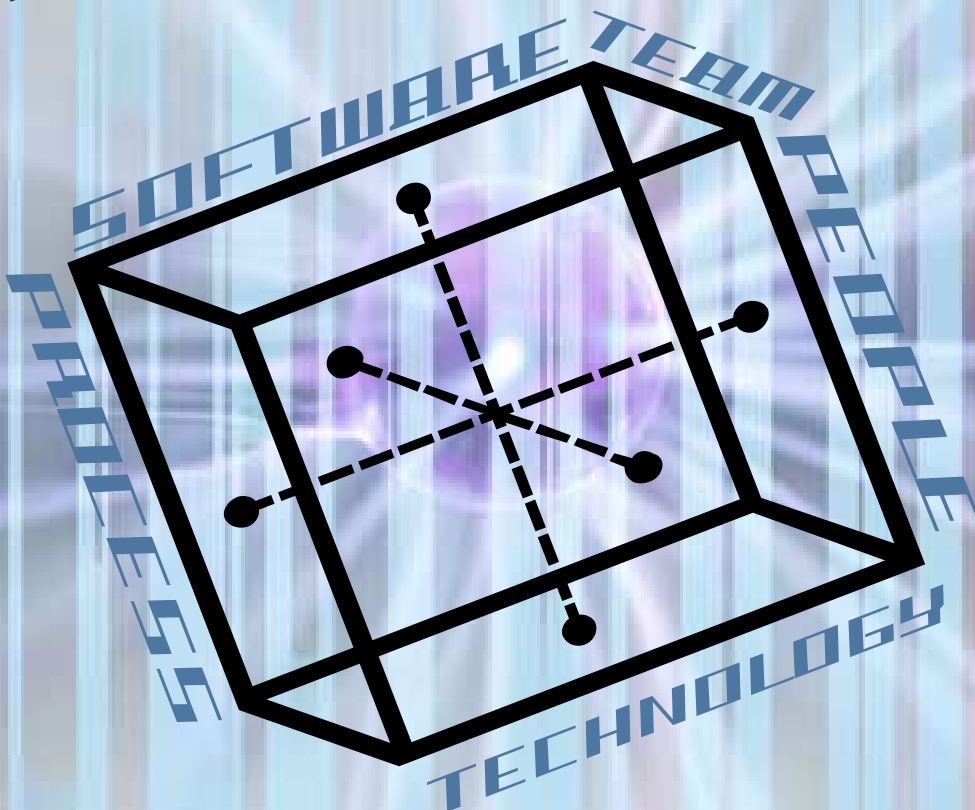


Asia Pacific

SOFTWARE ENGINEERING PROCESS GROUP (AP-SEPG) CONFERENCE 2003

Conference: 19 - 20 November 2003
Tutorial: 21 November 2003
Venue: New World Renaissance Hotel
22 Salisbury Road, Tsimshatsui
Kowloon, Hong Kong



Process Improvement Models - How they help the organizations

Successful event in USA, Europe, India and Hong Kong
Distinguished speakers from Hong Kong & overseas
Experience sharing & lessons learned
Full day tutorial sessions

Organizer:



Co-organizer:



Hong Kong
Productivity Council
香港生產力促進局

Supporting Organizations:



IEEE Hong Kong
Engineering Management
Chapter

ISIA 資訊及軟件業商會
Information and Software Industry Association

Sponsors:



Commerce, Industry &
Technology Bureau,
The Government of
the HKSAR

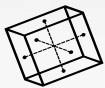


QAI



Shanghai SPIN.
China

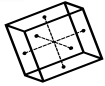




Introduction

The Asia-Pacific Software Engineering Process Group (AP-SEPG) Conference, organized by HKSPIN, has been held successfully in Hong Kong as an annual event since year 2000. The conference will provide an excellent forum where members of SPINs, especially in the region, IT professionals, executives and software industry practitioners can

exchange knowledge, experience and success stories in software engineering, software process improvement and software quality management for improving their organizations capability in delivering systems and software that support business performance.



