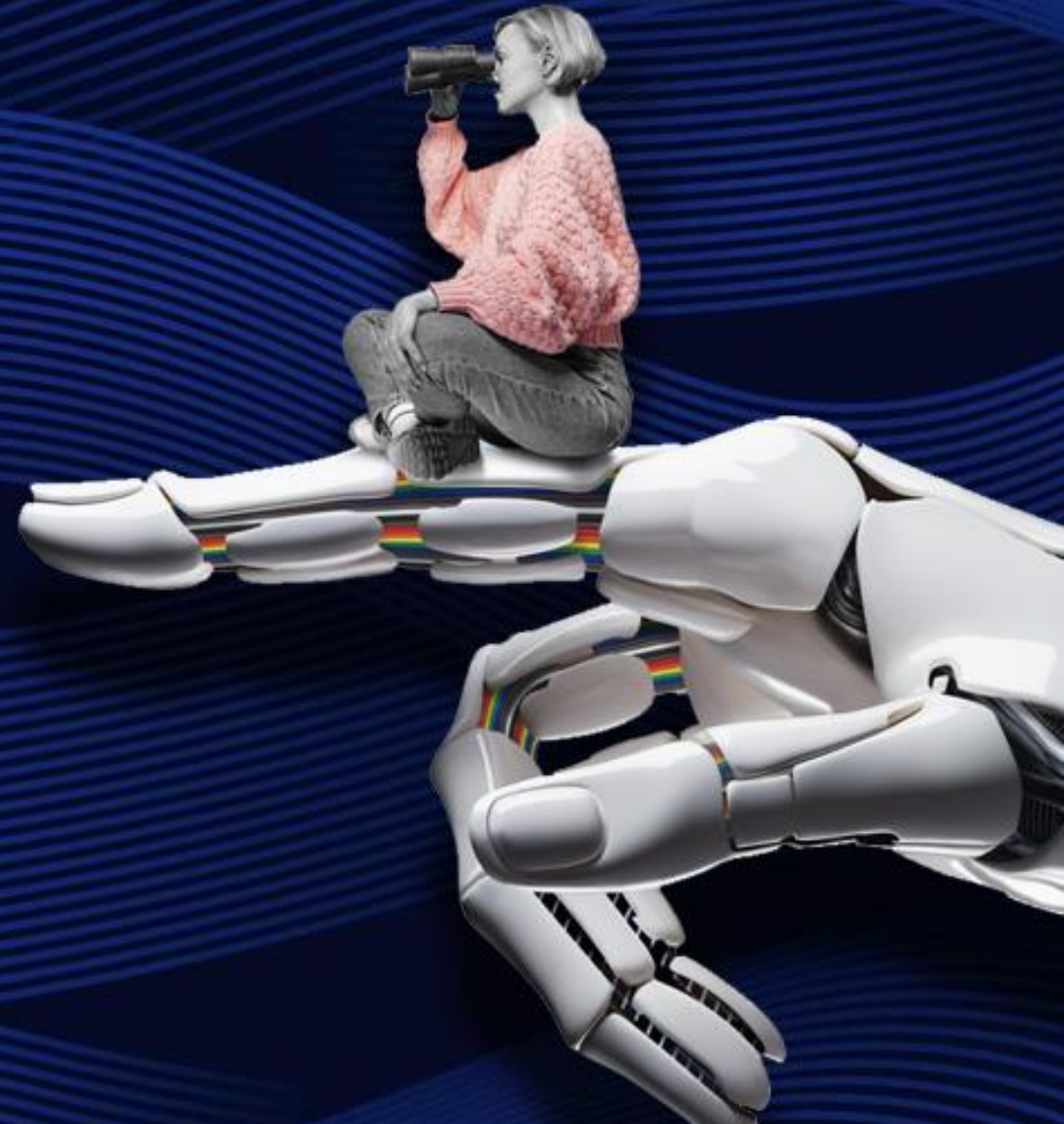


Recent Case Study: Tencent Cloud Insights Forum

Integrating Intelligence:
Riding the Wave of Next-Gen Financial Innovation



Event Details

Event Date:	4 November 2025
Event Time:	4.30PM – 5.30PM (Insights Forum) 5.30PM – 7.30PM (Private Dinner at KOMA)
Event Venues:	Insights Forum: Melati Room, Sands Expo & Convention Centre Private Dinner: KOMA, Marina Bay Sands
Focus:	Banking, Financial Services, and Insurance (BFSI) in Singapore
Target Audience:	Decision Makers & C-Level Executives
Expected Attendee Size (Forum):	16 – 20 pax
Expected Attendee Size (Dinner):	16 – 20 pax

Event Background

Overview

Tencent Cloud participated in the **Singapore Fintech Festival 2024 – Insights Forum**, held on **November 4-5, 2024**, at Marina Bay Sands (MBS), Level 4. This high-profile event aimed to bring together key stakeholders in the BFSI sector to discuss emerging trends, innovations, and strategic insights.

Challenge

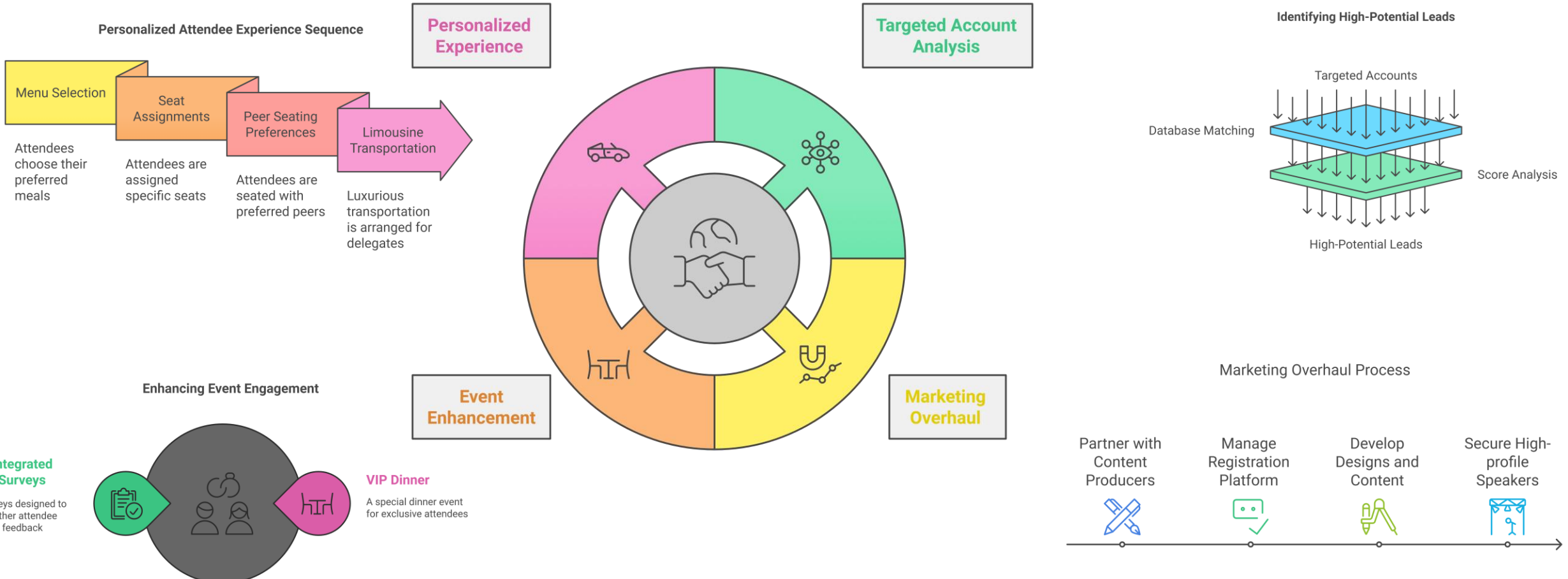
Despite the significant investment in the Insights Forum, Tencent Cloud faced critical challenges:

- **Low Awareness and Marketing:** Minimal promotional efforts led to limited visibility of the event.
- **Lack of Clear Registration Process:** Absence of a streamlined registration system resulted in confusion among potential attendees.
- **Undefined Topics and Speakers:** Without clearly defined topics and reputable speakers, the event failed to attract interest.
- **No Curated Content:** The lack of tailored content offerings did not resonate with the target audience.

