



**BUSINESS
TRANSFORMATION
IN AN ERA
OF INNOVATION
AND DISRUPTION**

ANNUAL CONFERENCE
14 NOVEMBER 2017

INTRODUCTION

Business Transformation in an Era of Innovation and Disruption

In the era of fast changing innovation of technology and business, perhaps the only way to achieve sustainable competitiveness is to constantly assess how different change drivers can be utilized in your business. Today, social media has become the mainstream in reaching your customers. Tremendous amount of customer and product information must be gathered from multiple diverse sources. Mobile platform has also surpassed the traditional media in providing the innovative high touch and customized solutions for new and existing customers. Indeed, we have reached multiple inflection points in serving customers, the use of technology innovation and globalisation.

Recognising the changing business environment and its importance in maintaining and growing your business, HKMA has adopted the theme 'Business Transformation in an Era of Innovation and Disruption' in its 2017 Annual Conference. The goals are to help senior executives in the understanding of pertinent innovative ideas, and in the exploration and adoption of these tools and techniques in your business and organisation. We have assembled a group of thought leaders and practitioners to share with us their success stories.

DATE AND TIME

Tuesday, 14 November 2017

9:20 am - 5:30 pm

(registration starts from 8:30 am)

CONFERENCE VENUE

Grand Hall (Level 3) New Wing

The Hong Kong Convention and Exhibition Centre

1 Expo Drive

Wanchai

HONG KONG

LANGUAGE

English

FOR COMMENTS AND QUESTIONS



slido.com/h688

FOR ONLINE QUESTIONNAIRE



hkma.org.hk/acc/eform
by 21 November 2017 please

CONFERENCE ORGANISING COMMITTEE



Mr Alexander Arena (Chairman)
Group Managing Director
HKT Ltd



Prof Viveca Chan
Chairman & CEO
WE Marketing Group



Mr S K Cheong
Executive Director and General Manager
Television Broadcasts Ltd



Dr Allen Fung
Executive Director
Sun Hung Kai Properties Ltd



Mr Stephen Ho
Chief Executive Officer
CITIC Telecom International CPC Limited



Ir Ben Wong
Chief Operating Officer
Hong Kong Airlines Ltd



0920

Welcoming Address

Mr James Thompson GBS

Chairman
The Hong Kong Management Association
Chairman
Crown Worldwide Holdings Limited

Opening Address

Mr Alexander Arena

Chairman
HKMA 2017 Annual Conference Organising Committee
Group Managing Director
HKT Ltd

0930

Presentation of AMD Professors of Practice

Introduction of the HKMA Institute of Advanced Management Development Professors of Practice

Prof Roy Chung GBS BBS JP

Chairman, Advisory Board
HKMA Institute of Advanced Management Development

Presentation Ceremony of Professors of Practice

- Dr Kan Tai-keung SBS
 - Prof Frederick Ma GBS JP
 - Ms Marjorie Yang GBS JP
-

0945

Plenary Session 1 Managing Disruption

Session Chairman

Mr Alexander Arena

Group Managing Director
HKT Ltd

Keynote Speaker

Ms Marjorie Yang GBS JP

Chairperson
Esquel Group

Question and Answer Session

KEYNOTE SPEAKER



Keynote Speaker

Ms Marjorie Yang GBS JP

Chairperson
Esquel Group

Ms Marjorie Yang is Chairperson of Esquel Group, a leading Hong Kong-based textile and apparel manufacturer with operations throughout the world.

Marjorie has been a Member of the National Committee of the Chinese People's Political Consultative Conference since 2003. She also serves as Deputy Chairperson of the Seoul International Business Advisory Council (SIBAC), with the purpose of providing advice to the Mayor of Seoul.

Marjorie is dedicated to promoting education and innovative technologies. She is the Co-chairperson of the advisory board of CSAIL (Computer Science and Artificial Intelligence Lab) at MIT and the Chairperson of the Steering Committee of the Coding and Computational Thinking Education at The Hong Kong Jockey Club Charities Trust. She also serves as member of various advisory boards including Harvard University, Harvard Business School, MIT Sloan, Tsinghua University's School of Economics & Management and Schwarzman College at Tsinghua University. She has been the Chairperson of the Council of the Hong Kong Polytechnic University for six years until 2015.

