Big Data & Analytics Innovation Summit

April 26 & 27 2017 | Hong Kong

"Embed Data Analytics to Fuel Business Growth"
ABOUT THE EVENT

Overview

April 26 & 27, 2017
InterContinental Grand Stanford Hotel, 70 Mody Road, Hong Kong

Big Data & Analytics Innovation Summit

The main themes for this year's discussion are:

- Artificial Intelligence & Machine Learning
- Data Automation
- Algorithmic Risk Assessment
- Big Data in using of marketing strategy

The summit connects you with peer core group, leverage your senior executives. Open up new opportunity for future partnership. Examine insights and connecting the dots between insights and results.
Participating to a new era of Big Data World, witness the latest developed analyze tools and strategies, stay competitive and ahead within the industry.
Confirmed Speakers

Simon Zhang, **Principal Data Scientist**, Baidu

Georgio Mosis, **Head of Innovation Management, Asia**, Reinsurance Group of America

Jacqueline Teo, **Head of IT Integration & Transformation**, Telstra

Ritesh Sarda, **CIO**, Sun Life Financial

Adhish Pendharkar, **AVP, Digital Engineering**, Manulife

James Chang, **Chief Operating Officer**, Lazada

Kerr Hatrick, **Executive Director, Quantitative Strategist**, Morgan Stanley

Patrik Forsström, **Head of Business Intelligence Competency Center**, Cathay Pacific

Aalok Gupta, **Head of Regional Learning Academy**, Big Data Guest Speaker

Elena Akhmatova, **Data Scientist, Chief Data Office & Innovation Labs**, Suncorp

Damian Lum, **Enterprise Architect**, The Hong Kong Jockey Club

Shang-Ling Jui, **Director, Intelligence Engineering Dept**, Huawei Technologies

Carlos Casanova, **Economist**, BBVA

Thierry Fabing, **Chief Digital & Data Officer**, AXA Asia

Huayi Dong, **Global Head of Electronic Trading Solutions**, Daiwa Capital Markets Hong Kong Limited

Jack Ko, **Head of Market Data & Middleware**, Societe Generale

Prolog Leung, **Senior Digital Analytics Manager**, Sa Sa International Holdings Limited

Widhadh Waheed, **Director of eBusiness**, Shangri-La Hotels & Resorts

Lara Roberts, **Senior Director, Ecommerce**, VF Corporation

Mark Budzinski, **CEO**, WhereScape
“The quality of the speakers is what sets this summit apart. I will come again!”
Prescriptive Analytics and Its Impact on InsurTech

Insurance is intersecting with advance analytics to focus on providing strategic insights into the interdependencies in health and wellness outcomes, customer engagement, their preferences and behaviors, and the efficiency and effectiveness of operations.

Prescriptive analytics is an emerging approach which entails any combination of analytics, math, experiments, simulation, and/or artificial intelligence used to improve the effectiveness of decisions made by domain experts or by decision logic embedded in applications that support professionals and end-customers. In presentation will deal with the veracity and timeliness of data to insure that the decision logic will operate as expected and decision logic evolving to improve or maintain its effectiveness.

Smart Life Insurance Products Using Big Data & Analytics

Often Insurance is complex, slow to adapt and totally alien to the Millennials. Most of the products are configurable on the fly and can be ordered without practically every talking to any human being. Insurance industry has to increase the focus on algorithmic risk assessment, auto underwriting and creating products that can be easily configurable and digitized so that they can be offered to the millennials.

In order to achieve such a bio-diversity in this complex and heavily regulated market, learning form the past and offering sustainable solutions both to the consumer and company is a constant challenge.

Exploring BigData and Analytics is the way to go for big corporations to be more nimble and adaptable to constant market changes for new and innovative product development.

Key takeaways: Algorithmic Risk Assessment, Data Analytics Adapt to Market Changes, Product Innovation.

Rethinking the Data Paradigm

Data is not static, data flows. We live in a torrent of data and it’s time that we stopped thinking of data as something static, facts frozen in time.

We’ll explore the implications of the paradigm shift from using static databases for analysis to using streams and how that changes everything.

Key takeaways: Data Streaming
In this talk Michal will give retrospective of his experiences of building analytics from scratch in a startup and talk about his plans, designs and best practices for the future.

