



FINTECH FOR NON-TECHNICAL EXECUTIVES & PROFESSIONALS

Are You Ready for the Fintech Revolution?

4 - 5
JUL
2017
(Tue-Wed)
Hong Kong





Established in 1991, the HKUST Business School is recognized as one of the youngest and most respected Business Schools in Asia. Our programs are consistently ranked among the very best in the world by international media and our faculty is considered to be among the most qualified.

The HKUST Business School is committed to providing the best quality executive education in the world which focuses on creating a unique learning experience for our participants. We invite world-class faculty and international experts to teach on our executive programs. Participants will gain the cutting-edge insights and latest knowledge to keep them ahead in the dynamic business environment.

Program Overview

Fintech is shaping the landscape of the global economy in unprecedented way. It affects every stage of the value chain of financial services, challenging existing business models while at the same time creating new opportunities untapped in the past. PWC estimated the investment into Fintech to be \$150 billion in the next 3-5 years. To prepare executives to understand the disruptive nature of Fintech, this program offers a condensed introduction to Fintech from both macro and organizational perspectives. Technologies are drivers of Fintech and are essential to the understanding of its potential.

Targeted at non-technical executives, this program will present the fundamental concepts of core technologies to facilitate the development of an appreciation of the underlying technology enablers. The program will also cover regulatory issues and challenges. Participants have the opportunity to engage in a dialogue with members of the Fintech community to broaden their understanding.

Program Objectives

- An overview of Fintech development with a focus in Hong Kong and the region
- Review of major Fintech applications and their business potential
- Conceptual understanding of core Fintechs including blockchain, data analytics, and security
- Discussion on regulatory issues and framework
- Experience sharing by Fintech developers and users

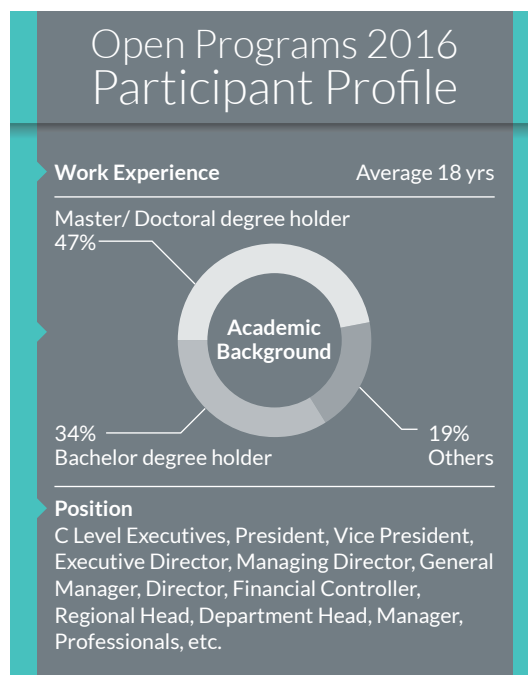
Program Benefits

- Develop an up-to-date understanding of Fintech and its development
- Learn how Fintech applications are shaping the finance industry and beyond
- Learn the basics of core Fintech enablers without getting into the technical details
- Learn from the experience of Fintech pioneers, practitioners, and investors
- Apply the knowledge learned to identify Fintech opportunities from the perspective of senior management, investor, or startup

Upon completion participants will receive a certificate of participation issued by HKUST Business School.

Who Should Attend

- Corporate executives who want to have a condensed introduction to Fintech
- Investors who are interested in Fintech opportunities





World Class Faculty

Professor Kar Yan Tam

PhD, Purdue University

Chair Professor of Information Systems, Business Statistics and Operations Management
HKUST Business School

Professor Tam has extensive consulting experience with major local and overseas companies including IBM China/Hong Kong, Merrill Lynch (Asia Pacific), Hongkong Telecom, Tele Danmark, HKITCC, Open University of Hong Kong, HSBC, Sun Microsystems, Symantec, PCCW eBusiness Solutions and OFTA. He is currently Director of the Tongyi Industrial Group Center for Electronic Commerce at HKUST.