Consequently, there were **zero RSVPs**, jeopardizing the return on investment for Tencent Cloud.

AFF x Tencent Collaboration

In response to the challenges, Tencent Cloud (sponsor for AFF 2025) engaged the AFF team to support their participation in **SFF Insights Forum**. The collaboration entailed the following strategic actions:



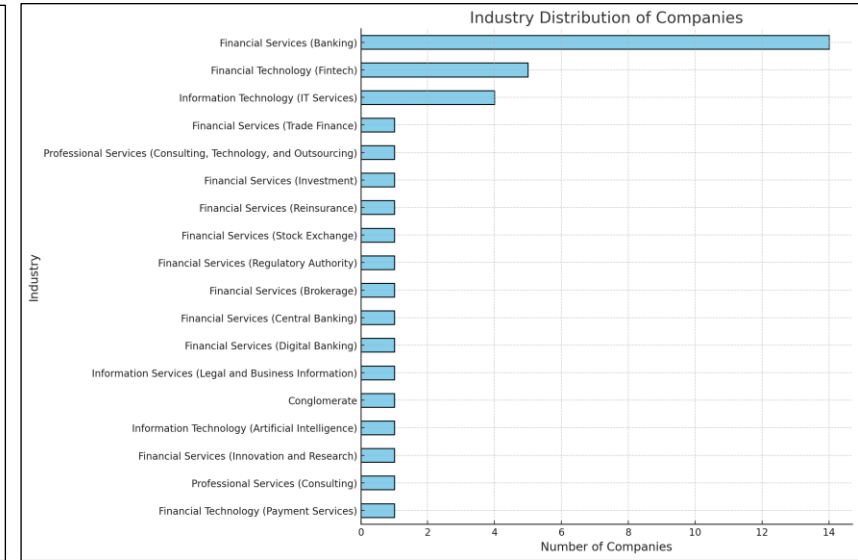
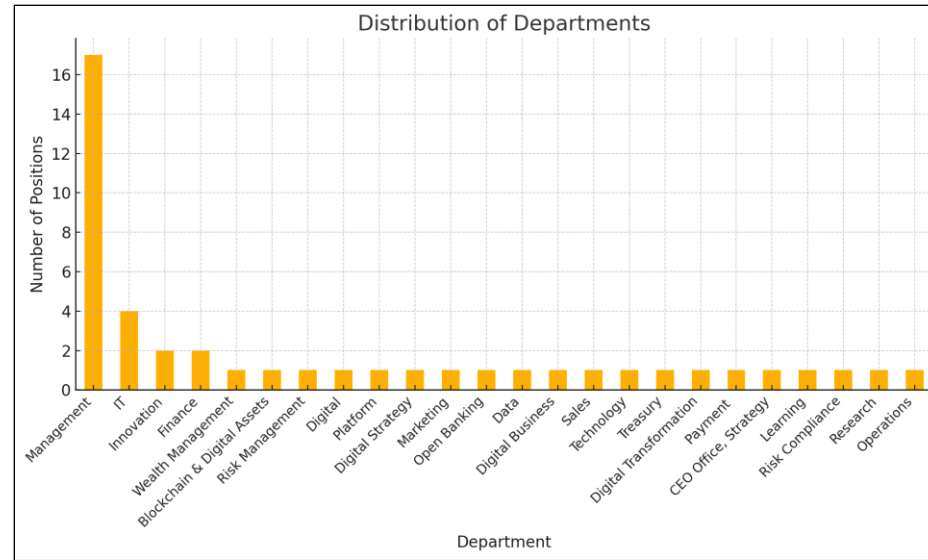
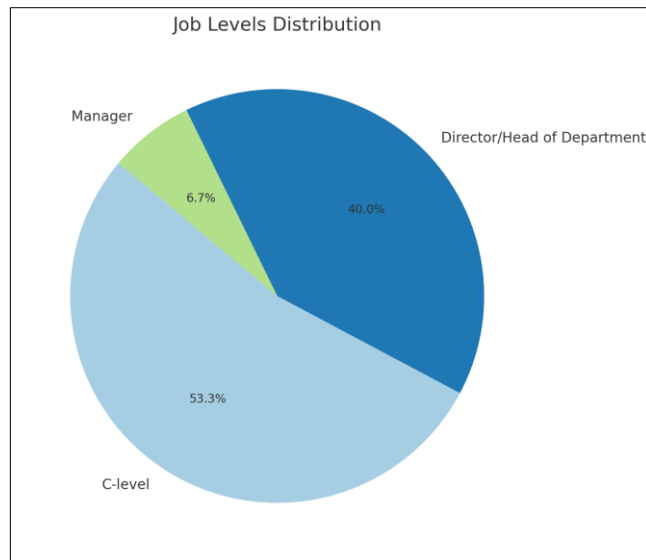
Event Agenda