He will cover aspects like designing big data architecture, building self serving analytics platform, working on core business defining algorithms and data products as well as promoting data driven culture.

In the data-intensive world, the world is becoming more connective and interactive by internet and IoT, and more machine learning and AI applications, especially, more FinTech applications, are ingesting vast quantities of streaming event data from multiple sources in real time. Actions in millisecond with transactional insights can make such fast-big data applications smarter and fly. Streaming analytics other than simple reporting or aggregation, i.e. streaming analytics with transactions, is an essential competency to acquire for more fast-big data pipelines. Knowing what’s in your data and acting on it in real time requires an operational analytic systems with a fast data pipeline capable of handling streams of data, performing real-time analytics, and taking action on analytic results. A novel data architecture for fast big data will be introduced to explore why streaming analytics with transactions is becoming vital for all machine learning and AI applications, which helps you convert fast data into insight and business revenues.

Key takeaways: Streaming Analytics with Data

Enterprise Data Warehousing, Big Data, Cloud Computing and Analytics for the airlines. With examples on new opportunities in Fuel Optimization, Preventive Maintenance and Asset Performance etc.

Key takeaways: Enterprise Data Warehousing, Big Data, Cloud Computing & Analytics.
Keynote Speakers

Shang-Ling Jui
Director, Intelligence Engineering
HUAWEI TECHNOLOGIES

Machine Learning & Deep Learning - Theory & Practice

Shang-Ling will give an introduction on the Chinese Bond Market. To illustrate this will involve several ‘use cases’ i.e. Enterprise Credit Risk Rating Transition Prediction using Hidden Semi-Markov Model and Correlation/Association Analysis using Graphical Data Model.

Key takeaways: Artificial Intelligence, Machine Learning

Kerr Hatrick
Executive Director, Quantitative Strategist
MORGAN STANLEY

Visualizing Big Data in Financial Markets

Kerr Hatrick will discuss some of the challenges (and surprises) of using data visualization to transform data into insight in order to increase cognitive performance and enhance decision-making.

Key takeaways: Data Visualisation, Realtime Analytics

Jacqueline Teo
Head of IT Integration & Transformation
TELSTRA

Big Data Just Got A Whole Lot Bigger

In Jacqueline’s session on Big Data Just Got A Whole Lot Bigger, Jacqueline will help you to better understand the difficulties for an organisation to blend data and create the insights needed. She will also highlight how you can further your organization’s journey to be more customer centric and how to utilise relevant data points to build insights that create a competitive advantage.

Key takeaways: Big Data Challenges in Telecom Industry, Customer Centric
Keynote Speakers

Ritesh Sarda
CIO
SUN LIFE FINANCIAL

Client Focused Digital Assets Powered by Data Analytics

In this session, Ritesh will provide insights into making client focused, Omni channel digital assets powered by robust data intelligence and analytics. The power of leveraging existing enterprise gold mine of data blended with unstructured data will shape the future of digital assets and provide seamless client experience. Key takeaways: Clients focused, Data Intelligence and Analytics, Leverage Existing Data, Digital Assets

Elena Akhmatova
Data Scientist, Chief Data Office & Innovation Labs
SUNCORP

NLP Markers of Language of Deception for Insurance Fraud

Insurance fraud, its prevention and investigation results in yearly losses of millions of dollars. Automation helps when there are time constraints on claim processing. More importantly it addresses the fact that the majority of people do not detect deception really well. Usually a base for fraud detection is customers behaviour, length of time of holding the insurance policy and type of recent manipulations with it. We use that human feature to detect fraud. We use the features that have been already described in literature on the subject of language of deception and introduce new domain specific features. We describe sentiment, sentence structure, references to self and other deception markers in a way that machine learning algorithm can process to build a predictive model. The volume of claims we have makes our technical solution a BigData solution. Our study shows that linguistic features of deception do help to pinpoint possibly fraudulent claims for further investigation.Key takeaways: Insurance Fraud, Human language with Big Data, Automation

Damian Lum
Enterprise Architect
THE HONG KONG JOCKEY CLUB

To Be A Data Centric Enterprise

Data is a key enabler to an enterprise business. Data gives us information to make decisions to drive the business. The question here is: “Is this data centric enough?”Key takeaways: Enterprise Architecture, Data Drives Business Decisions, Data Centric
Carlos Casanova  
Economist  
BBVA  

Chinese Vulnerability Sentiment Index Using Big Data  

We use a dynamic factor model, combining daily time series from Google’s Global Database on Events Location and Tone (GDELT), in combination with official data, to monitor systemic risks in China across a number of parameters. This model enables us to identify early warning signals that point towards stress in China’s economy, helping investors and policy makers alike to factor in risks ahead of time. Key takeaways: GDELT, Modelling, Data Implementing in Economy

Thierry Fabing  
Chief Digital & Data Officer  
AXA ASIA  

Unlocking the Potential of Smart Data: The New Game Changer for Insurers?  

Thierry Fabing is Chief Digital and Data Officer for Asia at AXA Asia, based at the regional head office in Hong Kong. Thierry’s role is to not only to drive the digital business and build the data foundation but transform the company into a superior data driven organization across the 8 markets it currently operates in the region. Before assuming this position in Asia in 2015, Thierry was formerly with AXA France where since 2012, he joined to define its digital strategy and also drive the onset of its digital business.

Prolog Leung  
Senior Digital Analytics Manager  
SA SA INTERNATIONAL HOLDINGS LIMITED  

From Big Data to Smart Analytics Solution  

In the recent years, “Big Data” is a common topic across different perspectives. However, how can we fully utilize the storage and collection of big data to facilitate business decision? This session will share the smart analytics solution by the formation of data modeling and strategy, and will also demonstrate real business cases on how to apply actionable insight to hack the eBusiness growth. Key takeaways: Big Data Storage Facilitate Business Decision, Data Modelling and Strategy, eBusiness
Big Data, Another New Technology or Not?

Jack Ko
Head of Market Data & Middleware
SOCIETE GENERALE

Jack is leading the market data team for Societe Generale in Asia Pacific. The team is responsible for both commercial and technical aspects of market data services. Jack is also leading the innovation program that aims to promote innovation as a culture, as well as engaging new technology startups.

Jack joined Societe Generale late 2006. He was appointed as the Head of Network and Telecom for Asia in 2010, then changed into the market data field acting as the Head of Market Data and Middleware since 2015. Prior joining Societe Generale in Hong Kong, Jack was working for an IT consultancy firm based in Australia for 4 years specializing in Network Security.

Data in Experience Marketing

Widhadh Waheed
Director of eBusiness
SHANGRI-LA HOTELS & RESORTS

Evolving customer experience strategy through automation and the use of data to provide more meaningful interactions with people as individuals. Key takeaways: Data Automation, Customer Experience

Algorithmic Trading and Big Data

Huayi Dong
Global Head of Electronic Trading Solutions
DAIWA CAPITAL MARKETS HONG KONG LIMITED

Algorithmic Trading can be considered as FinTech 0.5, where technology completely revamped and updated a whole manual industry. Traditionally algos have always relied on time series data such as price, executions, venue specific changes to predict and execute on client’s behalf. With the advent of Big Data, more analytics can be performed on a much larger pool of data that will improve execution excellence. Key takeaways: Algorithmic Trading, FinTech, Big Data and Analytics
Keynote Speakers

Bryan Chau  
Director, IT Infrastructure  
ARROW ELECTRONICS

Big Data Challenges in Modern Business World – an Arrow Case Study

In today’s world, customer is demanding a much faster and effective delivery service from provider. Bryan will present a case study on how IT can help different Arrow businesses to utilize new technologies and big data tools to improve the business process on reporting, intelligence and logistic perspective. Key takeaways: IT Technologies with Big Data Tools

Michael K Cheung  
Senior Director, Data Science  
CHINA TOP 3 INTERNET COMPANY

How Machine Learning Will Create Competitive Advantage and Its Limitations

Fueled by technological breakthroughs, Machine Learning is often cited as imminently disrupting industries. How can it be leveraged as a source of competitive advantage and what are the limitations?

