

# Enterprise Architecture Virtual Symposium 2024

## Theme: The Power of Enterprise Architecture in Driving Economic Transformation

Embark on a journey into the digital frontier and discover the transformative power of enterprise architecture in driving economic growth and innovation. This dynamic event brings together thought leaders, industry experts, and technology enthusiasts to explore the critical role of enterprise architecture in shaping the future of our digital economy.

### Key Discussion Points:

- Explore how enterprise architecture serves as a cornerstone for organizations looking to reinvent themselves in the digital age, driving innovation, and unlocking new revenue streams.
- Learn how agile enterprise architecture practices enable businesses to respond rapidly to market changes, seize opportunities, and navigate uncertainties in an increasingly volatile business landscape.
- Discover the importance of enterprise architecture in orchestrating complex ecosystems, fostering collaboration, and driving ecosystem innovation.
- Understand how customer-centric enterprise architecture frameworks help organizations design seamless and personalized digital experiences, enhancing customer satisfaction and loyalty.
- Delve into the role of enterprise architecture in harnessing the power of data as a strategic asset, enabling data-driven decision-making, predictive analytics, and business insights.
- Explore the leadership and governance aspects of enterprise architecture, including stakeholder alignment, risk management, and compliance with regulatory requirements.

Join us as we embark on a quest to uncover the untapped potential of enterprise architecture in driving economic transformation and building a prosperous future in the digital age. Whether you're a business executive, enterprise architect or IT professional, this event promises to ignite your imagination and inspire action towards a brighter tomorrow.

### EVENT INFORMATION:

Date/Time: 15 Aug 2023 (Thursday), 2.00pm to 5.00pm

Platform: Zoom Webinar

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## TARGET AUDIENCE:

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| <ul style="list-style-type: none"> <li>• Cloud Architect</li> <li>• Enterprise Architect</li> <li>• IT Architect</li> <li>• Information/Data Architect</li> <li>• Data Scientist</li> <li>• Business Architect</li> <li>• Infrastructure/Technology Architect</li> <li>• Software/Application Architect</li> <li>• Information Managers</li> <li>• Technical Consultants</li> </ul> | <ul style="list-style-type: none"> <li>• Director or Vice President of Business Units</li> <li>• PMO or Project Managers</li> <li>• Project Leaders</li> <li>• Software Developers/Engineers</li> <li>• System/Network Engineers</li> <li>• Cloud/Datacenter Engineers</li> <li>• Head of LOB (Line of Business)</li> <li>• Integration Specialists</li> <li>• Business Stakeholders who initiate IT Project</li> <li>• Business Users involved in the IT project</li> </ul> |
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## CO-ORGANISED BY:

### Singapore Computer Society - Enterprise Architecture Chapter

The Singapore Computer Society (SCS) is the leading professional society for infocomm and digital media professionals in Singapore with over 53,000 members. Established in 1967, the Society serves as a key platform for professionals to network with established practitioners, advance their careers, and sharpen their skills and knowledge in order to stay ahead of the latest trends and best practices in the tech industry.

The Enterprise Architecture Chapter helps to educate members and ensure the alignment of business and technology which is a key success factor in driving successful digital transformation as well as amplifying the ROI of technology investment.

### Hong Kong Computer Society – Enterprise Architecture Specialist Group (EASG)

Hong Kong Computer Society (HKCS), with over 9,000 members, is a well-recognised non-profit organisation focused on developing Hong Kong's Information Technology (IT) profession and industry. Members hail from a broad spectrum of Hong Kong's IT community, from corporations to like-minded individuals, all coming together to raise the profile and standards of our profession and industry.

The EASG aims to disseminate knowledge about enterprise architecture to the IT industry and business in Hong Kong by promoting professional development and certifications of IT architects, establishing a network of IT architects for experience and knowledge sharing, and helping students and young practitioners to develop their careers as IT architects.

