



香港商界會計師協會
Hong Kong Business Accountants Association



The Future of Management Accounting

SEMINAR

Date	November 11 2019, Monday
Time	2:00 pm – 2:20 pm (Registration) 2:20 pm – 5:20 pm (CPD hour: 3)(Please refer to <u>Rundown</u>)
Venue	Ernst & Young 22/F, CITIC Tower, 1 Tim Mei Avenue, Central, Hong Kong
Speakers	<p>Mr. John Zheng Association of International Certified Professional Accountants (AICPA-CIMA) 全球董事會董事 Chartered Institute of Management Accountants (CIMA) 全球理事會理事</p> <p>Mr. Martyn van Wensveen EY Financial Services Advisory Partner & APAC IFRS 17 Implementation Leader</p> <p>Mr. Peter Choy President of Hong Kong Business Accountants Association (HKBAA) Chartered Institute of Management Accountants (CIMA) Past Chairman Hong Kong Branch Committee</p> <p>Ms. Gogo Ko Association of International Certified Professional Accountants (AICPA-CIMA) North Asia Regional Advisory Panel Member Chartered Institute of Management Accountants (CIMA) Chairlady Hong Kong Branch Committee 2016</p> <p>Ms. Jasmine Lee EY HK Financial Services Office Virtual Banking Campaign Leader</p>
Language	English
Fee	Free for HKBAA & AICPA-CIMA Members (\$50 for Non-members)
Quota	150

RUNDOWN

2:00pm – 2:20pm	Registration
2:20pm – 2:35pm	Welcome Remarks HKBAA by Mr. Peter Choy AICPA-CIMA by Mr. John Zheng
2:35pm – 3:45pm	Technology drives financial transformation Presentation by Mr. John Zheng
3:45pm – 4:00pm	Networking
4:00pm – 5:05pm	The Future of Finance for Financial Institutions Presentation by Mr. Martyn van Wensveen
5:05pm – 5:15pm	Management Accounting qualifications enhance career prospects Presentation by Ms. Gogo Ko
5:15pm – 5:20pm	Closing Remarks Ernst & Young by Ms. Jasmine Lee

CONTENTS AND SPEAKERS

2:35pm - 3:45pm

科技推動財務變革 by Mr. John Zheng

Contents:

隨著大資料、機器人、人工智慧、機器學習等新技術的飛速發展，中國企業已經逐漸步入自動化的新紀元，很多工作在不同程度上開始應用機器作業，並且在效率和成果上卓有成效。縱觀全球各個領域，技術革新的影響愈演愈烈，幾成顛覆之勢。

在很多走在數位化浪潮前端的大型企業，財務部門也快速不如自動化和智慧化的行列，通過引入機器人流程自動化（**RPA**）、商業智慧分析（**Business Intelligence**）、區塊鏈（**Block Chain**）、人工智慧（**Artificial Intelligence**）等新技術，以更低的成本和更高的效率重塑財務工作框架。



About the speaker:

鄭永強 John Zheng

現任國際註冊專業會計師協會（**AICPA-CIMA**）全球董事會董事，英國特許管理會計師公會（**CIMA**）全球理事會理事。目前正主導並支持 **AICPA** 和 **CIMA** 在未來財務發展方向“**Future of Finance**”的課題研究，專注財務科技發展的研究，並為各大國際金融監管組織提供了研究成果，其中包括加拿大投資行業監管組織（**IIROC**）等。對於 **AI** 在管理會計方面有深入的研究，受邀全球各國會計組織發表金融科技和管理會計應用的演講。

現任亞洲金融協會智庫專家，提供多篇保險行業研究報告；同時擔任亞洲金融協會金融科技專委會委員，提供多篇金融科技及保險科技應用的研究報告，並在亞洲地區各大金融論壇發表主題演講。

兼任上海交通大學管理學院會計專業導師，著有多本財務方面著作《世界 500 強 **CFO** 財務管理筆記》1 和 2，《財務報表分析》等，對財務會計專業方面和財務管理方面有很深入的研究。

目前擔任三井住友保險（中國）有限公司副總經理兼首席財務官，分管財務會計、精算、風險管理、投資、資訊技術和人事行政等業務，並主導公司“通過智慧化提升營運效率”的工作，有很強的保險公司營運的經驗。

CONTENTS AND SPEAKERS

4:00pm - 5:05pm

The Future of Finance for Financial Institutions by Mr. Martyn van Wensveen

Contents:

As financial institutions across the world are being disrupted, they need to reinvent not only their business strategy to drive a better client experience but also their business support models. Finance plays an important role as the co-pilot of the business, partnering closely with Risk and IT to offer reliable and timely information (as, when and where needed) enriched with business insights and foresight tailored to all key internal and external stakeholders to enable better and faster decision making. The old days where the finance department could survive being just a reliable scorekeeper are gone. What is needed now is truly dynamic business partnering models delivering more forward-looking and more granular information based on deep data analysis, enabled by centers of excellence and shared service centres that use the latest generation finance systems supplemented with artificial intelligence, robotics and digital finance tools to add more value using less resources. This requires not only a modern finance toolset but also a matching skillset and mindset required of a dynamic business partner. This presentation will share some practical lessons learned and pragmatic tips how to modernise your finance function to make it “fit for the future”.



About the speaker:

Martyn Wensveen has over 30 years of professional services experience, of which 22 years in the financial services sector covering insurance, banking, leasing, real estate and pension/asset management. His main areas of expertise include IFRS implementation, finance transformation, financial reporting, finance shared services and Solvency/Basel compliance.

As a seasoned hands-on consultant and regular speaker, Martyn has served more than 60 financial sector clients in Asia, Europe and Africa over the past 20+ years. Currently based in Hong Kong and previously in Kuala Lumpur and Singapore since 2013, his current focus is supporting multiple large insurance clients in Asia with adopting the new accounting standards IFRS 17 & 9.

Before his transfer to Asia, Martyn spent his time in London, Zurich and Amsterdam serving some of the largest financial and corporate sector clients with their most complex finance and risk transformation challenges.

He started his career working for 13 years as a system engineer for a commercial bank in the Netherlands and a global IT company in South East Asia before joining the consulting business in London in 1997.

Martyn holds a Sloan Master's degree from London Business School and a Bachelor degree in Business Informatics from the Higher School of Economics & Administration in Utrecht, the Netherlands.