

## Think Ahead

Annual  
Conference  
**2017**

# Redefining Businesses for the New Normal

10 June 2017 (Saturday)  
Conrad Hong Kong



# About the conference



Themed '**Redefining Businesses for the New Normal**', ACCA Hong Kong's Annual Conference this year will be held on **10 June 2017** at Conrad Hong Kong.

This is an evolving world of networked individuals empowered by internet and mobile technology. With the spread of broadband, the always-on mobile connectivity, the rise of cloud computing, and the emergence of social networking, our lives have completely transformed in the past decade, the same for the business world. Digital natives continue to rise up their career ladder and begin to take up more important roles in various organisations, including those in the accounting industry. These companies will have to adapt to a more digital lifestyle, one that millennials are accustomed to, and adopt mobile accounting practices as the new normal.

ACCA Hong Kong's Annual Conference will discuss the trends and the likely future

developments that will shape the way accounting professionals operate. As the industry is experiencing profound changes as they embrace new technologies, the conference shall explore evolving sustainable and competitive business models and risk management as well as ways of tackling them under technological advancement.

This Annual Conference is one of ACCA Hong Kong's signature events hosting over 400 delegates each year. It will be part of ACCA Asia Pacific's series of conferences which will also take place in Beijing, Guangzhou, Ho Chi Minh City, Kuala Lumpur, Shanghai and Singapore. Distinguished guests comprising government officials, senior finance leaders, C-suite executives, high-profile leaders from the commercial sector, entrepreneurs and accounting professionals of ACCA will discuss how we re-orientate ourselves to the future economy and consider the delivery of accountancy services in new and innovative ways.

# Programme rundown

## 08.30 – 09.00 Guest reception and registration

### Welcome Address

**Leo Lee** (李志明), FCCA, Deputy President, ACCA

**Alice Yip** (葉嘉明), FCCA, Chairman, ACCA Hong Kong

09.00 – 09.30

### Opening Address

Guest of Honour:

**Paul Chan** (陳茂波), FCCA, GBS, MH, JP, Financial Secretary, The Government of HKSAR

### Discussion forum: Trend of the new normal

Is US reducing its corporate profit tax rate to the level lower than that of Hong Kong? When will the true Brexit consequences start to show? How the French presidential election could make or break the European Union? Will China's economy lose steam in second half of 2017? In the face of a rapidly changing business landscape, there is nothing normal about the 'new normal' for the global economy.

Speakers:

**Leong Cheung** (張亮), Executive Director, Charities and Community, The Hong Kong Jockey Club

**Fan Cheuk Wan** (范卓雲), Managing Director, Head of Investment Strategy and Advisory, Asia, HSBC Private Banking

**Kelvin Lau** (劉健恆), Senior Economist, Hong Kong, Standard Chartered Bank (Hong Kong) Limited

**Professor Kevin Tsui** (徐家健教授), Associate Professor, John E. Walker Department of Economics, Clemson University, USA

09.30 – 10.50  
(Session 1)

Speaker Cum Moderator:

**Stephen Wong** (黃元山), Adjunct Associate Professor, Institute for China Business, Hong Kong University SPACE; Lecturer, Master of Social Science in Global Political Economy Programme, The Chinese University of Hong Kong

## 10.50 – 11.20 Networking break

### Discussion forum: Digital transformation

In today's mobile-first, cloud-first world, digital transformation is interwoven into every aspect of businesses. Organisations are experiencing profound changes in daily operations as they adopt new technologies.

- How augmented reality (AR) and virtual reality (VR) offer new ways to engage customers and offer unique memorable interactions?
- How does Internet of Things (IoT) disrupt business models? How is science fiction evolved into reality, artificial intelligence (AI)?
- How can businesses reap the benefit offered by big data and cloud application?
- How can digital transformation morph from a trend into a central component of modern business strategy?

11.20 – 12.40  
(Session 2)

Speakers:

**Dr Toa Charm** (湛家揚博士), Chief Public Mission Officer, Hong Kong Cyberport Management Company Limited

**George Hongchoy** (王國龍), Executive Director & Chief Executive Officer, Link Asset Management Limited

**Alex Kong** (江慶恩), Founder & Chief Executive Officer, TNG Wallet

**Ravel Lai** (黎柏豪), Regional IT & Digital Director, Jardine Restaurant Group

Moderator:

**Francis Fong** (方保僑), Honorary President, Hong Kong Information Technology Federation

12.40 – 13.50

**Professional Luncheon****Discussion forum: Evolving business models**

- With technologies disrupting traditional business models, how can businesses respond, evolve and remain competitive?
- What are the emerging new businesses models? Would they be sustainable or just passing fads?
- Would only businesses that embrace opportunities to transform be able to build agile and adaptable business models, and ultimately thrive into the future?