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| TIMING | PROGRAMME   |
|--------|---|
| 2.00pm | <b>Guests Check-in</b>  |
| 2.05pm | <p><b>Opening Remarks</b></p> <p>Presenters:</p> <ol style="list-style-type: none"> <li>Stanley Tsang, Vice President, Enterprise Architecture Chapter, Singapore Computer Society</li> <li>Jimmy Tsang, Convenor of Enterprise Architecture Specialist Group, Hong Kong Computer Society</li> </ol>  |
| 2.15pm | <p><b>Keynote: Unleashing the Power of Enterprise Architecture for Digital Transformation</b></p> <p><i>In the fast-paced world of digital acceleration, organizations are under immense pressure to transform their operations, innovate at scale, and deliver exceptional customer experiences. This keynote will delve into enterprise architecture's role as a digital transformation catalyst. Through real-world case studies and practical insights, Aaron will share how forward-thinking organizations are leveraging enterprise architecture to reinvent themselves, drive innovation, and stay ahead in a hyper-competitive market.</i></p> <p>Presenter: Aaron Tan, President, SCS EA Chapter / Chairman, IASA Asia Pacific</p>   |
| 3.00pm | <p><b>Panel Discussion #1: The Evolution of Enterprise Architecture in Driving Sustainable Economic Growth</b></p> <p><i>Organizations face unprecedented challenges and opportunities in an era characterized by rapid globalization, technological innovation, and dynamic market forces. At the forefront of this transformation is enterprise architecture, a strategic discipline that provides a holistic framework for aligning business strategy with technological capabilities. In this session, our panel of industry experts will share their insights, experiences, and best practices on how enterprise architecture enables organizations to navigate business complexity, adapt to disruptive trends, and leverage emerging technologies to gain a competitive edge.</i></p> <p><u>Moderator</u><br/>Annie An Dongmei, Sr. Solutions Architect - Strategic Enterprises, Amazon Web Services (AWS) / Vice President, Singapore Computer Society Enterprise Architecture Chapter</p> <p><u>Panellists</u></p> <ol style="list-style-type: none"> <li>Teo Li Li, Director, Digital Transformation &amp; Digital Business Enablement, Sentosa Development Corporation / Executive Committee, Singapore Computer Society Enterprise Architecture Chapter</li> <li>Eunice Boh, Principal Consultant (Enterprise Architect), CPF Board / Executive Committee, Singapore Computer Society Enterprise Architecture Chapter</li> <li>Mr. Alvin Tam, Exco Member of Enterprise Architecture Specialist Group, Hong Kong Computer Society</li> <li>Mr Calvin Lai, Exco Member of Enterprise Architecture Specialist Group, Hong Kong Computer Society and Chief Architect, The Hong Kong Jockey Club</li> </ol> |

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| 3.45pm | <p><b>Topic #1:</b><br/>Presenter: Mr. Ray Yip, Exco Member of Enterprise Architecture Specialist Group, Hong Kong Computer Society and Solution Architect, Red Hat</p>   |
| 4.15pm | <p><b>Panel Discussion #2: Elevating Enterprise Architecture: The Nexus of Economic Transformation and Workforce Evolution</b><br/><i>Enterprise architecture serves as a strategic blueprint for organizations navigating economic transformation and evolving workforce dynamics. In this session, our panel of industry experts will share about the symbiotic relationship between enterprise architecture and workforce evolution, exploring how strategic alignment, technological innovation, and talent development intersect to drive economic growth and organizational success in an increasingly digital world.</i></p> <p><u>Moderator</u><br/>Dr Michael Chen, Exco Member of Enterprise Architecture Specialist Group, Hong Kong Computer Society and VP of Technology, Cloud Mile Limited</p> <p><u>Panellists</u></p> <ol style="list-style-type: none"> <li>1. Chang Chai Fung, Assistant Director (Competency Development) of Human Resource Department, Defence Science &amp; Technology Agency / Executive Committee, Singapore Computer Society EA Chapter</li> <li>2. Alecia Heng, Chief Business Architect, ATD Solution</li> <li>3. Mr Justy Yuen, Exco Member of Enterprise Architecture Specialist Group, Hong Kong Computer Society</li> <li>4. Dr Kenneth Chan, Exco Member of Enterprise Architecture Specialist Group, Hong Kong Computer Society and Enterprise Architect, Group Information Technology, Dah Chong Hong Holdings Limited</li> </ol> |
| 5.00pm | <p><b>Wrap-up</b></p>   |