



MALAYSIAN INSTITUTE OF ACCOUNTANTS



# MIAAFT

## ACCOUNTING & FINANCIAL TECHNOLOGY SHOWCASE 2024

15  
MAY  
2024

9.00AM - 5.00PM  
MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTRE (MITEC)

### DIGITAL EMPOWERMENT: Innovation for Sustainable Growth and Future Leadership

SPECIAL INTRODUCTORY FEE

RM 50 ONLY!\*



WHO SHOULD ATTEND:

- Academicians
- Accountants
- Auditors
- Business Owners
- Business Partners
- Chief Executive Officers
- Chief Financial Officers
- Chief Operating Officers
- Chief Technology Officers
- Finance Professionals
- Finance Staff
- Heads of Business Intelligence
- Heads of Enterprise Data Strategy
- Managers
- Senior Financial Directors & Managers
- SMEs/SMPs
- Sole Proprietors

- Anyone interested to know about the latest accounting and finance technology trends and solutions



\* Join us at the MIA Accounting & Finance Technology Showcase 2024 to hear from technology experts and industry-led speakers, and stay ahead of the curve with the latest technology developments. Don't miss out on this chance to expand your knowledge - secure your spot today!

**SIGN UP NOW FOR YOUR CHANCE TO WIN FABULOUS PRIZES!**

T&C applies  
▶ Only applicable to participants visiting all booths  
▶ Winners must be present to collect their prizes



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# DIGITAL EMPOWERMENT: INNOVATION FOR SUSTAINABLE GROWTH AND FUTURE LEADERSHIP

Unleash the untapped potentials of digital transformation for future fitness at the MIA Accounting & Financial Technology Showcase 2024 (MIA AFT 2024). Billed as a one-stop showcase for transformative solutions that can revolutionise accounting and finance, the MIA AFT 2024 is the innovation platform that can elevate you and your organisation in today's challenging world.

Equipping business and finance leaders with digital acumen and the versatile skills to navigate through volatility and uncertainty, MIA AFT 2024 will focus on real case studies to demonstrate how businesses can embrace tech-driven solutions to heighten efficiency, effectiveness and performance. Importantly, MIA AFT 2024 will open the window to generative AI innovations that are reshaping the financial industry and positioning finance and accountancy professionals for coveted roles in executive leadership and sustainability.

At MIA AFT 2024, discover new vistas of innovation and advanced business solutions that can take your organisation to the next level. Join us as we collaborate with top technology leaders in our shared pursuit of growth, resilience and a more sustainable tomorrow.

## ABOUT THE SHOWCASE

Digital transformation is critical to the future relevance of the profession. To ensure that our 40,000 members are digitally fit, the Malaysian Institute of Accountants (MIA) has curated the MIA Accounting Technology Conference (MIA Acctech Conference) for the past six years. Widely recognised as the leading technology conference geared to professionals in accounting and finance, the MIA AccTech has successfully facilitated access to technology by bringing together top tech vendors with businesses and accounting firms actively seeking and procuring technology solutions to revolutionize their performance.

In 2024, MIA is taking Acctech to the next level to harness the full potentials of digital transformation for future fitness. On 15 May 2024, Acctech will be reinvented as the MIA Accounting & Financial Technology Showcase 2024 (MIA AFT 2024), taking place at the state-of-the-art Malaysia International Trade and Exhibition Centre (MITEC). Attendees will have the chance to network in person, conduct business with SMEs, enterprises, and accounting firms, and gain valuable insights from experts and leading technology solution providers, with everything conveniently housed under one roof.

The MIA AFT 2024 renews MIA's commitment to updating accounting and finance leaders on the latest technology-driven advancements, while collaborating strategically with technology leaders to propose transformative solutions that can enhance accounting and finance processes, streamline operations, safeguard businesses, and harness the power of data analysis. Powered by strategic collaboration, the MIA AFT 2024 will connect corporations, small and medium enterprises (SMEs), accounting firms, the public sector, and academia with top technology leaders as we advance towards a more sustainable tomorrow.

## THE EVENT THEATRES:

### THEATRE 1 – DIGITAL TRANSFORMATION

*Sponsored by Diamond Sponsor*

#### Keynotes, Solo Sessions & Panel Discussions

Digital transformation has a profound impact on the accountancy profession, reshaping traditional practices and enabling accountants to work more efficiently, accurately, and strategically. In this Theatre, companies and businesses will share their digital transformation journeys and technology adoption processes, including how they tackle common challenges and leverage technology to create growth opportunities. Digital finance and accounting experts will also be on hand in this Theatre to discuss the latest digital solutions and trends.