Marjorie is a strong believer in sustainable development and environmental conservation and holds membership in the Advisory Council of Natural Resources Defense Council in China.

Marjorie is an Independent Non-executive Director for The Hongkong and Shanghai Banking Corporation Limited.

Marjorie has a Bachelor of Science degree from Massachusetts Institute of Technology and an MBA from Harvard Business School.



1025

Plenary Session 2 **The Opportunity for Digital Transformation**

Session Chairman
Mr Alexander Arena
Group Managing Director
HKT Ltd

Keynote Address by
Mr Michael MacDonald
Group CTO and Executive Consultant
Huawei Technologies

The Opportunity for Digital Transformation

Digital Transformation is critical for all industries as we move into the new information age, but what technologies and use cases are driving our organisations towards such a fundamental shift? The Opportunity for Digital Transformation examines megatrends in connections, devices, content and experience that are creating new opportunities for redefining customer experience, operational process and business models that will define the digital warriors of the future.

Question and Answer Session

1100

Coffee Break

SPEAKER



Mr Michael MacDonald

Group CTO and Executive Consultant
Huawei Technologies

Mr Michael MacDonald is a 20 year ICT veteran working across carrier, enterprise and consumer business groups with a focus on technology leadership, industry trends, and customer insight. He has been with Huawei for 7 years and currently operates as Huawei's Executive Consultant. With over 200 major events under his belt, Michael is a seasoned expert presenter, keynote speaker and host. His ability to engage audiences and CXOs on business and technology by leveraging industry insight and practical consulting is ideal to further establish the Huawei brand.

Michael has previously held several CXO roles including CEO of a global SaaS and IoT startup, Chief Solution Officer at a leading Cisco/Nortel Solutions Integrator, and Chief Technical Officer at Nortel Asia. He has lived in Asia for 12 years and has in-depth local and regional knowledge on consumer and operator behaviour.

Plenary Session 3 Innovations in the Financial Industry

Session Chairman

Ir Ben Wong

Chief Operating Officer
Hong Kong Airlines Ltd

Speakers

Mr Derek Chung

Assistant General Manager & Head of Retail Banking
Wing Lung Bank Limited

Innovations in the Financial Industry

The banking industry is facing severe disruptions in the new era. Banking paradigm has been shifting by FinTech, new entrants, new banking channels and rapidly changing customer expectations.

Being digital requires being open to reexamining the entire way of doing business and understanding where the new frontiers of value are. On the other hand, traditional banks have pre-defined decision making hierarchy and organizational culture. The transformation process usually encounters lots of hindrance. In order to survive and thrive in the digital era, banks are crucial to getting ahead of trends that can deliver value.

To better illustrate how banks survive disruption and thrive, recent developments in FinTech and Artificial Intelligence (AI) adopted by Wing Lung Bank or other industry peers will be shared during the presentation.

Mr Steven Lee

Founder & CEO
Money SQ.com

A Big Wave is Coming, will you Swim or Surf?

We are living in the 21st century, an age in which innovations and change is inevitable. A huge wave is forthcoming, and in its wake will present a new era of new and innovative industries.

During this happening, will you be able to conquer this wave, or will you be left at its mercy? Is this a death warrant, or your time to shine? Will you swim and succumb to the violent waves, or will you surf the sea and stand out?

In this forthcoming, it is crucial to know what it requires of you to overcome this wave and use it to propel yourself to new lengths. Do you have what it takes?

In this talk, Steven will be sharing experiences of both his personal life, the development of his company, and to give you an insight on how to survive, and surf, the wave.

