

## ORGANIZER



香港投資者關係協會  
Hong Kong Investor Relations Association

The banner features the HKIRA logo and title at the top left. The main title is centered: 'FINANCIAL PRACTITIONERS FINTECH TRAINING PROGRAMME 2022: HKIRA FINTECH CONFERENCE - THE APPLICATION OF FINTECH WITH AN EMPHASIS ON ESG AND INVESTOR COMMUNICATION'. Below the title are four circular portraits of the speakers. At the bottom, there are four columns of text providing details for each speaker, along with the event's time and date on the right side.

**hkira**  
香港投資者關係協會  
Hong Kong Investor Relations Association

**FINANCIAL PRACTITIONERS FINTECH  
TRAINING PROGRAMME 2022:  
HKIRA FINTECH CONFERENCE - THE APPLICATION OF  
FINTECH WITH AN EMPHASIS ON ESG AND INVESTOR  
COMMUNICATION**

**Dr. Eva Chan**  
Chairman  
Hong Kong Investor  
Relations Association

**Prof. Louis Cheng**  
Dr. S H Ho Professor of  
Banking and Finance  
Director of the Research  
Centre for ESG and  
Director of the Research  
Institute for Business  
The Hang Seng University  
of Hong Kong

**Ms. Kathy Lau**  
Executive Director and  
Head of Hong Kong  
Department, Futu I&E

**Mr. Jack Poon**  
Research Fellow  
The Hang Seng University  
of Hong Kong  
Professor of Practice  
(Fintech, Entrepreneurial  
Finance), PolyU

**Time :**  
2:30 PM- 5:30 PM

**Date :**  
10 January 2023

## Financial Practitioners FinTech Training Programme 2022: HKIRA Fintech Conference – The Application of Fintech with an emphasis on ESG and Investor Communication

**Tuesday, 10 January 2023  
14:30 - 17:30**

**24/F, Admiralty Centre I, 18 Harcourt Road, Hong Kong**

## ABOUT HKIRA



香港投資者關係協會  
Hong Kong Investor Relations Association

Hong Kong Investor Relations Association (HKIRA) is a non-profit professional association comprising investor relations practitioners and corporate officers responsible for communication between corporate management and the investment community. HKIRA advocates the setting of international standards in IR education, advances the best IR practices and meets the professional development needs of those interested in pursuing the investor relations profession.

HKIRA is dedicated to advancing the practice of IR as well as the professional competency and status of its members. To date, HKIRA has about 1200 members most of whom are working for companies primarily listed on the Stock Exchange of Hong Kong. About 64% of the Hang Seng Index Constituent Stock companies are currently members of HKIRA. HKIRA's members are from a wide spectrum of professions including IR, finance, accounting, company secretarial to corporate investment and hold positions at different corporate levels, including top executives responsible for IR and management of listed companies.

For more information about HKIRA, please visit:

[www.hkira.com](http://www.hkira.com)

## SOCIAL MEDIA



Facebook

hkira.official



Linkedin

hkira



Twitter

HKIRAofficial



Instagram

hkira\_official



Official WeChat Account  
WeChat ID

HKIRA-official  
hkiraadmin

# AGENDA

TIME	CONTENT
14:15	<b>Registration</b>
14:30	<b>Welcome Speech</b> <b>Dr. Eva Chan</b> , Chairman, HKIRA
14:35	<b><u>Latest Development of Fintech x ESG: A Business Application Perspective</u></b> <b>Professor Louis Cheng</b> Dr. S H Ho Professor of Banking and Finance, Director of the Research Centre for ESG Director of the Research Institute for Business, The Hang Seng University of Hong Kong.
15:15	<b><u>Adopting a Business Strategy on Technology-driven ESG integration</u></b> <b>Mr. Jack Poon</b> Research Fellow, The Hang Seng University of Hong Kong Professor of Practice, (Fintech, Entrepreneurial Finance), The Polytechnic University of Hong Kong
16:00	<b><u>Panel on Fintech x ESG</u></b> Professor Louis Cheng and Mr. Jack Poon
16:35	<b>Break</b>
16:45	<b><u>Understanding your Non-Human Shareholders</u></b> <b>Ms. Kathy Lau</b> Executive Director and Head of Hong Kong Department Futu I&E
17:15	<b>Concluding Remark</b> <b>Dr. Eva Chan</b> , Chairman, HKIRA
17:30	<b>End of Conference</b>

