

# MIA AccTech CONFERENCE PENANG 2020

## MOBILISING ACCOUNTANTS TOWARDS IR 4.0

### PROGRAMME OVERVIEW

Newer technologies that optimise productivity are rapidly transforming the accounting profession. Increasing automation is unleashing today's accountants from repetitive work processes, while the use of big data analytics is enabling deeper insights and analysis, firmly establishing accountants as value-added business partners and advisors.

As they shift from backroom to business advisory, accountants must swiftly acquire new skill-sets, including professional scepticism, judgement, and critical thinking skills, supported by continuous improvements in technology knowledge and adaptation. Specially designed for accountants operating within Penang's industry and manufacturing-driven environment, MIA AccTech Penang 2020 seeks to position accountants as effective business advisors in the era of IR4.0 by upskilling you on the latest in Artificial Intelligence, Blockchain and machine learning. It's now or never - let's ride the IR4.0 express.

## 25 JUNE 2020

9.00AM – 5.30PM

JEN HOTEL, PENANG

### PROGRAMME INSIGHTS

-  **Augment Accounting and Finance with Artificial Intelligence**
-  **Navigate the Age of Manufacturing Intelligence with Big Data Analytics**
-  **Unchain Blockchain to Increase Efficiency, Reduce Cost, Reduce Fraud and Reduce Time**
-  **Digitalise SMEs to Innovate, Facilitate and Accelerate Growth**
-  **Automate accounting processes with Robotic Process Automation**

# PROGRAMME

9.00AM - 9.15AM

**WELCOME ADDRESS** by **Huang Shze Jiun**, *President, Malaysian Institute of Accountants*

9.15AM - 10.45AM  
**SESSION 1**

**NITRO BOOST: Powering Accounting and Finance with Artificial Intelligence**

Accounting and finance are ripe for an AI transformation. By supplanting mundane routine tasks and managing huge volumes of data, AI is reshaping new value-added roles requiring creativity and judgement skills, especially for accounting and finance functions ruled by numbers and data. As AI implementation is easier said than done, this session studies how AI could revolutionise accounting practices and prepares accountants for disruption and adoption.

Sponsored by:



**Vincent Lee Hong Fay**, *CEO and Founder, Wavelet Solutions Sdn Bhd*

**Raymond Tan Chun Hong**, *Head Of Division, New Retail Technology, Senheng Electric (KL) Sdn Bhd*

10.45AM - 11.15AM

**COFFEE BREAK & NETWORKING**

11.15AM - 12.45PM  
**SESSION 2**

**BIG DATA ANALYTICS -Optimise Bottomlines with Predictive Manufacturing Intelligence**

How can we utilise the wealth of manufacturing data to improve operations speedily? Predictive manufacturing intelligence tools can help manufacturers gain actionable insights into line and product team flexibility, determine predictive maintenance and optimise production schedules. Accountants, especially management accountants tasked with bettering bottomlines, will gain useful exposure in this session to the latest big data analytic tools and techniques available to reduce cost, reduce time and maximise profit in IR4.0.

Sponsored by:



**Shawn Lam**, *Director of AI, Fusionex International*

**Alan Ong**, *Director, Siang Pharmacy*

12.45PM - 2.00PM

**LUNCHEON NETWORKING**

2.00PM - 3.30PM  
**BREAKOUT SESSION 3A**

**INNOVATE – FACILITATE – ACCELERATE: Automating SMEs for Financial Excellence**

As the digital economy takes root in IR4.0, SMEs must begin to think like an innovative digital organisation and accelerate their digital transformation to achieve seamless financial management, better customer satisfaction, and competitive performance. This session walks SMEs through best practices and frameworks for automation that can boost their business ASAP.

Sponsored by:



**Cheah Chun How**, *Managing Director, High Pines Training & Consultancy Sdn Bhd*

**Khoosiew Ling**, *Chief Executive Officer, Mywave Sdn Bhd*

**BREAKOUT SESSION 3B**

**Digitalising Operations for Cost Saving & Efficiency**

Operational excellence is about operating as efficient as possible. Doing so, you will realize immediate positive impact on your organisations bottom line. Companies without a system to support their decision making will lose important time and it's a high risk that they make the decision depends on the incorrect information. Another reason to digitalise your operations is to fight with the increased of global competition. Constantly looking for efficiency improvement is a great way to stay competitive and will put you in the winning position to grow your business well into the future.