Kennis Chun  
Vice President, Market insight & Customer Intelligence  
HKT

Using Data To Drive Hong Kong's Telecoms Market

The HKT Trust and operating arm of HKT, which runs Hong Kong’s largest fixed-line and mobile telecommunications networks, has seen a rise of virtual and augmented reality applications, like Pokemon Go, boosting broadband use after reporting modest interim earnings growth. In this presentation, Cecil will discuss his experience in driving eCommerce through data insights from increased network usage. Key takeaways: Data with eCommerce
The phrase “data warehouse” no longer refers to a massive relational database used to store data from transactional systems. The rise of Hadoop clusters, sensor and streaming data from IoT devices have changed the data warehouse landscape significantly. Still, data integration remains the #1 challenge.

The traditional approach and tools for data warehouse projects have been slow and ineffective. What are the chances of success if they are used in the modern data warehouse or data lake projects? Are there better ways to deliver projects to achieve faster speed and lower cost? WhereScape says you can!

Data warehouse automation encompasses all core processes of data warehousing including design, development, testing, deployment, operations, impact analysis and change management. It’s a way of thinking!

Key takeaways: Data Integration, Data Warehouse
SCHEDULE AT A GLANCE

Schedule

Day 1
- 07:30 Registration & Light Breakfast
- 08:50 Chairperson Overview
- 09:00 Keynote
- 10:30 Coffee Break - Exhibition Area
- 11:00 Session
- 12:30 Lunch
- 14:00 Session
- 15:00 Coffee Break - Exhibition Area
- 15:30 Session
- 17:00 Networking Drinks - Exhibition Area

Day 2
- 08:00 Registration & Light Breakfast
- 08:50 Chairperson Overview
- 09:00 Keynote
- 10:30 Coffee Break - Exhibition Area
- 11:00 Session
- 12:30 Lunch
- 14:00 Session
- 15:00 Coffee Break - Exhibition Area
- 15:30 Session
- 17:00 End of the Summit

Key

CHECK IN
An opportunity to check yourself into the event and meet other leaders in your industry ahead of the day

KEYNOTE
Listen to actionable case studies largely brought to you by Fortune 500 companies

SESSION
Listen to actionable case studies largely brought to you by Fortune 500 companies

COFFEE BREAK & LUNCH
A chance to sit down, network and connect with decision makers within the industry

NETWORKING DRINKS
A more relaxed environment in which to engage with all attendees and gain valuable connections
“It’s an exciting event with a good composition of speakers and quality audience. I myself got some very fresh ideas.”
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WHO ATTENDS OUR EVENTS

Who Attends

[Logos of various companies]
WHO ATTENDS OUR EVENTS

Who Attends

“Two days of interactive and informative presentations from those who are leading change within the space was totally worth it!”

Associated Press

96% of attendees would return
78% of attendees are director level and above
89% rated the event excellent
92% would recommend to a colleague

25+ speakers
150+ participants
20+ hours
500+ minutes

sharing their insights
expected in attendance
of premium content
of solid networking
# Tickets and Pricing Options

## Tickets

### Buy a group of at least 3 passes to receive up to 25% off

Interested in attending? Register online or contact **Ryan Yuan**

- **ryuan@theiegroup.com**
- **+852 5808 1636**

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### Most Popular

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### Limited Release

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*Recordings and presentations available subject to speakers consent. Innovation Enterprise reserves the right to add and remove video content.

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*GROUP PASSES*  *REGISTER ONLINE*
Register

Delegate Information

Full Name ________________________________
Job Title ________________________________
Company ________________________________
Department ______________________________
Industry ________________________________

Address ________________________________
Country _________________________________
Zip/Post Code __________________________
State/Province __________________________
Business Phone No. ______________________

Payment Options

☐ Check ☐ Visa ☐ Master Card ☐ American Express ☐ Invoice Me

Card Number ________________
Expiry Date ____________ Security No. ____________

Card Holder’s Name ________________________________
Card Holder’s Address ______________________________

Card Holder’s Signature ____________________________

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Places are transferable without any charge within 12 months of the original purchase.

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Through our key channels - Big Data, Analytics, Strategy, Innovation, Digital, Sports, Finance, & Supply Chain - we connect industry leaders across the business spectrum, from leading Fortune 500 companies to disruptive and exciting new startups, facilitating the sharing of ideas through webinars, articles, white papers, and on-demand video content.

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