## BIOGRAPHIES OF SPEAKERS

---



**Dr. Eva Chan**

**Chairman, Hong Kong Investor Relations Association (HKIRA)**

Dr. Chan is the Head of Investor Relations of C C Land Holdings Limited (stock code: 1224). She has more than 25 years of experience and was the senior management of various listed companies in Hong Kong. She is mainly responsible for formulating the IR strategies for the company and conducting meetings with investors and fund managers all over the world. She also leads in a number of corporate finance exercises and corporate restructuring activities.

Dr. Chan is an Independent Non-Executive Director of Capital Environment Holdings Limited (stock code: 3989) and Xtep International Holdings Limited (stock code: 1368) and is appointed as an Adjunct Professor in the School of Accounting and Finance of the Hong Kong Polytechnic University and an Adjunct Professor of The Hang Seng University of Hong Kong.

Dr. Chan graduated from the City University of Hong Kong with a Bachelor of Arts in Accounting. She then received her MBA degree from the University of Nottingham. She also obtained a DBA degree from the Polytechnic University of Hong Kong. She is a fellow member of the Hong Kong Investor Relations Association, a fellow member of the Hong Kong Institute of Chartered Secretaries, a fellow member of Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants.



**Prof. Louis Cheng**

**Dr. S H Ho Professor of Banking and Finance**

**Director of the Research Centre for ESG**

**Director of the Research Institute for Business**

**The Hang Seng University of Hong Kong**

Prof. Cheng is the Dr. S H Ho Professor of Banking and Finance. He is also the Director of the Research Centre for ESG as well as the Research Institute for Business at the Hang Seng University of Hong Kong. He was a member of the Investment Committee of the Hospital Authority Provident Fund Scheme (2016-2022) in which he led the effort in promoting ESG integration for an investment portfolio of about USD 8.74bil (as of March 2020). Prof. Cheng actively engages in ESG and green finance research. In addition to publishing on Green Bond, he received various research donation and grants related to ESG and financial services for a total exceeding HKD8mil. He is also a coauthor of a book chapter titled “Fintech Unicorns” in The Palgrave Handbook of Fintech and Blockchain, 2021.

Prof. Cheng is a member of the Business Studies Assessment Panel for Competitive Research Funding Schemes for the Local Self-financing Degree Sector under the Research Grants Council (RGC). He also served as a member of the Business Studies Panel (Joint Research Schemes) for the RGC, Solicitors Disciplinary Tribunal Panel, and University Council and Trustee Board of the Hong Kong Polytechnic University Pension Fund. He is currently a member of the Examination Board of The Institute of Financial Planners of Hong Kong (IFPHK). Prof. Cheng has over 100 articles and books published including the Journal of Finance. He is an author of Fundamentals of Financial Planning, and the lead author of Financial Planning and Wealth Management: An International Perspective, both by McGrawHill. Prof. Cheng served as a project consultant for various organizations including the United Nations, Bank of China, Investor Education Centre (IEC), SFC, MPFA, Value Partners, Agricultural Bank of China, BCT, Fubon Bank, HKEx, Charles Schwab, Tai Fook Securities, and HKSI.



**Mr. Jack Poon**

**Research Fellow, The Hang Seng University of Hong Kong  
Professor of Practice (Fintech, Entrepreneurial Finance),  
The Polytechnic University of Hong Kong**

Mr. Jack Poon is a Professor of Practice in the School of Accounting and Finance at the Hong Kong Polytechnic University (PolyU) since 2018. He taught graduate classes in blockchain, fintech, and entrepreneurial finance. His research interests cover hypergrowth companies in the new economy and their IPO listing in Hong Kong, the US, and the STAR market; digital assets such as cryptocurrency, decentralized finance, and NFT; and fintech applications using artificial intelligence.