### THEATRE 2 – TECHNOLOGY IN PRACTICE

#### Solo Sessions & Panel Discussions

















This Theatre is dedicated to accountants in practice, audit firms and corporate services firms, as technology is critical in improving their business operations and productivity. Sessions in this Theatre will focus on digital transformation of firms by implementing accounting technology solutions for increased efficiency, accuracy and transparency in financial processes. Companies providing strategic business advisory services and technology solutions that empower accountants in practice are invited to participate in this Theatre.

### THEATRE 3 – STRATEGIC LEADERSHIP

#### Solo Sessions & Panel Discussions













CFOs today play a critical and multi-faceted role in advocating for technology adoption and ESG integration to elevate an organisation's financial strategy and operations. By aligning financial and ESG goals, CFOs contribute to the long-term sustainability and resilience of the business. Sessions in this Theatre will explore how CFOs and financial leaders can adopt and integrate technology within their organisations to drive the ESG and sustainability agenda for the greater good. Companies providing services, solutions and tools in risk management, business and ESG advisory, financial solutions and cybersecurity are invited to participate in this Theatre.

# PROGRAMME

TIME	MAIN THEATRE - <b>Digital Transformation</b>  <i>Brought to you by Diamond Sponsor:</i>  	2 <sup>ND</sup> THEATRE - <b>Technology in Practice (Silent Conference)</b>	3 <sup>RD</sup> THEATRE - <b>Strategic Leadership</b>
<b>8.00 AM</b>	Delegates Registration		
<b>9:15 AM - 10.15 AM</b>	<b>DIGITAL EMPOWERMENT: Innovation for Sustainable Growth and Future Leadership</b> (Main Theatre) Moderator: <b>Rasmimi Ramli</b> , Executive Director, Sustainability, Digital Economy and Reporting, MIA Panellist: 1. <b>Lim Fen Nee</b> , Chair of the DTIC 2. <b>G. Shanmugam</b> , Executive Director, Strategy & Development, MIA 3. <b>Steven Chong</b> , Managing Partner of Morison LC PLT and Founder, LedgerBrains 4. <b>Prof. Dr David Asirvatham</b> , Executive Dean of Faculty of Innovation & Technology, Taylor's University		
<b>10:15 AM - 10.45 AM</b>	<b>How Money Thinks4You! (Part I)</b> <i>Speaker: <b>Chris Skinner</b>, Advisory Board, WebAccountPlus</i>  <i>Brought to you by:</i> 	<b>Simplified E-invoice - AI + Cloud Power</b> <i>Speaker: <b>Shirley Choong</b>, Cloud Solutions - e-Invoice Specialist, QNE Optimum Sdn. Bhd.</i>  <i>Brought to you by:</i> 	<b>Modernising Your Data Stack with Alteryx for Finance Professionals</b> <i>Speaker: <b>Michael Utama</b>, Manager, Sales Engineering, Alteryx ASIA</i>  <i>Brought to you by:</i> 
<b>10:45 AM - 11.15 AM</b>	<b>Digital Transformation Strategies for Malaysian Accounting Firms</b> <i>Speaker: <b>Ts. Nagendran Perumal</b>, Group Chief Technology Officer, Censof</i>  <i>Brought to you by:</i> 	<b>Consolidated FS Automation - Reducing 50% manual processes</b> <i>Speaker: <b>Tan Chu Haw</b>, Founder, aBOT</i>  <i>Brought to you by:</i> 	<b>Empowerment through Data: The Transformative Power of Data-Driven Decision Making</b> <i>Speaker: <b>Gooi Shiau Ying</b>, Regional Sales Manager, Fanruan (Malaysia) Sdn Bhd</i>  <i>Brought to you by:</i> 
<b>11:15 AM - 11.30 AM</b>	BREAK / NETWORKING OPPORTUNITY		
<b>11:30 AM - 12.00 PM</b>	<b>Empowering the Future - Bridging Education &amp; Technology</b> <i>Speaker: <b>Ibrahim Sani</b>, CEO, Yayasan Peneraju</i>  <i>Brought to you by:</i> 	<b>Digitalising ISQM Implementation</b> <i>Speaker: <b>Dr. Ramesh Ruben Louis</b>, Audit and ISQM Trainer &amp; Consultant, aBOT</i>  <i>Brought to you by:</i> 	<b>Lead with Agility</b> <i>Speaker: <b>Dirk Coetsee</b>, Performance Director of the OKR Institute</i>  <i>Brought to you by:</i> 
<b>12:00 PM - 12.30 PM</b>	<b>Streamlining Financial Processes: The Impact of Alteryx on Efficiency and Productivity</b> <i>Speaker: <b>Hussein Hasan</b>, Sr. Manager, Financial Planning &amp; Analysis, Alteryx APJ &amp; EMEA</i>  <i>Brought to you by:</i> 	<b>E-Invoice operations needs omni-channel and data hub</b> <i>Speaker: <b>Vincent Lee Hong Fay</b>, Chief Executive Officer (CEO) and Founder, Wavelet Solutions Sdn. Bhd.</i>  <i>Brought to you by:</i> 	<b>Unleash the Potential of Generative AI (Artificial Intelligence) in your Finance Function</b> <i>Speaker: <b>Elise Shen</b>, Senior Solutions Consultant, SAP Concur</i>  <i>Brought to you by:</i> 
<b>12:30 PM - 1.00 PM</b>	<b>Embrace The Power of Hyperautomation: Redefining Efficiency, Elevating Performance</b> <i>Speaker: <b>Grace Liew</b>, Head of Sales, Cyclone Robotics Malaysia</i>  <i>Brought to you by:</i> 	<b>Enhancing Audit Quality and Improving Profitability: Insights from successful firms with a sustainable practice</b> <i>Speaker: <b>Sandy Cheung</b>, General Manager Southeast Asia, Wolters Kluwer APAC</i>  <i>Brought to you by:</i> 	<b>Unlocking the advantages of an e-Invoice solution</b> <i>Speaker: <b>Ts. Faizal Poad</b>, Head, Enterprise Solution, AWANTEC</i>  <i>Brought to you by:</i> 



