

## Agenda

|                 |  |   |
|-----------------|--|---|
| <b>Date</b>     | 26 May 2017, Friday  |   |
| <b>Time</b>     | <b>14:30 – 14:35</b>   | <b>Opening Remarks</b><br><br>Mr. Patrick Law<br>Deputy Assurance Leader, Hong Kong and Macau, EY<br>Ms. Gogo Ko<br>Director & Vice Secretary, Hong Kong Business Accountants Association   |
|                 | <b>14:35 – 15:05</b>   | <b>Finance Business Partnership: Preparing for the future finance function</b><br><br>Mr. Nelson Chow<br>Director, Advisory Services, Greater China<br>Ernst & Young Advisory Services Ltd. |
|                 | <b>15:05 – 15:35</b>   | <b>Enabling Technology: Robotic Process Automation (RPA)</b><br><br>Mr. Nelson Chow<br>Director, Advisory Services, Greater China<br>Ernst & Young Advisory Services Ltd.                   |
|                 | <b>15:35 – 16:00</b>   | <b>Refreshment Break</b>  |
|                 | <b>16:00 – 16:40</b>   | <b>Enabling Technology: Mastering Data Management</b><br><br>Mr. Ned Au<br>Director, Financial Accounting Advisory Services<br>Ernst & Young  |
|                 | <b>16:40 – 17:20</b>   | <b>Enabling Technology: Cyber Security</b><br><br>Mr. Alan Lee<br>Executive Director, Advisory Services, Greater China<br>Ernst & Young Advisory Services Ltd.                              |
|                 | <b>17:20 – 17:30</b>   | <b>Souvenir Presentation</b><br><b>Closing Remarks</b>  |
|                 |  | The conference will be conducted in Cantonese   |
| <b>Location</b> | Room 2201, CITIC Tower, 1 Tim Mei Avenue, Admiralty, Hong Kong |   |

## Speaker Profiles

**Mr. Nelson Chow**  
**Director, Advisory Services, Greater China**  
**Ernst & Young Advisory Services Limited**

Nelson is the finance and procurement leader of EY Greater China Advisory practice. Nelson has been assisting CEOs, CFOs and CPOs in transformational initiatives to drive growth, operation excellence and margin improvement for many years. Nelson has advised his clients over a broad range of industries including Power & Utilities, Manufacturing, Automotive, Food and Beverage, Telecom, FMCG, Financial Services and Industrial Products.



Prior to joining EY, Nelson worked for SAP Ariba, Johnson Controls, The Hong Kong Jockey Club, and other leading professional firms.

Nelson has an Executive MBA degree from CUHK and an undergraduate degree in BBA from HKUST. Nelson also participated in executive program in the Stanford University and he is a Council Member of Institute for Supply Management - Hong Kong (ISM-HK). Nelson is also the VP of The Chinese University of Hong Kong Alumni Entrepreneurs Association (CUAEA). Nelson speaks in public forums and recently he acted as the moderator for the 7th CFO Innovation Hong Kong Forum, EY CGMA Cost Competitiveness Forum and EY ISM-HK Procurement Forum.

**Mr. Ned Au**  
**Director, Financial Accounting Advisory Services**  
**Ernst & Young**

Ned has over 15 years of experience in providing assurance, financial accounting advisory and data analytics services to multi-national clients in various sectors. He leads the Financial Accounting Advisory Services team in Hong Kong. He heads sizeable data analytics projects for retail, automobile and transportation companies, and also takes part in the Digital Hub of EY Hong Kong on data analytics and accounting process improvements. The projects that he directed successfully brought profits, process improvements and internal control enhancements to the companies.



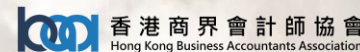
He was the Asia Vice President of a US data analytics firm with leadership of the Asia region with over 80 data analysts for various data analytics capabilities.

Mr. Au also leads projects in providing accounting and regulatory advisories, US GAAP and IFRS conversion and IPO support. He is well versed in IFRS, HKFRS and US GAAP.

Mr. Au has worked in the San Jose area of California for 1.5 years to serve high-tech companies under EY's Global Exchange Program.

# HKBAA EY Conference

## Effective finance business partnership with enabling technologies



**Mr. Alan Lee**  
**Executive Director, Advisory Services, Greater China**  
**Ernst & Young Advisory Services Limited**

Alan Lee is an Executive Director of Ernst & Young's Advisory Practice focusing on cyber security, data privacy, regulatory compliance advisory. Alan is the leader of the cyber security and data privacy services in Hong Kong serving clients of various industries including financial services, telecommunications, utilities, technology services, government and NGOs. Alan has been advising clients on cybersecurity and privacy issues and regulatory compliance issues.



Alan has delivered training programme and workshop to commercial corporations, universities, professional associations as well as regulators covering audit, security, privacy, data analytics, etc. Alan has also involved in various seminars as speaker to share his experiences and insights.

Alan is a fellow member of the Hong Kong Institute of Certified Public Accountants (HKICPA), member of the Institute of Chartered Accountants in England & Wales (ICAEW), Certified Information Systems Auditor (CISA), Certified Information Security Manager (CISM), Certified Information Systems Security Professional (CISSP), Certified Information Privacy Technologist. He is also a development team member of "ISACA Privacy Principles and Program Management Guide" published in 2016.