



21 June 2018

# Digital Transformation of SMEs

## EFAA International Conference

IEC-IAB – Belgian Institute of Accountants and Tax-advisors  
Boulevard Emile Jacqmain 135, 1000 Brussels

### Draft Program

The digitalisation of Europe's economy already reshapes the way we live, work, and consume. These technologies - like Blockchain, machine learning, artificial intelligence, and data analytics – are also greatly affecting the accountancy profession. Large companies and accounting firms are investing heavily to cope with these changes and capitalize on these technologies. But how does digitalisation stand to impact small- and medium sized enterprise (SMEs) and their advisors, small- and medium-sized accountancy practices (SMPs)? How can they best rise to the challenges and leverage the opportunities? This event will address these pressing questions.

09:30

**REGISTRATION**

10:00

**OPENING REMARKS BY BODO RICHARDT, EFAA PRESIDENT**

10:20

**Session One DIGITAL TECHNOLOGIES UPDATE**

This session will update you on those digital technologies that have critical implications for business and society and present the greatest challenge and opportunity for the profession. Each speaker will summarise the key aspects of a particular technology with a focus on its implications for SMEs and SMPs. The session will end with a panel discussion and audience Q&A.

**CHAIR: NOEL DE RUDDER – Member of EFAA Digital Working Group**

LEON KATSNELSON – IBM WATSON

Artificial Intelligence

NARAYANAN VAIDYANATHAN – Head of Technology Insight, ACCA

Blockchain

MARCO LOURENCO – Cybersecurity Analyst Lead ENISA

Cyber Security

KURT CALLEWAERT – Lecturer Howest Campus Brugge, Belgium

GDPR

12:15

**LUNCH BREAK**

13:15

**Session Two SOCIETAL AND POLITICAL IMPLICATIONS**

This session will comprise key note presentations looking at the profound effect of digitalisation on society, business, the future of work and the political landscape, with expert insights from Europe and Asia.

**CHAIR: BODO RICHARDT – EFAA PRESIDENT**

GÜNTHER OETTINGER *requested* – European Commissioner for Budget and Human Resources

BART VAN COILE – Vice-President IEC-IAB

MP VIJAY KUMAR – Central Council Member, The Institute of Chartered Accountants of India

14:45

**COFFEE BREAK**

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**15:00**

**Session Three THE DIGITAL PROFESSIONAL**

This session will focus on how SMPs, with help from their institutes and regional bodies, can best adapt to and leverage off digital technologies and secure their position as the trusted business advisors to SMEs. Their expectations are explained by V. Willems. Our American speaker shows how he helps US CPA firms forge strategies for leveraging technology to improve client service and achieve growth. Our European speakers are demonstrating with examples how to leverage technology to develop new and broader services for their clients.

**CHAIR: MARTIN DE BIE – Chair of EFAA Digital Working Group**

VERONIQUE WILLEMS – UEAPME Secretary General

MICHAEL CERAMI – Vice-President Business Development & Corporate Alliances, AICPA

ANGELIQUE KOOPMAN – Partner Audit Innovation EY

GRIFFIN ANDERSON – Founder Balanc3

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**16: 50**

**CLOSING REMARKS BY BODO RICHARDT, EFAA PRESIDENT**

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