13.50 – 15.10  
(Session 3)

Speakers:

**Paul Chau** (周康寅), Senior Client Partner, Global Technology Market, Korn Ferry**S K Cheong** (鄭善強), Executive Director & General Manager, Television Broadcasts Limited**Simon Loong** (龍沛智), Founder & Chief Executive Officer, WeLab**Kenneth She** (余雋知), General Manager, Uber Hong Kong

Moderator:

**Alaric Chu** (朱子昭), Executive Programme Director, Metro Broadcast Corporation Limited**Discussion forum: Risk management**

- Do innovative business models bring about security issues, regulatory compliance concerns and internal control challenges?
- How would new business models revolutionise the ways in which accounting professionals operate and interact with C-Suites in a corporate environment?
- Researches have shown that many jobs in the professional services are prime candidates to become automated in the near future. How can accounting professionals, both in corporations or advisory firms, re-orientate themselves to the future economy and consider the delivery of professional services in new and innovative ways?

15.10 – 16.30  
(Session 4)

Speakers:

**Ashley Law** (羅國偉), Chief Financial Officer & Chief Operation Officer, Financial Services Business Group, SF Express**Dr Joseph Leung** (梁偉峯博士), Vice Chairman, Hong Kong Retail Technology Industry Association**John Lo** (羅碩瀚), Chief Financial Officer, Tencent Group**Stephen Po** (浦偉光), Member, International Advisory Council, China Securities Regulatory Commission; Member, Hang Seng Index Advisory Committee**Arthur Yuen** (阮國恒), JP, Deputy Chief Executive, Hong Kong Monetary Authority

Moderator:

**Horace Ma** (馬振峰), FCCA, Chief Financial Officer, S. Cultural International Holdings Limited; Member of Professional Development Sub-committee, ACCA Hong Kong

16.30

**Conference ends**



## Welcome Address & Opening Address

- 1 **Leo Lee** (李志明)
- 2 **Alice Yip** (葉嘉明)
- 3 **Paul Chan** (陳茂波)

## Session 1

- 4 **Leong Cheung** (張亮)
- 5 **Fan Cheuk Wan** (范卓雲)
- 6 **Kelvin Lau** (劉健恆)
- 7 **Professor Kevin Tsui** (徐家健教授)
- 8 **Stephen Wong** (黃元山)

## Session 2

- 9 **Dr Toa Charm** (湛家揚博士)
- 10 **George Hongchoy** (王國龍)
- 11 **Alex Kong** (江慶恩)
- 12 **Ravel Lai** (黎柏豪)
- 13 **Francis Fong** (方保僑)

## Session 3

- 14 **Paul Chau** (周康寅)
- 15 **S K Cheong** (鄭善強)
- 16 **Simon Loong** (龍沛智)
- 17 **Kenneth She** (佘雋知)
- 18 **Alaric Chu** (朱子昭)

## Session 4

- 19 **Ashley Law** (羅國偉)
- 20 **Dr Joseph Leung** (梁偉峯博士)
- 21 **John Lo** (羅碩瀚)
- 22 **Stephen Po** (浦偉光)
- 23 **Arthur Yuen** (阮國恒)
- 24 **Horace Ma** (馬振峰)

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香港分會

HKI  
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Hong Kong Business Accountants Association

HKINED  
香港獨立非執行董事協會  
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THE HONG KONG SOCIETY OF FINANCIAL ANALYSTS

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香港稅務學會

香港華人會計師公會  
Chinese Society of Accountants & Auditors

**Deadline for enrolment:  
31 May 2017**

 [www.accaglobal.com](http://www.accaglobal.com)  
 [www.facebook.com/ACCA.HongKong](https://www.facebook.com/ACCA.HongKong)  
 WeChat ID: ACCA\_HK

Email: [acca@mastermindevents.com.hk](mailto:acca@mastermindevents.com.hk)

# enrolment form for ACCA annual conference 2017

## Redefining Businesses for the New Normal

### (AC20170610)

Think Ahead

ACCA

Please complete this form in **BLOCK LETTERS** and send it with payment or fax it to our Event Secretariat - Mastermind Events Limited:  
Address: Unit 2501, Billion Trade Centre, 31 Hung To Road, Kwun Tong, Kowloon, Hong Kong  
tel: +852 2114 2811 fax: +852 2114 1969 (for enrolments only) Email: [acca@mastermindevents.com.hk](mailto:acca@mastermindevents.com.hk)

