



HKICPA Events – IT Series (May - June 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 development and efficiency, as well as their implications for businesses and the accounting profession.

Topic/Programme code	Date and time/CPD hours	Format	Language	Speakers
How to Win with Big Data Analytics in Retail Industry (S160523S)	Monday, 23 May 2016 7:00 p.m. – 8:30 p.m. (1.5 hours)	Seminar	English	Mr. Ned Au Director, Financial Accounting Advisory Services (Retail Advisory), Ernst & Young Mr. Marc Bunch Partner, Tax (Import Goods Customs and Duties Trade Analytics), Ernst & Young Mr. James Lechte Director, Advisory (Predictive Analytics), Ernst & Young
Hong Kong Digital Marketing and China O2O Trends (S160610S)	Friday, 10 June 2016 6:30 p.m. – 8:30 p.m. (2 hours)	Seminar	Cantonese	Mr. Chiu Ka Ki CEO/ Founder of UNIKI Group Ltd. and Guangzhou Kin Ming IT Ltd.
IT Strategy for the Fourth Industrial Revolution (S160622AS)	Wednesday, 22 June 2016 7:00 p.m. – 8:30 p.m. (1.5 hours)	Seminar	English	Mr. Adam Stuckert Director, KPMG China's IT Advisory Mr. Stanley Sum Associate Director, KPMG China's IT Advisory

Venue Hong Kong Institute of CPAs,
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong

Fee (each)

	<u>Seminar</u>
HKICPA member or student:	HK\$190 (online enrolment for HKICPA member: 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 level

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



About the programme

How to Win with Big Data Analytics in Retail Industry (S160523S)

Course outline

This seminar is designed to provide professionals with insights of the limitless and extensive applications of big data analytics in retail industry. It can be applied (i) in finance to improve profitability and liquidity; (ii) in operations to redesign and improve controls and procedures; and (iii) in marketing to gain competitive edge over business peers.

The speakers will share on how big data analytics can be powerful tools for organizations, their expertise in applying big data analytics and experiences in helping businesses within the retail industry to achieve better results.

Objectives

- Understand how big data analytics can be applied to the retail industry
- Highlight the competitive advantages created by adopting big data analytics
- Illustrate successful stories on how big data analytics play critical roles for retail industry

Speakers

Mr. Ned Au, Director, Financial Accounting Advisory Services (Retail Advisory), Ernst & Young

Mr. Marc Bunch, Partner, Tax (Import Goods Customs and Duties Trade Analytics), Ernst & Young

Mr. James Lechte, Director, Advisory (Predictive Analytics), Ernst & Young

Hong Kong Digital Marketing and China O2O Trends (S160610S)

Course outline

This seminar will discuss social media marketing in Hong Kong and the Mainland. Topics include:

- Migration and change of media behavior
- Cases and trends of digital marketing in Hong Kong market
- Social media marketing/ content marketing in Hong Kong
- China online and mobile trends
- Worldwide and China O2O market trends
- Personal experience sharing and how Hong Kong and the Mainland markets have changed from 1999 to 2015

Objectives

- Understand more about traditional and new media
- Know more about China and O2O market
- Know more about future trends in digital marketing

Speaker

Mr. Chiu Ka Ki, CEO/ Founder of UNIKI Group Ltd. and Guangzhou Kin Ming IT Ltd.

Mr. Chiu has extensive experiences in online and media fields in Hong Kong and the Mainland market. He was the General Manager of HK SINA in SINA.com and the Head of Multimedia Services in New Media Group. He has become a digital marketer since 2010.

Mr. Chiu won the 2013 Digital Marketer personal awards in AIM Media Convergence awards. He was also a speaker on online and digital topics in HK2A and AIM seminar.



About the programme

IT Strategy for the Fourth Industrial Revolution (S160622AS)

Course outline

With the rapid development of technology in recent years – cognitive systems, digital initiatives, FinTech, mobile, cyber security, the Internet of Things, and others – many organizations are trying to understand how technology impacts their business and can be used to develop strategic or operational advantage. Organizations want to understand the implications behind these technology changes and what can be done to minimize or avoid disruption to their existing business as a result of this “fourth industrial revolution”. In this seminar, the speakers will discuss the formulation of an IT strategy with the backdrop of the fourth industrial revolution, and what management should focus on in order to realize tangible benefits through its investment in IT.

Objectives

- Understand the importance of a robust IT strategy for a sustainable business
- Overview of IT strategy formulation – How does it differ from discrete technology initiatives
- Highlight the key challenges in translating IT strategy into business value

Speakers

Mr. Adam Stuckert, Director, KPMG China's IT Advisory

Mr. Stuckert is a director of KPMG China's IT Advisory practice specializing in IT strategy, technology-enabled business transformation, and process design consultancy services. Adam led multiple large scale IT strategy and transformation projects in aviation, energy and healthcare sectors in Canada, China, Hong Kong and the United States. He is also a regular speaker in different business forums on IT strategy and IT performance management.

Mr. Stanley Sum, Associate Director, KPMG China's IT Advisory

Mr. Sum is an associate director of the KPMG China's IT Advisory practice and advised a number of multinational corporation on IT strategy, IT performance management and IT risk in China, Hong Kong, Israel, Switzerland, the United Kingdom and the United States. He is a member of HKICPA and a guest lecturer for an Information System Management undergraduate course at a local university.



**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
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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								
							Total (HK\$)	

* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

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: