AGENDA AT A GLANCE

AWS for Financial Services

TIME | LOCATION	Ballroom 3	Ballroom 4	Breakout Room 2
09:30 - 10:30	**Opening Keynote: Generative Artificial Intelligence (AI) and AI/ ML for Financial Services** *Speaker:* *Ulf Carlsson, Managing Director, Head of Asia Pacific & Japan, Nasdaq* *Till Rosar, Partner & Head of APAC Financial Infrastructure, Technology & Services, Oliver Wyman* *Nelson Chan, Head of Banking Go-To-Market, Asia Pacific & Japan, AWS* *Hasan Rauf, Head of Capital Markets, Business Development, APAC & Japan, AWS*		
10:30 - 11:00	**Secure by Design: How AWS Builds Foundational Security into Our Services?** *Speaker:* *Paul Vixie, Deputy CISO & VP, Security, AWS* Level: 100		
11:00 - 11:30	**Executive Panel Discussion - Banking in the Cloud: Unlocking Innovation and Efficiency** *Speaker:* *Tammy Tse, SVP, Head of Information Technology, Fubon Bank (Hong Kong) Limited* *Kelvin Lee, Head of IT Architecture and Data Management, Ping An OneConnect Bank* *Peier Wu, Business Development Manager, Financial Services, AWS* Level: 100		**09:30 - 12:30** **Table-top Exercise** *(By invitation only)*
11:30 - 11:50	**From Micro to Macro: Reinventing Globalization and Financial Sustainability for Fintech Businesses** *Speaker:* *Yali Zhu, General Manager, Micro Connect Macao Financial Assets Exchange (MCEX)* *Peier Wu, Business Development Manager, Financial Services, AWS* Level: 100		
11:50 - 12:20	**Retrieval-Augmented Generation (RAG) for Responsible AI** Join us to explore the integration of knowledge retrieval techniques with generative AI models to enhance accuracy, transparency, and ethical decision-making in AI systems. *Speaker:* *Odin Wang, Senior Industry Solutions Architect, Financial Services, AWS* Level: 200		
	Lunch Break *(Lunch not included)*		
	Business Track	**Technical Track**	**Policy, Security, Risk & Compliance Track**
13:30 - 14:00	**Unleashing Data-Driven Innovation with AWS Data Analytics and Amazon Quicksight for Transformative Business Intelligence** *Speaker:* *Billy Han, Product Manager, Spectra Technologies* *Ken Cho , Solutions Architect, FSI HK, AWS* Level: 100	**Powering Quant Research by Amazon FinSpace with Managed KDB Insights** *Speaker:* *Dr. Kim Kuen Tang, Senior Kdb+ Solution Architect, KX* *Jacky Wu, Senior Solutions Architect, AWS* Level: 200	**Transforming Regulations into Tailwinds: How AWS Supports the Financial Services Industry to Adopt the Cloud** *Speaker:* *Daniel Wu, Head of Financial Services, APJ Public Policy, AWS* Level: 100
14:10 - 14:40	**AI & Machine Learning Across the Trade Lifecycle** *Speaker:* *Hasan Rauf, Head of Capital Markets, Business Development, APAC & Japan, AWS* Level: 200	**Cross-Chain Infrastructure for Resilient and Scalable Decentralized Applications on AWS** *Speaker:* *Aaron Baideme, CISO, ITHACA* *Benjamin Hui, Solutions Architect, AWS* Level: 200	**Design and Deployment of Resilient Workloads on the Cloud** *Speaker:* *Alan Yang, Head of Resilience, APAC, AWS* Level: 200
14:50 - 15:20	**Transforming Business: Unveiling the Role of Generative AI in Driving Sales Revenue Growth and CSOP Migration Journey to AWS** *Speaker:* *Ray Leung, Technical Lead, Cloud Infrastructure, CSOP* *Anson Wong, Business Development Manager, Financial Services, AWS* Level: 100	**Unlocking Quant Potential: A Conducive Research Platform** *Speaker:* *Ken Poon, Associate Director, ActusRayPartners* *Arthur Yan, Senior Research Analyst, ActusRayPartners* *Alvin Cheung, Senior Analytics BD Specialist, AWS* Level: 200 - 300	**Amazon Web Services Security Services Overview** *Speaker:* *Brad Dispensa, Principal Security Specialist Solution Architect, WWPS, AWS* Level: 200
15:30 - 16:00	**Using Amazon SageMaker to Fine Tune Algorithm Model** *Speaker:* *Wayne Ng, Founder, Forex Forest (Cantonese session)* *Jacky Wu, Senior Solutions Architect, AWS (English session)* Level: 100	**Transforming Finance with FormX: AI Data Extraction & Document Integrity** *Speaker:* *Jimmy Au, Product Lead, Bowtie* *Libby Yim, Senior Product Analyst, Bowtie* *Ten Tang, Product Manager @ FormX, Oursky Limited* Level: 200	**ISO 27001 ISMS Implementation Quickstart on AWS** *Speaker:* *Sharon Lam, Senior Solutions Architect, AWS* Level: 200
16:30	**Exhibition closes**		