Mr Eddie Rong

CEO and Co-founder
Heycoins

The Gateway to Fintech

Over the past few years, the fin-tech boom in China has become its symbol to the rest of the world, including Hong Kong. While a lot of emerging financial technologies were invented and adopted by the customer in the Mainland. Hong Kong has been struggling to accept this sort of new trend. The reasons are two folded. First, people in Hong Kong tend to believe that they are well equipped with the advanced technology sense but they are running behind the times frankly speaking. This leads to people's ignorance towards some fin-tech scenarios. For example, using mobile payment. Second, Hong Kong is well developed region in which people are change aversion due to the habits they have formed over the years. The existence of Heycoins is to change to the above two situations by using our kiosk to educate people's fin-tech knowledge and offering incentive for people to welcome the emerging technology.

Question and Answer Session

SPEAKERS



Mr Derek Chung

Assistant General Manager & Head of Retail Banking
Wing Lung Bank Limited

Mr Derek Chung is a veteran banker who has over 30 years of solid experience in finance industry.

Derek joined Wing Lung Bank as Assistant General Manager and Head of Retail Banking in 2013, is mainly overseeing retail banking business, secured and unsecured consumer loans products, credit card and consumer finance services, property management services, as well as customer services.

During his career journey, he spearheaded major retail strategic initiatives and product innovations in different financial institutions. His leadership and extensive experiences in sales & marketing has led various organizations in sustaining competitive advantages and achieving remarkable business results. In particular, he launched several first-in-town products and programs which brought dramatic changes to the retail banking industry in Hong Kong.

Derek holds an MBA, LLB and BBA (Hons) degree. To further strengthen the business intelligence, Derek is keen to pursue the advance learning in business administration and management. Currently, Derek is studying a DBA program in The Hong Kong Polytechnic University which facilitates a new angle to absorb and comprehend wide ranges of academic knowledge and practical applications.



Mr Steven Lee

Founder & CEO
MoneySQ.com

Mr Steven Lee is the founder and CEO of MoneySQ.com and has nearly 20 years of experience in the loan market. With his thorough knowledge of loan products and relentless pursuit of innovations, he then established Konew FinTech Corporation Limited which is focusing on developing various Fintech products.

MoneySQ.com is a member of the Konew FinTech Corporation Limited, Hong Kong's first crowdfunding and online lending platform, and is legally approved by Hong Kong Securities and Futures Commission authority. With the mission "Create Value through Sharing", MoneySQ.com offers a streamlined and secured approach to personal finance which connects both qualified borrowers and smart investors in just one click. The lender side can enjoy a higher return with guaranteed interest rate at 5.5% p.a. in a lower risk environment, whereas the borrower side can enjoy superior interest rate based on their TU grading. MoneySQ.com is committed in providing a transparent and highly efficient online platform, helping people achieve their financial goals every day.



Mr Eddie Rong

CEO and Co-founder
Heycoins

Mr Eddie Rong is the Co-Founder and CEO of HEYCOINS, which is one of the promising FinTech Startups in the Big Bay Area of China. HeyCoins is a company that is educating and leading general public to FinTech World by using physical coins in circulations. Eddie is a young and passionate entrepreneur with formal backgrounds in Finance and Risk Management. He was born in Mainland China and came to Hong Kong for schools 7 years ago. Graduating from Lingnan University, which is the only liberal arts university in Hong Kong, and he is currently the holder of Senior Associate Certified Insurance Professionals under Australian and New Zealand Institute of Insurance and Finance. Before starting the venture of HEYCOINS in Hong Kong, Eddie was in charge of the Wealth Management Department of FWD Life Insurance, which belongs to the Pacific Century Group, in Hong Kong. He also has multi-sector experiences in various companies across China, Singapore, and the United States: including China Taiping Reinsurance (Hong Kong), Industrial and Commercial Bank of China (Beijing and Kunming City), Pan Pacific Hotels Group (Singapore) and Neusoft Corporation (Dalian, China). Eddie has dedicated his life into the Startup Ecosystem in & out of Hong Kong and he has helped to establish the trend of Social Impacts Investment under "The Belt and Road Initiative". He strongly believes that "being an entrepreneur, we have the responsibility to build a better world in a socially good way."

