



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 include a panel discussion and audience Q&A.

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

LEON KATSNELSON – Director & CTO 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 - General Data Protection

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

MAXIMILIAN STROTMANN – Member of Cabinet of Vice-President Andrus Ansip, Digital Single Market, European Commission

BART VAN COILE – Vice-President IEC-IAB

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

14:45

COFFEE BREAK

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 – Secretary General UEAPME

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

ANGELIQUE KOOPMAN – Partner Audit Innovation EY

GRIFFIN ANDERSON – Founder BALANC3

16: 50

CLOSING REMARKS BY BODO RICHARDT, EFAA PRESIDENT