# PROGRAMME

TIME	<p><b>Digital Transformation</b></p> <p>Brought to you by Diamond Sponsor:</p>  <p><small>gpp Acumatica PwC Financio</small></p>	<p><b>Technology in Practice (Silent Conference)</b></p>	<p>3<sup>RD</sup> THEATRE - <b>Strategic Leadership</b></p>
1:00 AM - 2.00 PM	Networking Break (Free & Easy)		
2:00 PM - 2.30 PM	<p><b>Navigating the Digital Frontier: Journey in Transforming Financial Operations</b></p> <p>Speaker: <b>Mohd Azman Mohamad Zaid</b>, General Manager Group Finance, SIRIM</p> <p>Brought to you by:</p>  <p><small>gpp Acumatica PwC Financio</small></p>	<p><b>Extending Malaysia e-Invoice digitalization with Business Process Automation (BPA)</b></p> <p>Speaker: <b>Ether Loh</b>, Senior Solution Architect Manager, SL Information Solutions Sdn Bhd</p> <p>Brought to you by:</p> 	<p><b>What's Next After the E-invoicing Mandate in Malaysia?</b></p> <p>Speaker: <b>Charlie Cheah</b>, Managing Director - Esker Asia</p> <p>Brought to you by:</p> 
2:30 PM - 3.00 PM	<p><b>From Bits to Bucks: How Technology Transforms Treasury to Drive Your Organisation.</b></p> <p>Speaker: <b>William Lim</b>, CEO, Triaset</p> <p>Brought to you by:</p> 	<p><b>Beyond Compliance: Turning LHDN e-Invoice Implementation into a Revenue-Generating Opportunity for Accountants</b></p> <p>Speaker: <b>Wilkinson Sam</b>, Founder &amp; CEO, QNE Asia Group</p> <p>Brought to you by:</p> 	<p><b>How WebAccountPlus Works4You! (Part II)</b></p> <p>Speakers: <b>Roland Stähli</b>, Founder, WebAccountPlus <b>René Heusser</b>, Partner, WebAccountPlus</p> <p>Brought to you by:</p>  <p><small>www.webaccountplus.swiss</small></p>
3:00 PM - 3.30 PM	<p><b>Robotic Process Automation (RPA): The Key to Your Digital Transformation Journey</b></p> <p>Speaker: <b>Lim Teng Ciap</b>, Director of Bizbott Solution Sdn Bhd</p> <p>Brought to you by:</p> 	<p><b>Strategic Partnerships and Alliances: Leveraging Collaborative Opportunities for Growth</b></p> <p>Speaker: <b>Shine Mathew</b>, Senior Partner Manager, Acumatica</p> <p>Brought to you by:</p>  <p><small>gpp Acumatica PwC Financio</small></p>	<p><b>Enhancing Cybersecurity Resilience - The Strategic Role of CFO</b></p> <p>Moderator: <b>Chari TVT</b>, Member of Working Group of DTIC, MIA</p> <p>Panellist: <b>Hasniza Mohamed</b>, Director - Digital &amp; Technology Innovation, UEM Sunrise Berhad <b>Abid Adam</b>, Group Chief Risk &amp; Compliance Officer, Axiata <b>Baljit Singh</b>, Head, Cybersecurity Strategy Planning and Governance, Digital Nasional Berhad</p>
3:30 PM - 4.00 PM	<p><b>Small Steps, Big Impact: The Power of Incremental Transformation</b></p> <p>Speaker: <b>Jacyntha Foo</b>, Sr. Regional Key Accounts Managers, Grab For Business Malaysia</p> <p>Brought to you by:</p> 		
4:00 PM - 4.30 PM	<p><b>Improve Business Transparency with AI &amp; Data Analytics</b></p> <p>Speaker: <b>Shawn Leong</b>, Chief Commercial Officer, Handshakes</p> <p>Brought to you by:</p> 	<p><b>Scaling up business with Quickbooks online Advance</b></p> <p>Speaker: <b>Cheah Chun How</b></p> <p>Brought to you by:</p> 	
4:30 PM - 5.00 PM	Lucky Draw & End of show		