Professor Tam joined HKUST in 1992 and had extensive teaching experience at both undergraduate and post graduate levels. Before joining HKUST, he was a faculty member at the University of Texas (Austin) and a Research Scientist at EDS. Professor Tam is also very active in executive education activities. As a researcher, Professor Tam is ranked among the top information systems scholars based on publications in leading academic journals. According to Google Scholar, his publications receive more than 10,000 citations. His research interests lie in Big Data, Electronic Commerce, and Personalization. He was awarded a US patent on digital music distribution in 2013. Professor Tam is currently serving on the editorial board of a number of international journals.



Professor Kai-lung Hui

PhD, The Hong Kong University of Science and Technology

Professor, Department of Information Systems, Business Statistics and Operations Management
HKUST Business School

Professor Hui has provided expert advice and consulting services on copyright and digital piracy to various government and non-government organizations including the Intellectual Property Department of the Hong Kong SAR Government, World Intellectual Property Organization (WIPO), and Ministry of Law of Singapore. He frequently speaks in conferences and forums on digital piracy, information privacy and security, and technology policies, including those organized by WIPO/OECD, Office of the Privacy Commissioner for Personal Data, Hong Kong, A*STAR Singapore, American and Spanish Chambers of Commerce, and HKUST. He recently served as a consultant for WKK Distributions, Communications Association of Hong Kong, and New imedia. His other executive education experience includes New World Telecom, Wharf T&T, HKSAR Government, and Hong Kong Pei Hua Foundation.

Professor Hui has taught undergraduate, MSc, MBA, EMBA, PhD, and executive programs in information privacy and security management, electronic commerce, economics of IT, telecommunications, IT project management, business strategy, and technology management, among others.

Professor Hui's research interests include information privacy and security, IT policy, and electronic commerce. His research is extensively published in some of the best scholarly journals including *American Economic Review*, *Information Systems Research*, *Management Science*, *MIS Quarterly*, and *Journal of MIS*, among others.



Paul Schulte

Chairman, Schulte Research

Paul Schulte has served as a policy analyst, advisor to governments and hedge funds, analyst of global banks, professor, consultant to private equity firms and author of hundreds of articles and three books. He has worked for the US House of Representatives, the White House, International Trade Commission, National Security Council, Indonesian Ministry of Finance, the PRC Government and three of the largest investment banks. Over the past 25 years, he has been an advisor to GIC, CIC, IMF, SAFE, and the US Treasury. He worked in equity research on both the buy and sell sides covering GEMS. He has taught in MBA programs on four continents over the past 17 years. He created the Far East Research for Credit Suisse from scratch in 1992 and created the Asian strategy and banks team for Lehman Brothers in 2005.

Paul has also served as an advisor to the International Organization of Securities Commissioners (IOSCO), the body that creates rules for capital markets, as well as to the IDA in Singapore, the Australian Securities and Investment Commission (ASIC), the Hong Kong Stock Exchange, SEBI and the Malaysian Securities Commission on developments in financial technology. In Institutional Investor's 2010 investor poll, he received top 3 rankings in All-Asia Banks Team, Asia Equity Strategy Team and Asia Economics Team.

Paul is a frequent guest on Bloomberg, CCTV, ThomsonReuters, RTHK, and CNBC. He has been quoted in *Wall Street Journal*, *New York Times*, *Bloomberg*, *Institutional Investor*, *Chicago Tribune*, *Arab News*, *Time*, *Asiamoney*, *Financial Times*, *The Australian* and *Economic Times of India*. He has spoken to delegations from IOSCO, ASIC, MSC, Davos Dalian, ADC Hayman Davos, Amcham, SEC, SFC, HKEx, London Metals Exchange, Shanghai Metals Exchange, Trade Tech Asia, Super Return Asia, and Economist conferences.