Plenary Session 4 (Luncheon) Trends in the Digital Economy

Session Chairman

Mr S K Cheong

Executive Director and General Manager
Television Broadcasts Limited

Speaker

Mr Martin Hirt

Senior Partner
McKinsey & Company
Leader
McKinsey's Global Strategy & Corporate Finance Practice

Trends in a Digitizing Economy

Digital technologies are driving disruptions globally at an increasing rate. While disruption isn't new to the business world, the pace and breadth of digital disruption - affecting almost every sector, every region, and every business function - is unprecedented, leaving many leaders puzzled at what course to chart, or how fast to transform. The drivers of digital change come in many shapes and forms, from advanced analytics to process automation to design thinking, and their effects are far-reaching. Workers are being displaced; cyber threats are costing billions; profound disruptions in ecosystems are rapidly shifting value pools, creating and destroying huge amounts of value in the process.

The companies that are thriving in the digital age are embracing the technologies and assets digital brings to redefine their ecosystems, business models, and workplaces. Our research and work with clients around the world has given us unique insights into what it takes to win in our digitizing economies.

Question and Answer Session

SPEAKER



Mr Martin Hirt

Senior Partner
McKinsey & Company
Leader
McKinsey's Global Strategy & Corporate Finance Practice

Mr Martin Hirt is a Senior Partner of the Firm and has been with McKinsey for more than 24 years. Based in Asia for over 20 years, he is currently the Leader of McKinsey's Global Strategy & Corporate Finance Practice. Previous leadership roles include heading the Firm's Strategy Practice in Asia and the Firm's High-tech and Telecom Sector in Greater China. Martin is one of McKinsey's most experienced client leaders on topics including strategy, growth and transformation in emerging markets.

His work with globally leading companies ranges from Corporate Strategy, M&A, Merger Management, to Growth Strategy, Go-to-Market Strategy, Business Model Innovation, End-to-End Digital Transformations, and Leadership Development. He provides counsel to Chairmen, CEOs and Executive Teams of Asian companies with global aspirations, as well as to leading global Multinationals.

Martin has extensive expertise in high-tech and telecom, covering the advanced electronics value chain from components, semiconductors and flat panels, to ODM and EMS manufacturing, branded business models in PC, TV, and mobile, to telecom services. He is also working with Internet businesses on advanced analytics, capability building, and disruptive online strategies.

In his leadership role of McKinsey's Strategy & Corporate Finance Practice, Martin has been deeply involved in the development of new service lines and advanced analytics tools. He published articles on topics such as Corporate Boards, Strategy, Growth, and Globalization. As part of his mission, he helped scale McKinsey's Strategy Academies and has led these with hundreds of clients across Asia and Europe. His forthcoming book on using big data analytics to beat the 'Social Side of Strategy' will be published in January 2018.

Plenary Session 5 Surviving Disruption and Thriving

Session Chairmen

Mr Stephen Leung

Country Manager
Pfizer Corporation Hong Kong Ltd

Speakers

Mr Kent Wong

Managing Director
Chow Tai Fook Jewellery Group Ltd

Retail Trends in China and Company's Strategy

Kent will share the retail trends in China that consumers are increasingly seeking for a personalised shopping experience and are more heavily engaged in social media and online platforms for shopping ideas and purchase. Millennials in China are getting more influential in shaping the retail market, thus how to retain millennials and capture their tastes and preferences are important to retailers.

Kent will also share the case of Chow Tai Fook who has taken considerable efforts in omni-channel retailing to provide seamless shopping experience to its customers. With an aim to maximise the online exposure and engage with younger generations, Chow Tai Fook moves forward to digital marketing and collaborates with celebrities and key opinion leaders (KOLs) leveraging their influence on social media and vast follower base. On the other hand, Chow Tai Fook also uplift offline shopping experience by rolling out segmentation of store layout, experiential stores with different themes and concepts, together with its innovative online order distribution programme to fully achieve O2O interactions.