## PROGRAMME SYNOPSIS

### MAIN THEATRE - DIGITAL TRANSFORMATION

## DIGITAL EMPOWERMENT: Innovation for Sustainable Growth and Future Leadership

Digitalisation has revolutionised every cornerstone of the accountancy profession. Take a leap into the future of our field as we explore upcoming technology trends and chart our course forward. Join us to glean valuable insights into the technology trends affecting the profession, how the profession should respond and how MIA is fostering our professional growth and adaptation to the ever-evolving landscape.

Moderator:  
**Rasmimi Ramli,**  
Executive Director,  
Sustainability,  
Digital Economy  
and Reporting, MIA



Panellist:



**Lim Fen Nee,**  
Chair of the DTIC

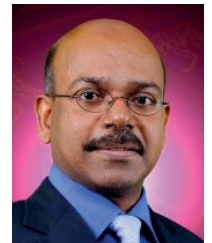


**G. Shanmugam,**  
Executive Director,  
Strategy &  
Development, MIA

**Steven Chong,**  
Managing Partner  
of Morison LC  
PLT and Founder,  
LedgerBrains



**Prof. Dr David Asirvatham,**  
Executive Dean  
of Faculty of  
Innovation &  
Technology,  
Taylor's University



**Chris Skinner,**  
Advisory Board,  
WebAccountPlus



### MAIN THEATRE - DIGITAL TRANSFORMATION

## How Money Thinks4You! (Part I)

Intelligent Money envisions a future where money that thinks for us will be embedded, smart, invisible and everywhere. WHO cares about the money of the future? WHY should I care about the money of the future? Intelligent Money answers these questions, focusing on HOW money will become intelligent, both digitally and artificially, and its impacts on our life and business.

Brought to you by

**WEB + ACCOUNT**  
www.webaccountplus.swiss

### MAIN THEATRE - DIGITAL TRANSFORMATION

## Digital Transformation Strategies for Malaysian Accounting Firms

Digital transformation strategies are no longer nice-to-have but a must-have for today's organisations. This session explores how accounting firms in Malaysia can adopt digital technologies such as cloud computing, data analytics, and automation to streamline their processes, enhance client service delivery, and stay competitive in the digital age.both digitally and artificially, and its impacts on our life and business.



**Ts. Nagendran Perumal,** Group  
Chief Technology  
Officer, Censof

Brought to you by

**censof**  
Acumatica | InFlow | Financio

**Ibrahim Sani,**  
CEO, Yayasan  
Peneraju



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Empowering the Future - Bridging Education & Technology

As Malaysia hungers for skilled talents, Yayasan Peneraju is embarking on a digital transformation to profile and nurture its talents as professional, business or community leaders. Discover how its strategic digital-oriented approach harnesses three key capitals - economic, social and human - to develop dynamic leaders who are adept and resilient in addressing the changing demands of society.