Program Content

Session 1

The session provides a high level overview of the development of Fintech globally, regionally and locally. Why and how such a phenomenon was developed and how it will disrupt the financial industry and the world economy in unprecedented way.

Session 2

This session will provide an overview of core Fintechs including (1) Bitcoin and Blockchain, (2) Data analytics, and (3) Security. Presentation will be pitched at the conceptual level. The session will create the basic technical foundation for participants to understand more about the potential applications of Fintech in Sessions 3 and 4.

Session 3

This session will cover business cases and applications of Fintech. In addition to lectures, participants will go through 1-2 simple business cases involving Fintech applications in Hong Kong, Mainland, or the region.

Session 4

This session consists of 2 parts. The first part involves a presentation on the regulatory framework of Fintech. A comparison between regulations of Hong Kong and other regions will be provided, identifying challenges and opportunities for Hong Kong to become a Fintech center in the world. The second part is a panel discussion of Fintech developers from financial institutions, startups, and VC. The objective is to expand the discussion to include more diverse perspectives and to engage the participants in a broader dialogue to conclude the program.



▪ Fees

Program Fee *	HK\$16,500
Special rate for HKUST Alumni # or Early bird (by 9 June 2017)	HK\$13,500
Corporate rate/Group participation (3 or more concurrent registrations)	HK\$12,500

* The fee includes tuition, all teaching materials, refreshment and lunch
including participants of our open programs

▪ Program Schedule

4-5 July 2017 (Tue-Wed)

9:30am – 12:45pm	Morning Session
12:45pm – 1:45pm	Lunch
1:45pm – 5:00pm	Afternoon Session

Daily schedule is subject to change

▪ Venue

HKUST Business School Executive Education Suite
3/F, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

▪ Contact & Registration

Registration deadline: **23 June 2017**

To register, please complete the registration form attached or online registration form and send the completed form with program fee by **cheque payable to “The Hong Kong University of Science and Technology”** to:

Mr. Garrie Pang, Program Officer

HKUST Business School Executive Education Office
Room 3011, Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong

☎ (852) 2358 8013 (Mr. Garrie Pang)
(852) 2358 7541 (Ms. Christine Chan)
☎ (852) 2335 5836
✉ ExecEd@ust.hk
🌐 www.bm.ust.hk/ExecEd

Program fee is due upon acceptance of application.

Program details will be sent to participants by email 2 weeks prior to the program commencement date. If participants do not receive it accordingly, please contact the program office.

*Places are available on a first come, first served basis
HKUST Business School reserves the right to make any amendments to the program without prior notice*

▪ Cancellation and Refund Policy

A 50% refund of program fee available for cancellation received in writing at least 4 weeks prior to the program commencement date.

HKUST BUSINESS SCHOOL EXECUTIVE EDUCATION PROGRAM REGISTRATION FORM

(Photocopy of this form is accepted)

Please post or fax the completed registration form to our office:

Mr. Garrie Pang, Program Officer
Room 3011, Executive Education Office
HKUST Business School
Lee Shau Kee Business Building
The Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong
Fax: (852) 2335 5836

Please affix your business card here

Program Name & Date: _____

PARTICIPANT INFORMATION

Last Name (Mr/Mrs/Ms/Miss/Dr*): _____

Given Name: _____

Name to be printed on the certificate: _____

Position: _____

Company: _____

Nature of Business: _____

Job Responsibilities: _____

Correspondence Address (office/home*): _____

Telephone: _____ (office) _____ (mobile)

Email: _____ Fax: _____

Highest Degree Obtained: _____

Work Experience (Number of years): _____

If you are HKUST Business School student & alumni, please fill in the following

Program currently studying or graduated: _____

Year of graduation: _____ Student ID: _____

All information submitted will be kept confidential. Personal data will be used for the purpose of market research, program development and electronic direct mailing only.

Signature: _____ Date: _____

** Please delete where inappropriate*