Timing	Session
3.30pm – 4.00pm	Registration & Networking
4.00pm – 4.05pm	Welcome Remarks Dowson Tong, CEO of Cloud & Smart Industries Group, Senior Executive VP, Tencent
4.05pm – 4.15pm	The Next Wave of Seamless Payments: Navigating Innovation, Security & Scalability Are we turning sci-fi into reality with payments? From innovative fintech solutions like palm recognition, step into the next wave of seamless payments and deep dive into the next wave of frictionless, secure payments powered by cutting-edge technology. Wenhui Yang, General Manager & CEO of Tenpay Global, Tencent
4.15pm – 4.30pm	Fintech Evolution in Southeast Asia: Open Finance, Intelligent Systems and Scalable Cloud Solutions From developments in mini program platforms, risk control models, and next-generation digital tools like palm payments and digital humans, how are we revolutionizing financial services in the region? Join us as we explore the cutting-edge trends shaping the future of fintech in Southeast Asia, including open finance, intelligent applications, and distributed cloud architecture. Xuyuan Zhang, Solution Architect Lead of Fintech Industry, Tencent
4.30pm – 5.00pm	Digitisation & AI: Navigating the Future of Financial Risks & Opportunities As financial institutions face increasing regulatory demands and complex risks, AI and GenAI are transforming risk management by enhancing fraud detection, compliance, and operational stability. Dive into the actionable steps our experts are taking as they balance data security with business continuity, managing cross-border compliance, and ensuring scalable, secure operations to build resilient financial ecosystems. Unpack how Tencent Cloud's Anti-Fraud & AML solutions are helping banks tackle emerging threats, including deepfakes and AI-driven fraud while maintaining digital resiliency. Kenneth Siow, Tencent Cloud Regional Director SE Asia & GM of Singapore and Malaysia, Tencent Frankie Phua, Managing Director and Head of Group Risk Management, United Overseas Bank Kriti Jain, Managing Director, Head of New Economy – Corporate Coverage (APAC) & Corporate Cash Management Sales (APAC and MEA), Deutsche Bank
5.30pm – 7.30pm	Private Dinner @ KOMA

Attendee Breakdown

The strategic collaboration with AFF led to a remarkable turnaround for Tencent Cloud's Insights Forum:

- **Total Attendance at Forum: 45 Attendees**
- **Total Attendance at Dinner: 25 Attendees**



Event Photos



Questions? Send it across to the AFF Team! Let us partner with you.

For logistics and events related matters, please contact:



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