Brought to you by



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Streamlining Financial Processes: The Impact of Alteryx on Efficiency and Productivity

Speed and efficiency are essential in business. Based on real life examples of Alteryx use cases in accounting and finance, see how Alteryx can transform your organisations, finance functions and roles to quickly achieve automation, advanced analytics, and system integration without sacrificing quality, auditability, and transparency.



**Hussein Hasan, Sr.**  
Manager, Financial  
Planning & Analysis,  
Alteryx APJ & EMEA

Brought to you by **ORtech:**

**Grace Liew,**  
Head of Sales,  
Cyclone Robotics  
Malaysia



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Embrace The Power of Hyperautomation: Redefining Efficiency, Elevating Performance

Robotic process automation (RPA), artificial intelligence (AI), machine learning (ML), and other tools are converging to form hyperautomation, which redefines efficiency, elevates performance and augments human capabilities. Drawing on case studies and success stories, this discussion unpacks common barriers to implementing hyperautomation, lays out strategies for successful adoption, and predicts the evolving role of humans in a hyperautomated world.

Brought to you by



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Navigating the Digital Frontier: Journey in Transforming Financial Operations

How can we navigate the digital frontier and drive innovation while ensuring the stability and security of financial operations? SIRIM has entrusted Mohd Azman, Group Finance General Manager, with leading the organisation through the complexities of digital transformation. From leveraging advanced analytics for data-driven decision-making to implementing cutting-edge fintech solutions, this session will share insights, challenges and lessons learned along SIRIM's road to digital transformation.



**Mohd Azman Mohamad Zaid**, General Manager Group Finance, SIRIM

Brought to you by



**William Lim**,  
CEO, Triaset



### MAIN THEATRE - DIGITAL TRANSFORMATION

## From Bits to Bucks: How Technology Transforms Treasury to Drive Your Organisation.

Treasury and corporate finance teams are playing an increasingly visible role in digital transformation, yet plenty of potential value remains to be unlocked. This session maps out how digital innovation is driving treasury's transformation, therefore empowering your organization for sustainable growth. Get practical insights into how technology is revolutionising treasury operations to propel your organization forward from the digital realm to substantial financial growth.

Brought to you by



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Robotic Process Automation (RPA): The Key to Your Digital Transformation Journey

Immerse yourself in Robotic Process Automation (RPA) and its tremendous benefits in this session that incorporates helpful examples of RPA use cases in the real environment. At the end of the discussion, attendees will have a good grasp of why RPA is critical and how and where RPA can be implemented to drive organisational and finance function performance.



**Lim Teng Giap**, Director of Bizbott Solution Sdn Bhd

Brought to you by



## PROGRAMME SYNOPSIS

**Jacyntha Foo**, Sr. Regional Key Accounts Managers, Grab For Business Malaysia



### MAIN THEATRE - DIGITAL TRANSFORMATION

## Small Steps, Big Impact: The Power of Incremental Transformation

Embracing small, quick-win transformations is key in adapting to today's dynamic landscapes, with finance teams playing crucial roles in steering organisations to success. Backed by insightful case studies and testimonials showcasing real life impact, this session will demonstrate how GFB's tailored solutions can help unlock the potential for incremental change within your organization's digital transformation journey.

Brought to you by GrabForBusiness

### MAIN THEATRE - DIGITAL TRANSFORMATION

## Improve Business Transparency with AI & Data Analytics

Transparency is essential for maintaining trust and credibility, and can be enabled by technology and best practices to identify potential risks and detect anomalies in real time. Join Shawn Leong, Chief Commercial Officer at Handshakes, as he unveils innovative approaches that harness AI and data analytics to uncover indirect business connections and ultimate beneficial ownerships using official data to benefit the financial sector.



**Shawn Leong**, Chief Commercial Officer, Handshakes

Brought to you by Handshakes

**Shirley Choong**, Cloud Solutions - e-Invoice Specialist, QNE Optimum Sdn. Bhd.



### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Simplified E-invoice - AI + Cloud Power

How can the synergy of AI and cloud technology streamline e-invoice processes? Embracing the power of AI can simplify invoice management, enhance accuracy and reduce manual effort. Harnessing the power of the cloud can centralise data, improve accessibility and ensure compliance. Join us to learn how this dynamic duo transforms e-invoice into a seamless, efficient operation.

Brought to you by QNE SOFTWARE



## PROGRAMME SYNOPSIS


### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Automating Consolidated Financial Statements for 50% Savings in Time and Manual Processes

Drafting Group Consolidated Financial Statements while ensuring reporting accuracy is both tedious and challenging. However, technology advancements now enable auto-drafting of Group financial statements in half the time, and AI validation avoids careless mistakes. Discover how you can adopt consolidated FS automation solutions for a 50% reduction in manual processes and enjoy time savings for greater efficiency.