Ms Patsy Miew Guek Quek

Executive Director, Head of Central Improvement Team
DBS Bank Ltd

The DBS Transformation Journey: A 22,000 Person Start-up

Everything in business has gone or is going digital. But what does that mean for business? How is it impacting their existing operations as well as their people? In this session, Patsy shares her experience and insights on DBS' transformational journey towards Making Banking Joyful. Within the last few years, DBS has made tremendous headway with an emphasis towards redefining customer and employee experiences. Revamping itself to become a more agile and data-driven organisation, DBS has learnt from the world's best technology companies to change aspects of how the bank should run. The company is also replicating a truly start-up environment as it encourages its people to push the boundaries of innovation and envision themselves as a 22,000 person start-up. Patsy will share how DBS continues to adapt to stay ahead of the competition and collaborate with new partners.

Mr James Law JP

Chairman & CEO
James Law Cybertecture

Cybertecture: A Promise of a New Architecture

Do you sometimes feel our cities are too rigid and inflexible? Do you sometimes feel that our buildings are getting out of date and out of tune with the needs of modern life? These are the questions which Architects are confronted with in their designs for better spaces, buildings, cities and urban space in this present era. The pursuit for greener, more efficient and more flexible architecture is driven by advances in the technologies of design and construction. The very fabric of a building is no longer confined to the physical materials of stone, concrete, steel and glass, but also now the incorporation of technology powered by content and applications delivered through networks and empowering new kinds of interactivity for people inside buildings. Smarter cities are being planned. Smarter buildings are being designed. Smarter life inside a new architecture represents new opportunities for life in the city for everyone. This is Cybertecture....a promise of a new Architecture.

Question and Answer Session

SPEAKERS



Mr Kent Wong

Managing Director
Chow Tai Fook Jewellery Group Ltd

Mr Kent Wong is the Managing Director of Chow Tai Fook Jewellery Group Limited, a Hong Kong Main Board Listed Company. He joined the Group in 1977 and was appointed as Managing Director in July 2011. He is a member of the Nomination Committee and Remuneration Committee of the Company and is responsible for the overall management of the Group.

Mr Wong has diverse experience in both operations and management. He was responsible for developing the Group's market in Mainland China and in 2008 he was promoted to managing director of Chow Tai Fook Jewellery Company Limited.

Mr Wong is chairman of the Jewellery Advisory Committee of the Hong Kong Trade Development Council, council member of The Hong Kong Management Association and chairman of its 2017 Theme Year Working Party, chairman of the Hong Kong Jewellers' & Goldsmiths' Association Ltd., chairman of the supervising committee of the Hong Kong & Kowloon Jewellers' & Goldsmiths' Employees' Association Ltd, chairman of the supervising committee of the Hong Kong & Kowloon Jewellers' & Goldsmiths' Employees' Association Ltd, to name a few.



Ms Patsy Miew Guek Quek

Executive Director, Head of Central Improvement Team
DBS Bank Ltd

Ms Patsy Quek heads the Central Improvement Team, driving organizational transformation change through business agility, culture-by-design, human-centered design to improve customer and employee experiences, business process reengineering to take out process waste and executive leadership coaching. An enthusiastic change leader, Patsy is passionate about driving change, a keen learner and executive leadership coach partnering with senior leadership teams to solve business problems and create problem solvers.

Prior to joining DBS, Patsy held senior leadership and consulting roles at PwC Consulting, HP Consulting and Integration, EDS and The Capital Markets Company (capco) focused in consulting, business process re-engineering, large scale programme management and solutions delivery.

Patsy holds a Masters in Information Systems Engineering from the University of Manchester Institute of Science and Technology, England.



Mr James Law JP

Chairman & CEO
James Law Cybertecture

Mr James Law is an architect and entrepreneur. Renowned for creating the philosophy of Cybertecture in which a better world is designed with technology to alleviate suffering for mankind, his company's projects cover buildings, spaces, technologies, education and social enterprises.

James is a Justice of the Peace, Young Global Leader of the World Economic Forum; a Council Member of World Economic Forum Global Agenda Council on Design & Innovation; Board Member of the Hong Kong Design Centre, Board Adviser of the Hong Kong Designers Association, and Member of Hong Kong Trade Development Council Real Estate Advisory Board.

James is the founder of architecture and space design firm - James Law Cybertecture; laboratory for future investment firm - Cybertecture X; design education institution - Cybertecture Academy, and social innovation NGO - Cybertecture for Humanity.