AWS for Retail

TIME | LOCATION	Ballroom 1	Ballroom 2	Breakout Room 1
09:30 - 10:25	**Opening Keynote: Digital Commerce in the Age of Generative AI** *Speaker:* *Vince Koh, Global Head of Digital Commerce, AWS*		
10:40 - 11:30	**Executive Sharing on Retail Digital Transformation** **Session 1:** **Unleashing the Potential of Generative AI with Casetify** *Speaker:* *Terence Fung, Engineering Director, Casetify* Level: 200 **Session 2:** **Unlocking the Future of Health in Asia: Enhancing Healthspan Through Technological Advancements** *Speaker:* *Vincent Wong, Chief Digital Officer, Humansa* Level: 200		
11:30-11:55	**Leveraging LLM and A/B Testing to Iteratively Optimize Recommendation Strategies for E-commerce** *Speaker:* *Josie Cheng, Industry Solution Manager & Generative AI solution architect, AWS* Level: 200		
11:55-12:10	**Fireside Chat - Empowering Local Businesses Through the Digital Transformation Pilot Program (DTSPP)** *Speaker:* *Alfred Wong, Programme Manager, Cyberport* *Rachel Wu, Business Development Manager, AWS* Level: 100		
	Lunch Break *(Lunch not included)*		
	Cross Border and Geo Expansion Track	**Digital Transformation Track**	**Hands-on Workshop**
14:00 - 14:25	**Cross-border Possibilities with Generative AI** *Speaker:* *Cindy Shen, Senior Industry Business Development, Retail and CPG, AWS* Level: 100 *(Mandarin session)*	**Driving Performance with Content Hyper-Personalization** *Speaker:* *King Lai, Solutions Architect, AWS* Level: 200	
14:25 - 14:50	**Navigating the Retail Landscape: Insights into HK/GBA Retail Outlook in 2024** *Speaker:* *Michael Cheng, Mainland China & Hong Kong Consumer Markets Leader, PwC Asia Pacific* Level: 100	**14:25 - 14:55** **Transforming Retail Chain and Mall with Data Analytics and GenAI** *Speaker:* *Matthew Li, Founder, NOVA* *Carson Chan, Business Development Manager, AWS* Level: 100	**Hands-on Workshop: Personalized Marketing Content with Generative AI & Amazon Personalize** *(By RSVP only)* *Speaker:* *Hei Chow, Solutions Architect, AWS*
15:05 - 15:35	**How We Transform Knitwear and Manufacturing with Digitalization and AI** *Speaker:* *Roger Chan, Chief Operating Officer & Chief Technology Officer, Cobalt Fashion (Hong Kong) Limited* Level: 200 *(Mandarin session)*	**Panel Discussion - Staying Ahead of the Innovation Curve in Retail and Travel with Digital Transformation** *Speaker:* *Alfred Kam, CIO, EGL* *Steve Ng, CEO, Offbeat (HKTV Group Subsidiary)* *Vince Koh, Head of Digital Commerce, AWS* *Moderator:* *Vicky Lee, Business Development Manager, AWS* Level: 100	
15:35 - 16:00	**How ThinkCol Works with Retail Customers for Their Digital Transformation Journey in AI and Machine Learning** *Speaker:* *Kane Wu, CEO and Founder, ThinkCol* Level: 100	**How AWS and AURAR Enable the Success of Retailers as a Data Collaborator** *Speaker:* *Elice Lau, Chief Strategy Officer, AlikeAudience* Level: 100	
16:30	**Exhibition closes**		