Guests of Honour



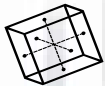
Mr. Alan Wong, J.P.
Director of Information Technology Services,
The Government of the HKSAR



Mr. Daniel Lai, J.P.
President of Hong Kong
Computer Society



Mr. K. K. Yeung, J.P.
Executive Director of
Hong Kong Productivity Council



Keynote Speakers



Mr. Mohan Kumar
Vice President of Asia Pacific
Motorola Global Software Group

Mr. Kumar has a Masters degree in EE from India Institute of Technology, BHU in 1984. He started his career with Texas Instruments (TI), UK primarily developing Electronic Design Automation software & tools followed by designing ASIC's. He worked in different parts of TI in UK, USA & also setup the first offshore design center for TI in Bangalore.

He left TI to join the team which helped set up the software organization for Motorola in India in Oct 91,

and is presently the Vice President & General Manager, Global Software Group-Asia Pacific which has operations in India, China, Japan, Australia, Singapore & Malaysia with over 2500 software engineers. He was directly responsible for obtaining the first SEI Level 5 certification for Motorola India in the world in 1993. He then repeated this achievement to make the Motorola software centers in China, Singapore, Malaysia and Australia certified at SEI Level 5.



Mr. Lee Wan Lik
Managing Director of
Azeus Systems Limited

Mr. Lee Wan Lik, co-founder and Managing Director of Azeus Systems Limited, is responsible for the strategic direction and overall management of the company's offices in Hong Kong, the Philippines and China. Dedicated to advancing service excellence and technical expertise of Azeus on an ongoing basis, Mr. Lee led the company since it began in 1991 to become Hong Kong's first local software company to achieve ISO 9001 certification for software development in 1997. In October 2002, Azeus was honored to become the first software company in Greater China to achieve the highest rating on the

Software Engineering Institute's Capability Maturity Model (SEI-CMM Level 5).

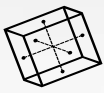
Mr. Lee has a Bachelor of Science Degree in Mathematics, and a Bachelor of Science Degree in Electrical Engineering and Computer Science from the Massachusetts Institute of Technology, as well as a Master Degree of Science in Computer Science from the University of Texas. Mr. Lee is a Fellow of the Hong Kong Institution of Engineers, President of the MIT Club of Hong Kong and member of the IEEE and the Young Entrepreneurs Development Council.



Prof. Li Mingshu
Director, Institute of Software,
Chinese Academy of Sciences

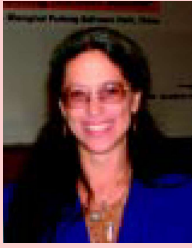
Mingshu Li is a research professor and the Director of Institute of Software at Chinese Academy of Sciences. He received a PhD degree from Department of Computer Science at Harbin Institute of Technology in 1993; then a Master degree in Economics from Department of Social Sciences at the same university in 1995. He took his post-doctoral research in Insitute of Software at Chinese Academy of Sciences between 1993-1995 and Department of

Artificial Intelligence at University of Edinburgh between 1995-1996, respectively. He is a member of Advanced Computing Technologies Expert Group for National Hi-Tech Planning Program (863-11) and the Standing Member of the Chinese Computer Federation. His current research interests are software engineering (particularly requirement engineering and software process), real-time systems and Internet/Web technologies.



Tutorial One

Ms. Judy Bamberger



Judy Bamberger has 20 years' experience developing software, leading teams, teaching, and developing organisation-wide leaders. As an

independent consultant, she specializes in project management, process definition and improvement, quality techniques (e.g., formal inspections, metrics), team building, facilitation, and managing change.

Ms Bamberger is a key author of the CMM and is an Authorized Lead Assessor. She has performed numerous assessments and worked with organizations around the world and at all maturity levels. She created a CMM/CMMI gap analysis method that is highly reliable and cost-effective.

Ms Bamberger teaches project management and an award-winning course that has the students apply basic quality tools in the contexts of a real team, project, and organization.

So - You're Doing an Assessment?

Demystifying the Assessment Process and 10 Critical Success Factors

This workshop provides a thorough overview of the CBA-IPI (CMM-based) assessment process. This includes:

- What is expected of you, when you request the services of a lead assessor, when you organise the assessment at your site, and when you prepare for the assessment
- What the assessment team does and how it does it
- How a maturity level rating is determined.

You will see the assessment process from the outside (the coordinator) and from the inside (an assessment team member).

You will learn the key factors that are critical to the success of any assessment.

