



## EFAA International Conference 2019 - Building the Digital Practice

Amsterdam, 27 June 2019

NBA The Royal Netherlands Institute of Chartered Accountants, Antonio Vivaldistraat 2, Amsterdam

Digitalisation has, and will continue for the foreseeable future, to dramatically impact the way Europeans live, work, and play. These technologies – in particular, Artificial Intelligence and Blockchain – and the associated risk of cyber security are also greatly affecting the accountancy profession and accountancy practices of all sizes. While large companies and accounting firms are embracing these technologies, some question whether the same is true of small and medium-sized practices (SMPs) and their small and medium-sized enterprise (SMEs) clients. What digital technologies are relevant to SMPs and their SME clients? How are leading edge SMPs changing the way they operate and the services they offer? And how can SMPs attract, retain and develop new and existing staff to best leverage the new opportunities? During the event these pressing questions were addressed and a new tool to help Europe's SMPs analyse and build their digital competence was launched. The event was hosted by NBA – The Royal Netherlands Institute of Chartered Accountants.

### 9:00 REGISTRATIONS

### 9:30 OPENING REMARKS

**Welcome and Opening Remarks** BODO RICHARDT, EFAA President

**Welcome** BERRY WAMMES, NBA CEO

**ICAI Digital Initiatives** MANU AGRAWAL and HANS RAJ CHUGH, COUNCIL MEMBERS of the Institute of Chartered Accountants of India (ICAI)

### 10:00 **SESSION ONE** DIGITAL TECHNOLOGIES UPDATE

This session updated participants via a series of presentations on those digital technologies that are having, or expected to have, the greatest impact on the accountancy profession, especially SMPs, and examine the associated cyber security risks. The session was concluded with an audience Q&A.

**Artificial Intelligence** JUDITH REDI - Head of Data science, Exact

**Cyber Security** MARCO LOURENCO - Cybersecurity Analyst Lead, ENISA

**Blockchain** BART VAN BEEK - Manager Online Trade Channels / Operations Trade Services, WeTrade

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

### 11:30 LAUNCH OF THE EFAA DIGITAL COMPETENCY MATURITY MODEL (DCMM)

EFAA unveiled its new tool designed to help SMPs analyse and improve their digital competence.

### 11:45 HOW AN ACCOUNTANT CAN BECOME A PROFIT ADVISOR

FEMKE HOGEMA, Director of Profit First Professionals BV and a widely published entrepreneur, shared her vast experience on how she has helped SMPs transform from providing accounting and bookkeeping services to becoming true profit advisors to their SME clients.

### 12:15 LUNCH

### 13:15 **SESSION TWO** TALENT ACQUISITION AND DEVELOPMENT

This session addressed how can SMPs can attract, retain and develop their staff to best leverage the opportunities presented by digital technologies.

**Learning for the Future** CLIVE WEBB - Senior Insights Manager, ACCA

**Practice & Academia** ELBANO DE NUCCIO - Professor at Lum Jean Monnet University, CNDCEC

**Political Implications** VERONIQUE WILLEMS - Secretary General, SMEunited

**Panel Discussion and Q&A** CLIVE WEBB, ELBANO DE NUCCIO, VERONIQUE WILLEMS, BODO RICHARDT & PAUL THOMPSON

*CO-CHAIRS: BODO RICHARDT, EFAA President and PAUL THOMPSON, EFAA Director*

### 14:35 COFFEE BREAK

### 15:00 **SESSION THREE** HOW LEADING PRACTICES ARE APPLYING DIGITAL TECHNOLOGIES

This session demonstrated what and how digital technologies are already being applied in practice and digital tools and applications that are still in development. Prof. Jaap van den Herik provided an academic perspective.

**Academic Perspective** JAAP VAN DEN HERIK – Professor at Leiden University

**AccounTech** ERIK KOLTHOF - Project Leader Innovation, NBA

**Impact of AI in Accounting** ENRICO PALMERINO - Founder & CEO, Botkeeper

**Accountant 3.0** ONNO WOUTERS - Chartered Accountant and Partner Business Analytics, Coney

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

### 16:50 CLOSING REMARKS

BODO RICHARDT, EFAA President

### 17:00 END OF THE CONFERENCE