### Enrolment Deadline: 31 May 2017

Delegates' Particulars (Please use <b>ENGLISH BLOCK</b> letters to complete the form)										
Name of Delegate						Membership No (if any)				
Company						Position				
Email (see note 9) (for confirmation)						Tel			Mobile No (for emergency)	
If the enrolment of your accompanying guest, if any, is unsuccessful, do you still prefer to process your enrolment? Y / N <sup>2</sup>										
If you have any special dietary requirements, please provide details: _____										
Name of Delegate						Membership No (if any)				
Company						Position				
If you have any special dietary requirements, please provide details: _____										

<sup>1</sup> Please circle where appropriate

If the contact person is different from the above, please provide the details here			
Contact person			Mobile No (for emergency)

Fee		
	No. of delegate(s)	Total
HK\$1,200 (ACCA Member / Affiliate / Student) <sup>2</sup>		
HK\$1,600 (Staff of Approved Employer / Staff of Conference Sponsor <sup>3</sup> / Member of Supporting Organisation)		
Name of Supporting Organisation: _____		
Membership No of Supporting Organisation: _____		
HK\$2,000 (Non-member)		
<b>GRAND TOTAL:</b>		<b>HK\$</b>

Payment Method <sup>4</sup>									
<input type="checkbox"/> Cheque (payable to "The Association of Chartered Certified Accountants")									
Cheque No.					Bank				
<input type="checkbox"/> Visa / <input type="checkbox"/> MasterCard									
Card No.								Expiry Date (MM/YY)	
Cardholder's Name (please print)					Cardholder's signature				Date

<sup>4</sup> Please tick the appropriate box

FOR OFFICE USE ONLY (AC20160625)
Authorisation code:
Handled by:

Must Fill in (for returning materials)
Name:
Address:

#### Important notes:

- Deadline for enrolment is **31 May 2017**.
- ACCA Hong Kong reserves the right to cancel or make any changes to the event. No refund will be made unless the event is cancelled.
- For Staff of Conference Sponsor, the fields of company and position under Delegate's Particulars are mandatory.
- Enrolment by fax is ONLY acceptable for payments by credit cards. Only VISA and MASTERCARD will be accepted.** Please fax to **852 2114 1969**.
- For cheque payment, **a cheque MUST be attached to the completed enrolment form**; otherwise the enrolment will be rejected.
- Please issue **separate cheques** for different seminars/workshops and/ or activities you enrol, otherwise ACCA Hong Kong reserves the right to reject the enrolment.
- To facilitate the orderly allocation of enrolments via online, fax and mail, valid applications will be processed on a first-come-first-served basis for enrolments through each individual means. ACCA reserves the absolute right to make adjustments to the allocation of enrolments between different application channels in response to prevailing application status. In case the event is over-subscribed, the priority of enrolments will be given in the following order: ACCA Members, Affiliates, Students, Staff of Approved Employers, Staff of Conference Sponsors, Members of Supporting Organisations and Non-members.
- Members must fill in their membership no. for verification of their status. **Enrolment forms with incomplete information will not be accepted.**
- Each enrollee will be notified via EMAIL of the result of their application for enrolment within five working days after the deadline of enrolment.
- If you do not have an email address for receiving the conference confirmation, please provide your fax no. here: \_\_\_\_\_
- If you do not receive any notifications regarding the enrolment status prior to the commencement of the event, please contact our Event Secretariat.** All unsuccessful application forms will be shredded after the event unless those which are paid by cheque will be returned to the enrollees.
- The number of CPD units granted is corresponding to the number of hours of the conference scheduled. For those who arrive late and/or depart early from the scheduled time, the CPD units will have to be discounted corresponding to the actual time of attendance by the attendee.
- The on-line enrolment system is now available to ACCA members. Members are invited to make use of this system to facilitate your enrolment process.
- The event may be cancelled/re-scheduled when typhoon no. 8 or black rainstorm warning is hoisted. Please refer to ACCA Hong Kong website for detailed arrangements.
- Promotional discount for online enrolment is subject to review without prior notice.
- Personal data held by ACCA related to you will be kept confidential but they may be transferred to a third party providing services to ACCA in relation to the organisation of this event.
- Any personal data provided in this form will only be used for the purpose of carrying out the above-mentioned conference. You are required to supply the data in order to process your enrolment. You have rights of access and correction with respect to your personal data. If you wish to exercise these rights with respect to your personal data held by us, please contact the ACCA Hong Kong office.
- ACCA Hong Kong office now operates from Monday – Friday, 10.00 – 12.30 and 14.00 – 18.00 (Closed during lunch hours from 12.30 to 14.00).**

Please visit [www.accaglobal.com/apconferences/hk](http://www.accaglobal.com/apconferences/hk) for more details and updates!