**Chief Tan Chu Haw,**  
Founder, aBOT

Brought to you by 

### Dr. Ramesh Ruben Louis,


Audit and  
ISQM Trainer &  
Consultant, aBOT



### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Digitalising ISQM Implementation

International Standards on Quality Management (ISQM) adoption is compulsory for all audit firms in Malaysia. While many firms have successfully implemented ISQM, some continue to lag behind. The ISQM adoption process is especially challenging if done manually, yet technology advances can facilitate ISQM compliance. It is highly recommended that the System of Quality Management (SOQM) be digitalised to simplify and speed up the ISQM implementation process.

Brought to you by 

### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## E-Invoice operations needs omni-channel and data hub

Ensuring compliance with electronic invoice requirements involves various tasks, like generating and sending individual invoices electronically and requiring frequent communication between suppliers and buyers across various platforms. Integrating accounting software with these different systems can be expensive, complex, and time-consuming. Learn how utilising a Data Hub and omnichannels could streamline the routine operations associated with e-invoicing.



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

Brought to you by 

## PROGRAMME SYNOPSIS

### **Sandy Cheung,**

General Manager  
Southeast Asia,  
Wolters Kluwer  
APAC



### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Enhancing Audit Quality and Improving Profitability: Insights from successful firms with a sustainable practice

What differentiates a successful audit firm from the rest of the pack? This session analyses the key areas that leading audit firms are targeting to build a more sustainable, operationally efficient practice, including focusing on strategies for current workforce development, revenue growth, and the implementation of new technologies.

Brought to you by  Wolters Kluwer


### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Extending Malaysia e-Invoice digitalisation with Business Process Automation (BPA)

What's next after the Malaysia e-Invoice implementation? E-Invoice presents an opportunity for businesses to implement BPA, streamlining and extending e-invoice operations like Accounts Payable and Accounts Receivable Automation. With BPA, organisations will be able to optimise processes, reduce manual intervention, and embrace a modernised approach to financial management, propelling Malaysia's digital economy forward.



**Ether Loh,**  
Senior Solution  
Architect Manager,  
SL Information  
Solutions Sdn Bhd

Brought to you by 

### **Wilkinson Sam,**


Founder & CEO,  
QNE Asia Group



### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Beyond Compliance: Turning LHDN e-Invoice Implementation into a Revenue-Generating Opportunity for Accountants

Discover how accountants can transform the implementation of LHDN's e-Invoice system into a game-changing opportunity using AI and cloud accounting to their advantage. Explore strategies to not only meet regulatory needs but also unlock opportunities for earning more money. Delve into the challenges and exciting prospects for accountants in this evolving landscape.

Brought to you by 

## PROGRAMME SYNOPSIS

### 2<sup>ND</sup> THEATRE - TECHNOLOGY IN PRACTICE

## Creating a Coherent Plan for Digital Transformation

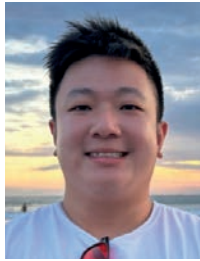
Every organisation is different and hence requires a unique digital transformation strategy. This session outlines how you can define digital transformation for your organisation and create a coherent and responsive digital transformation plan that considers the right goals for organisational data, addresses data fragmentation issues and incorporates evolving customer expectations to achieve your organisational vision.



**Shine Mathew,**  
Senior Partner  
Manager,  
Acumatica  
Century Software  
(M) Sdn Bhd

Brought to you by   
   

**Michael Utama,**  
Manager, Sales  
Engineering,  
Alteryx ASIA



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Modernising Your Data Stack with Alteryx for Finance Professionals

Reliance on outdated technology systems can impede key business functions such as Finance & Accounting, resulting in “tech debt” problems such as reduced efficiency, high maintenance costs, and data vulnerabilities. Find out how modernising data stacks can empower finance professionals to resolve tech debt and related business issues affecting day-to-day data and financial reporting processes for optimum business value.

Brought to you by 

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Empowerment through Data: The Transformative Power of Data-Driven Decision Making

Data is today's strategic asset. Adopting a collaborative data-driven culture that leverages on advanced analytics, machine learning algorithms, and data visualization tools can pave the way to successfully extracting valuable insights, uncovering relevant trends and patterns, and predicting future outcomes with greater accuracy.