This workshop has four major components:

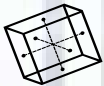
- (1) The details of the assessment process
- (2) 10 factors critical to the success of any assessment
- (3) An exercise ... you will practice a few of the key assessment skills and discuss your results

- (4) Due to popular demand, a *brief* overview of the SCAMPI (CMMI-based) assessment process

This workshop is designed to increase your ability to select the right lead assessor for you, to ensure that the assessment offered to you is tailored to meet your needs, and to ensure you know what you are buying with your assessment funds.

You will receive checklists, guidelines, and lists, so you can use them immediately to select the lead assessor appropriate to your needs, and to ensure you are well prepared for your assessment and follow-on improvement activities.

And, through the exercise, you will get examples of some very simple and powerful processes you can use to start addressing many of the CMM/Repeatable Level key process areas.



Tutorial Two

Mr. Steve Hayes

Extreme Programming: A Pragmatic Introduction to Improve Development Productivity

Introduction

Once the domain of large teams working on fixed, multi-year projects, software development is increasingly characterised by small teams faced with ever changing business requirements. Extreme Programming (XP), conceived and developed to meet the needs of these small teams, is one of the most talked about changes in development methodologies of the last few years. While it challenges many conventional theories and preconceptions, XP is founded on practical observation of practices that work well for modern software development, and on the belief that the key to effective software development is the creation of an effective team environment.

You need to know

The course assumes that the delegates are familiar with some other development methodologies and have experience of at least one software development project.

Intended audience

Developers, project managers, customers and anyone else who wishes to obtain an understanding of Extreme Programming, needs to develop solutions which are fast to market and high quality, or wants to gain an insight in how to best create happy customers of software development projects.

Course Outline

- **Extreme Programming**
Principles
- **Extreme Programming Practices in Brief**
Whole Team, The Planning Game, Customer Tests, Small Releases, Simple Designs, Pair Programming, Test-Driven Development, Design Improvement, Continuous Integration, Collective Code Ownership, Coding Standard, Ubiquitous Language, Sustainable Pace, Retrospectives
- **A Demonstration of Test Driven Development, with Refactoring**
- **When Can I Use Extreme Programming, and What Do I Need?**
- **When Does Extreme Programming Fail?**
- **What Does an Extreme Programming Project Look Like from the Outside?**



Steve is one of Australia's leading exponents of Extreme Programming (XP) and Agile Software Development.

Steve has fifteen years of software development experience, with particular emphasis on object-oriented and financial software development.

His first experience with Agile methods was introducing Extreme Programming (XP) to a Wall St bank, and since then Steve has worked with a variety of companies, introducing them to Agile methods, providing process advice, and coaching agile teams. He has experience in a wide range of problem domains, from financial systems to computer games. His projects have utilized a variety of languages, including Java, C++ and Smalltalk.

Conference Day 1

19 November 2003 (Wednesday)

09:00 - 09:20

OPENING CEREMONY

Guests of Honour

Mr. Alan WONG, J.P., Director of Information Technology Services, The Government of the HKSAR

Mr. Daniel LAI, J.P., President, Hong Kong Computer Society

Mr. K. K. YEUNG, J.P., Executive Director, Hong Kong Productivity Council

09:20 - 10:15

KEYNOTE SPEECH

"Zero Latency Digital Six Sigma process"

Mr. Mohan KUMAR, Regional Vice President

Global Software Group, Motorola Asia Pacific

10:15 - 10:45

Coffee/Tea

10:45 - 12:15

CMMI Implementation

"The 'I' in CMM - Integrated:

What does it really mean?"

Ms. Judy BAMBERGER

Process Solutions

"Shared Vision - A CMMISM Implementation Experience"

Mr. Kaushal Kishor TRIPATHI

Software Process Consultant

Satyam Computer Services

Align Organization Goals

"The Industrial Production of IT Functionally"

Mr. Roel de VRIES

Director

CITRA Information Management Consultants

"Aligning Individual Excellence and Team Productivity with Organization Goals"

Dr. L. N. RAJARAM

Director

The Watts Humphrey Software Quality Institute

12:15 - 13:30

Luncheon

13:30 - 15:00

Implement 6 sigma

"Instilling TQM and Six Sigma in Software Development Process"

