Corporation. Ir Yeung started his career in 1987 in the Silicon Valley, working for many hi-tech companies. In 1995, he relocated to Hong Kong to further his career development, and served in several senior management positions for multinational enterprises and Hong Kong listed companies.

Ir Yeung has contributed significantly in promoting and developing the innovation and technology industry in Hong Kong and the region. He has served on many councils and advisory committees in the ICT industry associations, business angel networks, engineer professional bodies, as well as educational institutions.

Keynote speakers



Ian CHAN
Business Development Director, International Business Group
Tencent Holdings

Mr. Chan plays a critical role in formulating business strategies, managing business development, sales and digital marketing initiatives as well as driving new businesses for Tencent. He has successfully led various teams to deliver a proven track record of achievement in sales, marketing and business development.

Prior to his tenure in Tencent, Mr. Chan worked at the Commercial Radio and Television Broadcast Limited (TVB), building wide exposure and an extensive network in the media and digital marketing industry.

Mr. Chan holds an Executive MBA from the Chinese University of Hong Kong. He is a regular speaker on the topic of digital marketing, who attained a number of digital related awards including Chief Marketing Officer (CMO) Award from Hong Kong Institute of Marketing.



Asif GHAFOR
CEO and Founder
Spacious

Mr. Ghafoor started Spacious, an online real estate company, in 2013. Spacious provides end-to-end online search experience and simplifies the process of buying, renting or selling a property by combining user experience with analytical tools and relevant content.

Prior to that, Mr. Ghafoor worked in banking technology for 11 years focused on building high performance software for various trading desks within the equities business.

Mr. Ghafoor holds a Master of Science in Mathematics and Computer Science from the University College London.



Professor Kar Yan TAM
Dean, School of Business and Management
Chair Professor, Department of Information Systems,
Business Statistics and Operations Management
The Hong Kong University of Science & Technology

Professor Tam joined HKUST in 1992 as a founding member of the School. Prior to being Dean, he was Dean of Students and Associate Provost at HKUST leading the internationalization efforts of the University, improving the quality of the undergraduate education and supporting students' holistic educational needs.

Professor Tam received his PhD from Purdue University. He is an information system scholar specializing in Big Data and Electronic Commerce and playing an active role in promoting academia-business collaboration projects and startups.

Discussion Panelists



Mr. Peter KOO
Audit Partner, National Leader of IT Advisory Services in Audit Advisory,
Greater China, Deloitte China

Mr. Koo has ambient project experience leading in big data, FinTech, privacy & security services, cyber solution implementation, risk management consulting, Sarbanes Oxley attestation/readiness, internal audit, corporate governance, system processing consulting & re-engineering, technology risk management, compliance & regulatory services.

Mr. Koo also led the internet security consulting services and was the trainer of big data analytics in the West Coast of both Canada and United States.



Mr. James LECHTE
Regional Director – Greater China, EYC3 Advanced Analytics, Ernst & Young

Mr. Lechte leads teams of consultants in the delivery of improving clients top line growth, bottom line performance and the management of risk by employing data and analytics strategies across clients' spectrum of needs. Commonly analytics drives value in the context of customer, employee, procurement, cyber and fraud areas.

Mr. Lechte has deep expertise in systems implementations to support specific analytics and business intelligence client challenges and has project experience in handling companies of different industries, such as banking, retails and telecommunications.



Mr. Sai Chin LI
Director, Management Consulting, Data & Analytics, KPMG

Mr. Li leads the Data & Analytics practice in Hong Kong. He has over 15 years of IT experience with extensive 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 KPIs.



Mr. Chris YW MO
Senior Manager, Risk Assurance, PricewaterhouseCoopers

Mr. Mo has over 13 years of experiences in data analytic and business controls consultation work with a focus on financial services clients. Mr. Mo's key areas of expertise are in big data analytics, business process automation and transformation leveraging on technology and tools, regulatory compliance, report assurance nature type of work. He also has extensive experience in delivering data strategy and governance advisory, incident related analytics, regulatory report assurance, management dashboard implementation and predictive analytics services.

Mr. Mo also serves as the course designer and core trainer of the data analytics courses and subject matter expert in various data analytics tools for PwC Hong Kong.

(The speakers and panelists are subject to change)

Registration

Online registration is recommended, please [Click here](#) or visit www.hkicpa.org.hk

To register offline (by post or by fax):

- Complete the enrolment form and return it to the Institute on or before the enrolment deadline, together with full payment. Cheque should be made payable to the "*Hong Kong Institute of Certified Public Accountants*" or "*HKICPA*".
- Fax registration will only be accepted if payment is made by any VISA / MasterCard or the BOC HKICPA UnionPay / VISA card. Acceptance is on a first-come-first-served basis.

Gold sponsors:





Online registration is recommended

**IT Conference 2016
 Enrolment Form**

**Finance & Operations Department,
 Hong Kong Institute of CPAs**
 37th Floor, Wu Chung House,
 213 Queen's Road East, Hong Kong.
 Fax no: 2893 9853

15 October 2016, Saturday
 Enrolment deadlines:
~~20 September 2016 (early bird rate)~~ / 7 October 2016 (regular rate)

Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "My CPA" at www.hkicpa.org.hk.
 Unsuccessful enrolment will be notified with full refund.

[Contact information below is used solely for communication of this particular event, without update to your member profile]

Please use **BLOCK** letters

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Admission Fee:		Event code:
	<i>Early bird rate (by 20 Sep)</i>	<i>Regular rate (by 7 Oct)</i>
Member	<input type="checkbox"/> \$380	<input type="checkbox"/> \$460
Non-member	<input type="checkbox"/> \$530	<input type="checkbox"/> \$630

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- For credit card payment, the card should be valid with expiry date at least 1 month from the date of event.
- Payment receipt will be sent to your email address provided above once the payment is confirmed.

- Notes:**
- Enrolments are accepted on a first-come-first-served basis.
 - Full payment must be made before your application will be processed. No telephone reservation will be accepted.
 - Application by fax will **ONLY** be accepted when payment is made by credit card. Cash is strictly not accepted.
 - Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
 - In normal circumstance, the admission fee is non-refundable or non-transferable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseeable circumstance, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
 - Bad weather arrangement:** When the typhoon signal no.8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 6:30 a.m. on the date of event, the event will be cancelled.
 - The Institute reserves the right to change the venue, date, speakers, and/or rundown of the event due to unforeseen circumstances.

Personal Data: 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/>

Payment & enrolment status enquiry: 2287 7381
 e-mail: finance@hkicpa.org.hk

Event information enquiry: 2287 7067 (Sheri Tam)
 e-mail: itig@hkicpa.org.hk

For non-member and firm payment by cheque, please fill-in your postal address for refund in case the event is full or cancelled.

Name :	Name :
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