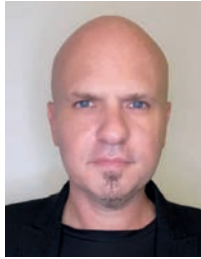
**Gooi Shiau Ying,**  
Regional Sales  
Manager, FanRuan  
(Malaysia) Sdn Bhd

Brought to you by   
FanRuan  
TRANSFORM DATA INTO VALUE

## PROGRAMME SYNOPSIS

### Dirk Coetsee,

Performance  
Director of the  
OKR Institute



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Lead with Agility

Agility is a popular management buzzword that is keenly associated with speed, flexibility, rapid innovation, adaptability and competitiveness. Come explore how you and your organisation can become more malleable and lead with agility, by identifying and embracing helpful change initiatives that can achieve your future vision and aspirations for your company.

Brought to you by



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Unleash the Potential of Generative AI (Artificial Intelligence) in your Finance Function

While finance departments are becoming smarter, their tech capabilities have not been fully tapped. In particular, finance processes – including travel and expense (T&E) – have emerged as a key area of transformation through generative AI. Join us for an in-depth look into how SAP Concur empowers finance functions to achieve efficiency, reduce costs, and improve compliance through AI-powered T&E solutions.



### Elise Shen,

Senior Solutions  
Consultant, SAP  
Concur

Brought to you by



**Ts. Faizal Poad,** Head,  
Enterprise  
Solution,  
AWANTEC



### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Unlocking the advantages of an e-Invoice solution

As businesses evolve and customers demand faster processing of goods and services, automation will become increasingly critical in invoicing to streamline processes, enhance efficiency, and reduce human error. Powered by AWANTEC, this session provides guidance on how organisations can prepare to exchange documents following Malaysian regulations with the support of e-invoicing solutions.

Brought to you by






## PROGRAMME SYNOPSIS

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## What's Next After the E-invoicing Mandate in Malaysia?

What comes next after the e-invoicing mandate? Organisations are advised to prepare to "Elevate and Innovate" their business processes to enhance regulatory compliance and efficiency, with a focus on advanced strategies for the cash collection cycle to enable effective collection as well as seamless cash application.

Brought to you by 



**Charlie Cheah,**  
Managing Director,  
Esker Asia

**Roland Stähli,** Founder,  
WebAccountPlus



**René Heusser,**  
Partner,  
WebAccountPlus

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## How WebAccountPlus Works4You! (Part II)

This sequel to the earlier presentation on "how money thinks4you!" focuses on the ECO system of the future, the imperative for SMEs and accounting firms to digitise now to benefit from this revolutionary approach, as well as the transformative role played by open banking and open finance.

**ACCOUNT**

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 [www.webaccountplus.swiss](http://www.webaccountplus.swiss)

### 3<sup>RD</sup> THEATRE - STRATEGIC LEADERSHIP

## Enhancing Cybersecurity Resilience - The Strategic Role of CFO

Cyber risk constitutes a significant threat to businesses, whereby the increasing frequency and severity of cyber-attacks and new vulnerabilities have vaulted cybersecurity to the top of the corporate agenda. As C-suite leaders, CFOs must keep abreast of cyber risks to mitigate system breaches, business interruptions, regulatory consequences and potential damage to the organisation's reputation to preserve shareholder value.

Moderator:  
**Chari TvT**  
Member of Digital  
Technology  
Implementation  
Committee, MIA



Panellist:



**Hasniza Mohamed**  
Director - Digital  
& Tehcnology  
Innovation, UEM  
Sunrise Berhad



**Abid Adam**  
Group Chief Risk  
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Officer, Axiata

**Baljit Singh**  
Head, Cybersecurity  
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Berhad



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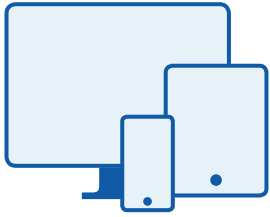
EXHIBITORS



SUPPORTING PARTNERS

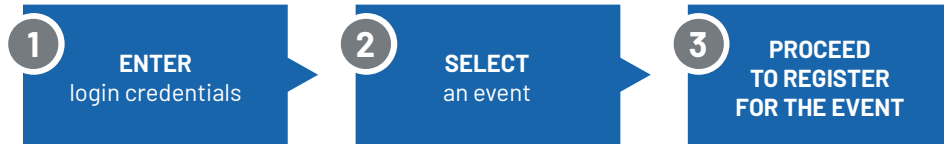


## REGISTRATION PROCESS



- To view more events and download the 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**