James and his companies are winners of multiple international awards including the FT Asian Innovation Award, Edison Award for Innovation, Design for Asia Award, HSBC World Architecture Award.

James received his undergraduate and postgraduate degrees from Bartlett School of Architecture at University College London and is a chartered architect of Royal Institute of British Architects, Architects Registration Board UK, Hong Kong Institute of Architects, Architects Registration Board Hong Kong.

James has a passion for art, social innovation and travel. He resides in Hong Kong, London and Dubai with his family.

Plenary Session 6 Mastering Digital Transformations

Session Chairman
Prof Viveca Chan
Chairman & CEO
WE Marketing Group

Speaker
Prof Yesha Y Sivan
Executive Director
The Collier Institute of Venture, Tel Aviv University, Israel

Visiting Professor of Innovation and Venture
Department of Decision Sciences and Managerial Economics
CUHK Business School
The Chinese University of Hong Kong

Being Agile: Mastering the Six Digital Transformations

Organizations in any size are facing tremendous pressures in the 21st Century. It seems that change is everywhere with suppliers, customers, employees, and shareholders are all expecting and acting in new ways. There is one universal ingredient to deal with change – it is the ability to change, and change often. Also known as “Being Agile.”

A critical component of being Agile – is fully harnessing the digital force. The six digital-driven transformations are neither technologies nor business models per se; rather, they define the key engine for the agile organization.

The first three are external transformations that describe how digital technologies are changing the market:

1. **From atoms to bits.** The first transformation involves converting physical products and services into digital products and services.
2. **From places to spaces.** The second transforms physical marketplaces into digital and virtual market spaces.
3. **From products to services.** The third transforms focus on the shift from pure products into services relate products.

The next three are internal transformations that describe how digital technologies have altered the models and tools we use for strategy and business model formulation:

1. **From sustainable competitive advantage to transient competitive advantage.** Organizations must understand the dynamics of the new environment. Indeed, they must become more agile and responsive and operate in a world of short-term/transient competitive advantage.
2. **From disruptive innovation to “killer” innovation.** When it comes to the digital landscape, the well-known process of disruptive innovation, which in the past could sometimes take years to disrupt, has accelerated into a matter of months, or even weeks.
3. **From classical business models to digital business models.** Digital technologies have augmented the standard business model and transformed it into a digital business model.

SPEAKER



Prof Yesha Y Sivan

Executive Director

The Coller Institute of Venture, Tel Aviv University, Israel

Visiting Professor of Innovation and Venture

Department of Decision Sciences and Managerial Economics

CUHK Business School

The Chinese University of Hong Kong

Professor Yesha Sivan is the Executive Director of The Coller Institute of Venture at Tel Aviv University Coller School of Management. He is also a visiting professor of innovation and venture at The Chinese University of Hong Kong. Prof Sivan's professional experience includes developing and deploying innovative solutions for corporate, hi-tech, government, and defense environments.

He published numerous papers in the areas of strategy and IT, innovation and venture, knowledge, 3D3C virtual worlds, and standards. Sivan received his doctorate from Harvard University. He has taught EMBA, MBA, engineering and design courses in his areas of expertise.

Plenary Session 7 Digital Transformation and the Future Trends

Session Chairman

Mr S K Cheong

Executive Director and General Manager
Television Broadcasts Limited

Speakers

Prof Viveca Chan

Chairman and CEO
WE Marketing Group

Non-Obvious: How to Think Different, Curate Ideas & Predict the Future

With the rise of robotics, AI, AR, VC and all types of new technology, how can we make them useful to us in marketing rather than having robots take over human jobs? How can a low budget hotel that publicize their substandard service still be rated highly by consumers?

The answer to these questions may not be obvious. And that's exactly the point. How can you see things that others don't and better predict the future?

In this session, Viveca Chan, co-author of the Chinese version of best-selling book "Non Obvious" – 非顯著趨勢, will share with you insights on five of these trends (Robot Renaissance, Lovable Unperfection, Heroic Design, Mainstream Mindfulness, Desperate Detox) and how to use the power of non-obvious thinking to grow your business.