Sponsored by:



**Daniel Häggmark**, *Managing Director, Monitor ERP System SEA*

3.30PM - 5.00PM  
**SESSION 4**

**ROBOTIC PROCESS AUTOMATION (RPA) – Improve productivity by improving to Next-Gen Accounting**

Optimise cash conversion, prevent delays in accounts payable and accounts receivable, and reduce inventory turnover. Robotic Process Automation can help you do all these and more - targeting gaps and weaknesses in your current financial and accounting systems. Scan the potential intelligent automation tools available to enable a quicker, more accurate and cost-efficient Finance function and that present a scalable opportunity for business automation in near future.

**Lee Chun Wei**, *Artificial Intelligence & Robotics Process Automation Developer, Skymind Holdings Berhad*

**Selvakumaran RG**, *Chief Technical Officer, Technomaxim Engineering Sdn. Bhd*

5.00PM - 5.30PM

**TEA BREAK & END OF CONFERENCE**

# SPEAKERS' PROFILE

**Alan Ong**  
Director,  
Siang Pharmacy



Alan has been providing business consulting and advisory services since he left PricewaterhouseCoopers in 2015. Alan was with PricewaterhouseCoopers (both Malaysia and Australia firm) from 1995 to 2015 and has more than 20 years of experience in providing audit and business advisory services to the manufacturing, plantation, port and public utilities/infrastructure sectors. During his tenure with PwC, Alan has also involved in special assignments such as IPOs, financial due diligence, grant submission. Prior to leaving PwC, Alan has spent the last 8 years in the specialisation of US GAAP and GAAS audit (including SOX 404) covering US and Japanese multinational corporations which are involved in computer technology, electronic consumer products, and solar panels and EPCs related business. He is a member of the Malaysian Institute of Accountants (MIA) and a member of Chartered Accountants Australia and New Zealand (CAANZ).

**Cheah Chun How**  
Managing Director,  
High Pines Training & Consultancy Sdn Bhd



CHEAH CHUN HOW is a Chartered Accountant by profession with a Bachelor of Science in Accounting and Finance (Hons). He is also a fellow member of Association of Chartered Certified Accountant (FCCA) and Malaysian Institute of Accountants (MIA). Additionally, he is also a Certified Financial Planner (CFP) and a qualified Pembangunan Sumber Manusia Berhad (PSMB) Train the Trainer (TTT / 7204). He has more than fifteen (15) years working experiences in both SMEs and multinational companies as Corporate Auditor, IT Auditor, Head of Finance and Operations, Senior Financial Analyst and Sales Team Lead. His relevant industrial experience includes retailing, wholesaling, financial planning, IT hardware & software, audit & accounting firm, insurance, banking, financial institution and oil & gas.

**Daniel Häggmark**  
Managing Director,  
Monitor ERP System SEA



Daniel started his career at Monitor as a support analyst 2006, at the Headquarter in Sweden. An opportunity as Project Manager for a customer in Singapore brought him to Southeast Asia in 2009. After more than 10 years in SE Asia, building up Monitors business in the region, he has gained vast experience of the market and understand challenges the local manufacturers are facing. With his customer oriented focus, he is a great leader to reach and sustain Monitor's most important KPI.

**Khoo Siew Ling**  
Chief Executive Officer,  
Mywave Sdn Bhd.



Siew Ling is the CEO of Mywave Sdn Bhd. Siew Ling manages new product development (design packaging for different market and segment), building marketing channel initiatives through various business collaboration and sales channels. She is one of the pioneer team members in Mywave. Siew Ling has practically spoken to more than few thousand customers, offering advisory role in helping client resolving their challenges in recruitment, payroll, HR administration management and talent development, especially in the area of digitization of repetitive processes and compliance in policies management, decision of insourcing or outsourcing. With the above exposure, Siew Ling is able to identify critical skill needed in different individual based on different scoop of works and how to optimize available data in identifying the right information for business decision making.