## PROGRAMME FEES

### NORMAL RATE

Member/Member Firm		RM50.00
Non-member		RM70.00

### PREFERRED PAYMENT

*Pay with MIA-CIMB Affinity Credit Card*

## CONFERENCE DETAILS & REGISTRATION

Date : 15 May 2024 (Wednesday)  
 Time : 9.00am -5.00pm  
 Venue : Malaysia International Trade and Exhibition Centre (MITEC)

Contact : **Lynn / Shahirah**  
 Tel : **03 2722 9112/163**  
 Fax : **03 2722 9009**  
 Email : [mcu@mia.org.my](mailto:mcu@mia.org.my)

Address : Malaysian Institute of Accountants  
 Dewan Akauntan Unit 33-01, Level 33  
 Tower A, The Vertical, Avenue 3,  
 Bangsar South City  
 No. 8, Jalan Kerinchi  
 59200 Kuala Lumpur

## TERMS & CONDITIONS

### PROGRAMME FEE

- Fee is payable to MALAYSIAN INSTITUTE OF ACCOUNTANTS
  - 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 Invoice or 1 day before the programme, whichever earlier.
- Admittance to the programme shall be granted only upon full payment as per the above requirement.

### PAYMENT MODE

- Payment must be made through the electronic channels i.e. online payment via the MIA member service portal and electronic fund transfer (EFT).
- Payment by **cash and cheque is NOT ACCEPTABLE** effective from 1 January 2024.

### CANCELLATION

- Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:
- For written cancellation received with minimum seven (7) days' notice from the date of the programme, no penalties will be imposed and full refund will be made to participants who have paid.
  - For written cancellation received less than seven (7) days from the date of the programme, an administrative charge of 20% of the registration fee will be imposed. Unpaid registrations will also be liable for a 20% administrative charge.
  - No refunds will be made for written cancellations received on the day of the programme or for participants who failed to join the programme. Unpaid registrations will also be liable for full payment of the registration fee.
  - Replacing registered participants is not allowed.
  - Paid registration that is cancelled can opt to transfer the paid amount to future event(s) after deducting any applicable administrative charges.

- The transfer request to future event(s) should be confirmed by Corporate/Individual within three (3) days after cancellation otherwise the cancellation will be confirmed with refund action. Transfer request will not be entertained after the refund is processed.
- Corporate/Individual is required to top-up the balance amount if the amount to be transferred to the future event is insufficient.
- Any excess amount after transfer will be refunded to the Corporate/Individual's bank account as provided in the EFT form.
- Corporate/Individual is required to provide the EFT form each time when a refund is requested.

### 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 the programme. Admittance may be denied upon failure to present photo identification.

### CERTIFICATE OF ATTENDANCE AND CPE CREDIT HOURS

- Upon full attendance of the programme, participants will be issued an e-certificate of attendance. For this purpose, it is **COMPULSORY** to fill in the email address clearly.
- CPE credit hours will be credited into the MIA Member Services Portal within 14 days of the programme for participants who have complied with all terms and conditions stipulated herein.
- 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.

### COPYRIGHT

The materials of the programme shall not be disclosed or used in any manner, either wholly or partially against any other parties and/or used in any manner, either wholly or partially as a defence by you and/or any other parties under any circumstances. The participants are therefore prohibited from reproducing any materials of this programme. All copyright and/or intellectual property rights in any relevant materials produced in this Programme will remain with the party who produced such materials. MIA disclaims responsibility for the materials of this programme. Neither the MIA, its Council or any of its Boards or Committees nor its staff shall be responsible or liable for any claims, losses, damages, costs or expenses arising in any way out of or in connection with any persons relying upon the materials provided during the programme.

### DATA PROTECTION

Information given by the participants to MIA is true, accurate and to the best of their knowledge. The participants have read and agreed with the Privacy Notice as stated on MIA's official website and therefore, allow MIA to collect, process, store and use the participants' data other than what is provided under the Personal Data Protection Act 2010.

### EXCLUSION OF LIABILITY

This programme shall not constitute an endorsement of the speaker(s) by MIA and MIA shall not be liable for whatsoever circumstances arising from any engagement between the speaker(s) and the programme's participants. **DISCLAIMER** Malaysian Institute of Accountants (MIA) reserves the right to change the speaker(s), date(s), time(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.