Prior to teaching and professional consulting, Jack has been a serial entrepreneur, investor, and Silicon Valley veteran. He started his career with Intel during the period when legendary leaders such as Andy Grove and Gordon Moore are at the helm. He played various key roles in the development of the 80486™ and the Pentium™ microprocessor projects and in the software architecture design of deep sub-micron electronic design automation. While in Asia, he had served as Head of Corporate Finance for a US-listed company, Head of Infrastructure Investment for the Asia Pacific and the Indian subcontinent for a European company, and Head of Technology Services for a US technology company. Furthermore, Jack was involved with multiple startups where one listed in Nasdaq and others affiliated with TechStars Startup Accelerator and Accenture Fintech Innovation Lab. In addition to teaching and professional consulting, Jack serves as a strategic advisor to multiple startup companies. He is a co-opted member of the Advisory Group on Digital Economy and Information Technology of Hong Kong Consumer Council and a member of the Fintech Advisory Group for Hong Kong Securities and Futures Commission.

He obtained three master's degrees from the Chicago Booth School of Business with high honors in Business Administration, the Stanford University in Engineering Management, and the California Institute of Technology in Electrical Engineering. He also obtained his bachelor's degree summa cum laude from the University of Washington in Electrical Engineering.



**Ms. Kathy Lau**

**Executive Director and Head of Hong Kong Department,  
Futu I&E**

Macquarie University - BBA

The Hong Kong University of Science and Technology – MBA

Over 10 years experience in the financial industry, RO of SFC Type 4 (advising on securities) & Type 9 (asset management). In-depth knowledge Investor relations, cross-border investments (CIBM, RQFII, QDII, RQDII, Shanghai/Shenzhen-Hong Kong Stock Connect products, etc.) and asset management products.



香港投資者關係協會  
Hong Kong Investor Relations Association

HONG KONG INVESTOR RELATIONS ASSOCIATION

(852) 2117 1846 | [info@hkira.com](mailto:info@hkira.com) | [www.hkira.com](http://www.hkira.com)

11/F, China United Plaza, 1008 Tai Nan West Street, Lai Chi Kok, Kowloon, Hong Kong

## About Investor Relations Awards

The HKIRA Investor Relations Awards (the “IR Awards”) is an annual campaign that aims to encourage, recognize and reward the excellence in investor relations practices by individuals and companies listed in Hong Kong Stock Exchange. Since the launch in 2015, each year the Awards seeks out and highlights the incredible achievements of individuals and companies with high standards in investor relations through their role modeling to the investment community.

The Awards ceremony, consisting of a conference in the morning and presentation in the afternoon, is a spectacular gathering of IR specialists and industry professionals that applauds and publicizes the year’s achievements in investor relations.

## How Are The Awards Selected

1

### NOMINATION

The Awards is open to public for nominations whose achievements deserve to be honoured and have demonstrated the best IR practices for others to learn from.

2

### ONLINE VOTING

After confirmation of the nominee’s participation, the nominated individuals and companies enter into an online survey. Domestic and international investment community including buy side and sell side analysts, and fund managers are eligible to participate in the online survey and vote on their choices of the Awards. Voters are expected to cast their top 3 choices for each award category.

3

### SELECTION BY JUDGING PANEL

Top award finalists in each of the award categories will enter into the selection process for the Most Progress in IR and the Overall Best IR Company Awards, while the top finalists of the Best ESG (E), Best ESG (S) and Best ESG (G) Awards will enter into the selection process for the Grand ESG Award. Members of the Judging Panel for the HKIRA Investor Relations Awards have been carefully selected among esteemed professionals to ensure a fair and balanced evaluation and selection of award winners.

**SPONSORS ARE INVITED**