**Lee Chun Wei**  
Artificial Intelligence & Robotics Process Automation  
Developer (RPA & AI Developer) SkyMind Holdings Berhad



Chun Wei Lee is currently a certified UiPath developer & certified Deep Learning Engineer providing customized RPA x AI solutions. He graduated as a Computer Science Master in University of Science Malaysia, with a thesis titled "Optimizing The Parameters Of Deep Neural Network Using Chicken Swarm Optimization For Stroke Prediction". Chun Wei Lee has over 8 years of technical hands-on experiences in various multinational firms in Penang such as Intel, Motorola Solutions and Agilent. His different roles throughout the years makes him acquired insights on how the technology industry works.

**Raymond Tan Chun Hong**  
Head Of Division, New Retail Technology,  
Senheng Electric (KL) Sdn Bhd



Raymond, currently leading Senheng New Retail Technology division, is a highly accomplished, result oriented product manager with over 6 years' experiences working in ecommerce technologies. During his time in Senheng, Senheng has been awarded best use of technology in The Star Outstanding Business Awards 2019 (SOBA). As a division head for new retail technology, besides focus on automate the process to enhance operations and software development practices, he also works on offline and online product in order to deliver seamless experience to every Senheng customers.

**Selvakumaran RG**  
Chief Technical Officer,  
Technomaxim Engineering Sdn. Bhd



Selvakumaran RG is the CTO of Technomaxim Engineering Sdn. Bhd. He has more than thirty years experience on electronic product design focusing on RF, Hardware and Embedded software. Products include - FIPS compliant Crypto devices for the banking sector used on unattended kiosks/tellers, Marine navigation products, custom protocols for long range telemetry and Smart Energy Metering. He has delivered training on advanced control and process control systems for post graduates and University lecturers. He has conducted Hardware, Embedded software audits and consultancy services for international clients on product design. His current focus is on IR 4.0 on big data analytics, IOT in the agro sector.

**Shawn Lam**  
Director of AI,  
Fusionex International



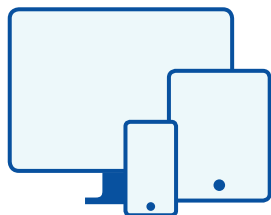
Shawn holds a postgraduate degree in engineering from the University of Oklahoma, USA which he obtained in 1999. A seasoned executive, he has more than a decade's worth of publications in international conferences and journals, and has lent his technical background and experience towards driving businesses forward with an emphasis on technology. Focused on increasing organizational efficiencies, improving revenue and managing costs, Shawn has an established track record in AI and Big Data Analytics research and development. He is also effective in the application of solid technical, research and analytical abilities. Shawn is currently the Director of AI Research at Fusionex International. In addition, he is a registered member of the Board of Engineers Malaysia (BEM) and a professional member of the Association of Computing Machinery (ACM), USA.

**Vincent Lee Hong Fay**  
Chief Executive Officer (CEO) and Founder,  
Wavelet Solutions Sdn Bhd



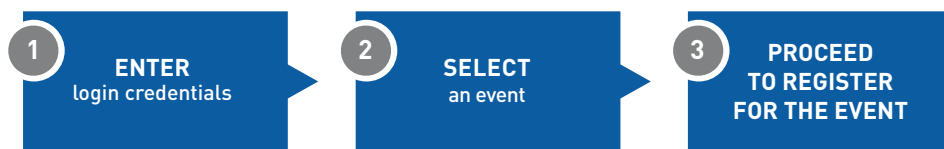
Vincent Lee is the founder and CEO of Wavelet Solutions Sdn Bhd (since 2003) and BigLedger Sdn Bhd (since 2015). Vincent obtained the Master of Philosophy in Signal Processing from University of Cambridge (UK) and the Bachelor of Engineering (1st Class Hons) from University of Manchester. Prior to becoming an entrepreneur, he was a management trainee in DBS Bank from 2000 to 2003. Wavelet EMP, a leading web-based ERP used by the biggest franchises and chain stores in Malaysia is one of the Malaysia's first integrated Point of Sales, Membership Program, Inventory Management, Accounting systems that runs on cloud. BigLedger is the next-generation AI-empowered operational data lake platform with cloud native architecture that promises to revolutionize the way businesses consume cloud services at unprecedented speed and cost effectiveness. In 2019, Vincent has successfully completed the MIT Sloan Blockchain Course, and his current research interests are on the applications of Blockchain and AI technologies in Accounting, Audit and Taxation.