Mr Peter Yu

Founder and CEO
JetOne Motion (HK) Ltd

AR/VR - The Next Era in Digital Marketing

Facebook just announced the latest untethered version of Oculus Rift, HTC lowered the price of its VIVE, and Microsoft is about to launch its own low-cost Mixed-Reality headset. Not to mention, Google's Daydream headset is also gaining significant popularity in low-end mobile VR market. When these high-tech giant are pushing VR to the next level, you should expect something massive is gonna happen in the near future. What do we expect to see in the future in digital marketing? How does AR/VR/MR technology change the face of social media marketing? We will examine the latest technology and techniques in capitalising the anticipated AR/VR advertising opportunities in the coming years. There will also be a showcase demonstrating on how VR advertising is actually implemented in a real business case. Those who engaged in digital marketing and social medias should attend this seminar or companies that are exploring AR/VR as the next marketing and advertising platform should not miss this opportunity.

Question and Answer Session

SPEAKERS



Prof Viveca Chan

Founder
WE Marketing Group

Professor Viveca Chan is the founder of the WE group of companies and also Council Member of The Hong Kong Management Association. Previously, she was the Chairman and CEO of Grey Global Group Greater China and has always been an industry pioneer. In the 90's, she opened up many new marketing businesses, including independent media company (Mediacom), interactive marketing, internet advertising, CRM operation models and so on. Being a visionary, she founded her own brand marketing agency WE Marketing Group in 2005, social marketing company WE Digital in 2011, e-commerce company WE Commerce in late 2013, and WE Tech in 2014. WE Group is now the first one-stop shop agency in China that links the last mile by providing branding strategy & creative, digital marketing, e-commerce strategy and operations, big data insight, and CRM services.

As a recognised industry leader, Professor Chan has won numerous awards and honours, including Ad Age Global's 2013 "100 Most Influential Women in Advertising", New York Festivals' "Contributor Award to China Advertising", "Top 100 China Entrepreneurs" from China Economic Journal, "Leading Advertising Professionals with Influence on China's Advertising Development in the Past 30 years" from China Advertising Magazine, and more. In April 2015 at the Golden Mouse Digital Marketing Award, Professor Chan did not only win "The Most Influential Digital Marketer of the Year" but also the "Outstanding Contribution Honor" specially granted by the committee.

A Fellow and Council Member of The Hong Kong Management Association, Professor Chan has been a long-serving member of the Marketing Management Committee of the HKMA. She also actively involved in other work of the Association, including the China Marketing Award, the HKMA/TVB Award for Marketing Excellence as well as the Annual Conference, to name a few.

Professor Chan was appointed Professor of Practice by the HKMA Institute of Advanced Management Development in 2016.



Mr Peter Yu

Founder and CEO
JetOne Motion (HK) Ltd

Peter is the Founder and CEO of JetOne Motion in Hong Kong with a Location-Based Entertainment (LBE) Center in Hong Kong and three overseas offices. The company is engaged in hyper reality content production, VR big data, LBE, Live VR, device rental, 3600 video content creation and distribution, VR/AR application development, and training and education. Also, he led the company to "Top25 VR Solutions Provider 2017", out of 1,000 companies, by APACCIO outlook Magazine in Fremont, California.

Prior to that, Peter has over thirty years of working experience in various industries that include education and professional training, direct investment, legal and accounting, information technology, building materials, banking, micro electronics, and beauty. He held key positions in various publicly listed companies in the United States and Hong Kong that included Xerox, Security Pacific National Bank, Henderson Land, Shui On Properties, and The Hong Kong and China Gas. He owned and operated two start-ups in IT and beauty industry with a total of 14 years.

His key strengths include startup, direct investment strategy and execution, Internet, retail and distribution, business planning and execution, corporate management and control, team building, executive search, and consulting. Peter graduated in Cal Poly Pomona in 1984 with a degree in Computer Information Systems.



