

IT Conference 2014:

Enabling finance transformation through today's technologies

Date	Saturday, 15 November 2014
Time	9 a.m. – 1 p.m.
Venue	Ballroom, InterContinental Hong Kong 18 Salisbury Road, Tsim Sha Tsui, Kowloon (Please click here for the location map)
CPD Credit	3.5 hours
Admission fee	Early Bird (enrol by 16 October) — \$350/member/student/IA/HKIAAT member — \$500/non-member Regular price (enrol by 10 November) - \$390/member/student/IA/HKIAAT member - \$550/non-member
Language	English
Competency	Information Technology
Rating	Foundation/ Intermediate

Early Bird Discount

Enjoy the early bird discount by enrolling on or before **16 October**.

Lucky Draw

Get a chance to win one of the following:

- an iPad Air!
- \$400 Broadway gift vouchers
- "A Guide to H Share Listings"



Enquiries:

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Please refer [here](#) for descriptions of other competencies and ratings.

Programme*

Keynote speakers

- Francis Cheung, Finance Director and Alternate Chief Executive, Octopus Cards Limited
Topic: Hong Kong: Transition to cashless society
- Irene Chin, Finance Director, Business Performance of Miramar Group
Topic: How to leverage information technology in the finance function of hospitality industry
- CF Wong, Head of Finance, GP Electronics (HK) Limited
Topic: Using technology to improve efficiency

Other distinguished speakers

- Ashley Clarke, Chief Operating Officer, FlexSystem Limited
Topic: Empower end-user computing to reconnect business thinking
- Brad Paterson, Vice President & Managing Director, Intuit Asia Pacific
Topic: How technologies impact the future of the accounting profession

Panel discussion

- All speakers
Topic: Managing risks and harvesting returns from transformation and adoption of new technologies

Keynote speakers



Francis Cheung
Finance Director and Alternate Chief Executive, Octopus Cards Limited

Francis Cheung oversees a full spectrum of finance functions for the Octopus group, including its new online and mobile initiatives.

Francis has over 25 years of experience in finance and audits, mergers and acquisitions, holding executive positions in various listed companies, both local and multinational.

Prior to joining Octopus Cards Limited, Francis was the Finance Director of the Central Europe Division of Hutchison Port Holdings based in London, and was the first Chinese Managing Director of the HUD Group, Hong Kong.

Francis holds a bachelor of science degree in Economics from the London School of Economics, London University, majoring in Accounting and Finance. He is also a Fellow of the HKICPA, ICAEW and HKIoD.



Irene Chin
Finance Director, Business Performance of Miramar Group

Irene Chin works as a business partner with Hotel and Serviced Apartment Business Units. She is responsible for providing financial advice and reviewing business performance.

Irene has over 15 year experience in hospitality industry and has actively involved in implementation of various systems in her past employment.

Irene holds a bachelor degree of accountancy from University of South Australia, post-graduate diploma in corporate governance from Hong Kong Polytechnic University and Nanyang-Cornell Advance Management Programme in Hospitality Management from Nanyang Technological University.



CF Wong
Head of Finance, GP Electronics (HK) Limited

CF Wong is the Head of Finance for GP Electronics (HK) Limited, a wholly owned subsidiary of GP Industries Limited, a company listed on the Mainboard of the Singapore Exchange Securities Trading Limited. CF is also the overall Project Leader for implementing IBM Cognos Controller software for GP Industries Limited.

CF has nearly 20 years of strong track records in business partnering, strategic planning and evaluation, mergers & acquisitions, financial management, tax strategy, audit and consolidation. Prior to this, CF worked in other multinational and listed companies as Head of Finance and Big 4 international accounting firms as external auditor.

CF is a member of the Chartered Institute of Management Accountant (United Kingdom) and the Institute of Singapore Chartered Accountants. CF holds a Bachelor's degree in Accountancy from the Nanyang Technological University, Singapore. He also holds an Executive MBA degree from the Kellogg-HKUST program, a partnership joint program between the Kellogg School of Management, Northwestern University, USA and The Hong Kong University of Science and Technology's school of Business and Management.

Other distinguished speakers



Ashley Clarke
Chief Operating Officer, FlexSystem Limited

Ashley Clarke is leading the international growth of the company overseas.

Ashley graduated in Chemistry from Exeter University in the UK to join Deloitte in the City of London specializing in financial services and having worked extensively in London, New York and Europe.

Ashley moved to Asia in 1991 and has lived between Hong Kong and Shanghai and worked throughout Asia Pacific.



Brad Paterson
Vice President & Managing Director, Intuit Asia Pacific

Brad Paterson is responsible for building Intuit's presence, driving growth and overseeing operations in the Asia Pacific region.

In his role, Brad leads a fast-growing, dynamic team to deliver disruptive business management solutions to small businesses, accountants and bookkeepers, and provide best-in-class support to customers.

Brad is passionate about small business. He has an impressive corporate background but is an entrepreneur through and through, having started a number of businesses himself. Brad's passion for helping small businesses succeed is the driving force behind his Intuit's growth strategy in APAC.

Paterson has more than 17 years' experience in IT and financial solutions sectors and, prior to working at Intuit, held various senior positions at PayPal and Visa.

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