## REGISTRATION PROCESS

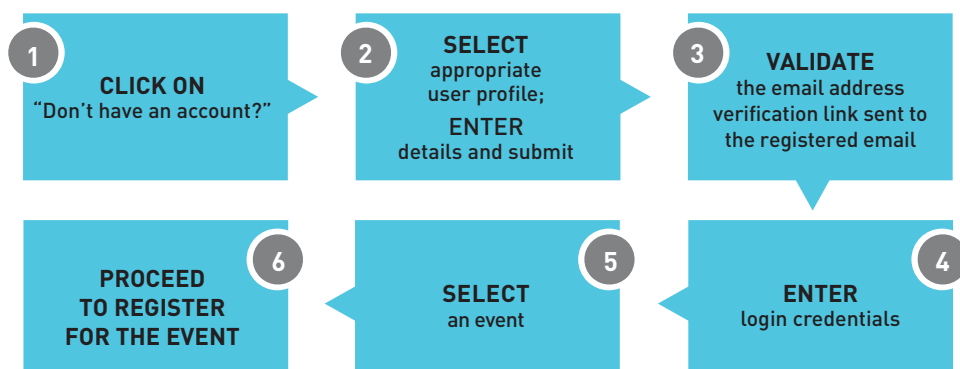


- To view more events and download full brochure, please visit:  
**[pd.mia.org.my](http://pd.mia.org.my)**
- Search and select the event
- Click 'Register' to experience the new system by continuing with the respective steps below:

### EXISTING USER



### NEW USER



For any assistance, please call (8.45am-5.30pm, Monday-Friday)  
**MIA Help Desk @ 603-2722 9000**

## TERMS & CONDITIONS

### PROGRAMME FEE

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
- Depending on the event, the fee includes course materials and/or lunch and/or tea breaks.
- Individual Registration: Full payment shall be made at the point of online registration.
- Corporate Registration: Full payment shall be made within thirty (30) days from the date of the Proforma Invoice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

### CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- Written cancellation received less than seven (7) days from the date of the event:
  - A refund (less administrative charge of 20%) will be made.
  - Unpaid registrations will also be liable for 20% administrative charges.
- Written cancellation/no show on the day of the programme:
  - No refund will be entertained.
  - Unpaid registrations will also be liable for full payment of registration fee.

Substitutes for cancellation will be treated as a new registration and full payment shall be made as per the above requirement.

### PARTICIPANT'S CLASSIFICATION AND INFORMATION

Category: Corporate / Individual

- Please select the participant classification carefully as it determines the fee payable. No alteration will be allowed upon registration.

- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

### VERIFICATION OF ATTENDANCE

- All participants are required to present photo identification (NRIC, driving licence or company's ID card) at the point of registration prior to signing the registration list when attending MIA CPE programme. Admittance may be denied upon failure to present photo identification.

### CERTIFICATE OF ATTENDANCE AND CPE HOURS

- Upon full attendance of the programme, participants will be issued an "e-certificate". For this purpose, it is COMPULSORY to fill in the email address clearly.
- For MIA members, the CPE hours will be credited into the Membership System within 2 weeks of the event.
- Participants will only be entitled to the CPE hours upon attending the entire duration of the programme. CPE hours will not be accorded for partial attendance.

### DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

### DISCLAIMER

Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. MIA shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. MIA also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

## PROGRAMME FEES

Member (MIA / ACCA) / Member Firm	RM290.00
Non-member	RM360.00

## PROGRAMME DETAILS & REGISTRATION

Date	: 25 June 2020
Time	: 9.00am - 5.30pm
Venue	: Jen Hotel, Penang

### HQ Office:

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