1630

Plenary Session 8 What the Giants Say

Session Chairman

Mr Alexander Arena
Group Managing Director
HKT Ltd

Speakers

Mr Alain Crozier
Corporate Vice President
Chairman and Chief Executive Officer
Microsoft Greater China Region

Accelerating Digital Transformation

Digital technology will become even more pervasive in our lives in the future, whether in education, healthcare, financial services or even agriculture. Every walk of life, every part of our economy and every part of our society is going to be touched by digital transformation driven by intelligent cloud, the Internet of Things, artificial intelligence and quantum computing. Microsoft is on a mission to empower every person and every organization on the planet to achieve more with platforms and tools to accelerate digital transformation and enable people to have greater impact on their world. Our mission is grounded in both the opportunity as well as the responsibility of digital transformation outcomes so we approach the accelerating spread of technology in a way that is inclusive and trustworthy by design.

Mr Steven Chang

Corporate Vice President
Tencent

Business Transformation Beyond Imagination - Lessons from China

With the emergence of new technologies like AI, Big Data and Cloud, massive connections become possible. Focusing on two things including Connector and Content, Tencent connects people to people, people to things and people to service and empowers individuals and institutions by taking advantage of its technology strength and huge user base, facilitating traditional industries to go digital and making digital economy a new engine of the transformation and upgrade of Chinese economy.

As digital becomes a normal, new technologies spread faster, electronic payment is now part of people's lifestyle, IP Ecosystem is being completed and data tech is increasingly mature. All these represent extensive possibilities for business transformation and beyond.

Question and Answer Session

1725

Closing Remarks

Mr Alexander Arena
Chairman, HKMA 2017 Annual Conference Organising Committee
Group Managing Director, HKT Ltd

SPEAKERS



Mr Alain Crozier

Corporate Vice President
Chairman and Chief Executive Officer
Microsoft Greater China Region

Mr Alain Crozier is corporate vice president, chairman and chief executive officer of Microsoft Greater China Region (GCR).

Alain is responsible for the strategic and operational leadership covering all of Microsoft's product, service and support offerings across Greater China and continuing the company's transformation into the leading productivity and platform company for the mobile-first, cloud-first era.

Since joining Microsoft in 1994, Alain has held a variety of business leadership roles in the Sales, Marketing and Services Group (SMSG) organization including president of Microsoft France, Finance & Administration director of the France subsidiary, regional controller for the Americas and South Pacific region, and worldwide sales controller before being promoted to SMSG CFO.

As corporate vice-president and chief financial officer (CFO) of the Sales, Marketing and Services Group at Microsoft, Alain was responsible for the financial leadership of a worldwide organization.

Prior to joining Microsoft, Crozier was Finance, Planning & Analysis manager at Lesieur Alimentaire, a subsidiary of Eridania Beghin Say in Paris. He also held several audit and finance positions within Lesieur Alimentaire. Alain started his career at Peat Marwick Consultants in Paris, where he specialized in planning process design, functional reorganizations and process reengineering.

Alain graduated from University Claude Bernard with a bachelor's degree in mathematics and social sciences, and from the Institut Supérieur de Gestion in Paris with a Business Administration degree.



Mr Steven Chang

Corporate Vice President
Tencent

As Corporate Vice President of Tencent, Steven oversees online media marketing solutions and advertising of Online Media Group (OMG), covering Tencent Video, and mobile, portal and social media.

Before joining Tencent in 2014, Steven had been a seasoned marketer. In 1996, he founded ZenithOptimedia China and developed a wide array of clients, prior to being appointed CEO for Greater China.

Steven is active in advocating mobile marketing, creativity and technology. Not only had he spoken at 2016 Cannes Lions Entertainment, 2016 AdTech Tokyo, TED China and other events, he co-chaired Mobile Marketing Association for 2016. He is popular among important trade and business titles like Campaign and China Daily.

Steven has been named as Campaign 2016 A-List, VMarketing Top 100 Marketers, Top 10 Ad Persons and Top 10 Digital Marketers in China.

Steven holds an EMBA degree jointly issued by Kellogg-HKUST of Management, Northwestern University and Hong Kong University of Science and Technology.

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