

### Welcome Remarks at the 5th Smart Accounting Teaching Conference

6 June 2026

Fung Yiu King Hall, 4/F, S H Ho Academic Building, North Campus, HSUHK

Distinguished speakers, guests and colleagues,

On behalf of The Hang Seng University of Hong Kong, it is my great honor and pleasure to welcome all of you to the 5th Smart Accounting Teaching Conference (第五屆智能會計教學研討會), proudly hosted by our Department of Accountancy, School of Business, here at our university campus.

The Guangdong–Hong Kong–Macao University Alliance for Accounting is a non-profit professional collaboration alliance, voluntarily formed by 20 universities across Guangdong, Hong Kong, and Macao, under the Guangdong–Hong Kong–Macao Higher Education Alliance framework. The Alliance aims to enhance academic research, talent development, and practical innovation in accounting across the three regions. It also seeks to deepen exchange, collaboration, and resource sharing in related fields, such as accounting, taxation, auditing, and corporate governance.

We are especially honored to host this annual conference here in Hong Kong for the very first time. As one of the five Hong Kong university members of the Alliance, Hang Seng University is proud to receive colleagues and experts from Guangdong, Hong Kong, and Macao to our campus.

This conference provides a valuable platform to enhance academic exchanges and foster closer collaboration among scholars, educators, and practitioners from the three regions. By coming together, we can share diverse perspectives, innovative research, and best practices that will enrich our collective understanding and advance the development of accounting education and practice. Such collaboration is essential for addressing the complex challenges and opportunities facing our profession in an increasingly interconnected world.

Today's theme "Transdisciplinary Integration: Transformations and Challenges for Accounting Education in the New Era" reflects a fundamental shift in how we view and approach our profession. With rapid advances in technologies such as artificial intelligence, blockchain, data analytics, and cloud computing, the field of accounting is

evolving at an unprecedented pace. We no longer ask simply, “What happened?”, but rather, “What will happen next, and how can we shape it?”.

This shift calls for a transdisciplinary approach that integrates knowledge and skills across multiple domains, preparing our students and professionals to anticipate and respond to emerging trends and challenges. It also demands innovative teaching reforms and talent cultivation strategies to equip the future generation with the core competencies needed to thrive in this dynamic environment.

I am confident that the discussions and knowledge shared during this conference will inspire new ideas, foster meaningful partnerships and contribute significantly to the transformation of accounting education and practice across Guangdong, Hong Kong, and Macao.

Thank you all for joining us.