Mr. Frederick YIM

Senior TQM Consultant

Automated Systems (HK)

"Six Sigma, Balanced Scorecard and SEI/CMMI - An Integrated Approach to Continuous Process Improvement"

Mr. Wai Yau LI

Products Outsourcing

"Managing Outsourced Product Maintenance"

Mr. Vinaya SATHYANARAYANA

Project Manager

IBM Software Labs India

"Applicability of Personal Software Process and Team Software Process in Outsourced Product Maintenance Projects"

Mr. Srinivasan SIVARAMAN

IBM Global Services

15:00 - 15:30

Coffee/Tea

15:30 - 17:00

Process Improvement

"Implementing Process Improvement in A Distributed Development Environment"

Ms Rita LEUNG

Business Manager

Integrated System Diagnostic

"Conducting IT Quality Self Assessments in Constrained Environment"

Ms. Yvette LUI

Principal Consultant

Software Quality Management

Verification & Validation

"A Methodology for Automated Performance Testing"

Dr. Daniel CHAN

Chief Technology Officer

SYSTEK Information Technology

"Rationalisation of the Peer Review Process"

Mr. Jason BRUSS

Tools & Technology Manager

Process and Quality Department

Motorola

Conference Day 2

20 November 2003 (Thursday)

09:00 - 09:45

KEYNOTE SPEECH

"Journey to CMM Level 5"

Mr. LEE Wan Lik, Managing Director, Azeus Systems Limited

09:45 - 10:15

Coffee/Tea

10:15 - 12:30

Implementing CMM Level 5

"Using SPC Techniques in Software

Processes: Learning of a SW-CMM Level 5 Organization"

Mr. Rajesh GUPTA
Senior Consultant (Quality Consulting)
Satyam Computer Services

"Sustenance and Continuous Improvement of High Maturity Practices - Motorola Malaysia's Approach"

Mr. Viswanathan NARAYANA
Project Manager
Global Software Group, Motorola

"Efficient Continuous Process Improvement with PIT"

Mr. Michael MA
SQE Director, Bamboo Networks

Development Methodologies

"Tools and Techniques for Software Productivity Improvement"

Mr. C. P. TANTRY
Assistant General Manager
Tata Infotech

"How Extreme Programming Helped Software Projects - Guidelines to Improve Productivity and Product Quality"

Mr. Vivek PANDEY
Chief Operating Officer
AG Technologies

"Incremental Adoption of Agile Methodologies"

Mr. Steve HAYES
Director, Khatovar Technology

12:30 - 13:45

Luncheon

13:45 - 14:30

KEYNOTE SPEECH

"CMM in China"

Professor Mingshu LI, Director of Institute of Software, Chinese Academy of Sciences

14:30 - 15:15

Development Methodologies

"Managing IT Projects in a Challenging Environment"

Ms. T. JANAKI
Software Consultant, Tata Infotech

"State of Software Development Practice of Hong Kong"

Dr. Hareton LEUNG, Director,
Lab for Software Development & Management
Hong Kong Polytechnic University

15:15 - 15:45

Coffee/Tea

15:45 - 17:00

Discussion Panel

"Process Improvement Models- How they help the organizations"

Moderator: Mr. Roy KO, Principal Consultant, Hong Kong Productivity Council

Panelists: Mr. Paul IREDALE, Reuters
Mr. Frederick YIM, Automated Systems (HK)
Mr. Michael MA, Bamboo Networks

Conference Day 3

21 November 2003 (Friday)

09:00 - 17:00

Tutorial 1

Ms. Judy BAMBERGER

"So - You're Doing an Assessment? Demystifying the Assessment Process and 10 Critical Success Factors"

Tutorial 2

Mr. Steve HAYES

"Extreme Programming: A Pragmatic Introduction to Improve Development Productivity"

Enrollment Form

AP- SEPG Conference 2003

Enrollment Fee Structure	Conference	Tutorial	Price Type		
	Nov 19-20	Nov 21	Regular Fee	Early Bird Discount	Member Discount
1. Full Conference & Tutorial	Yes	Yes	HK\$4,000	HK\$3,600	HK\$3,100
2. Two Day Conference Only	Yes		HK\$3,000	HK\$2,700	HK\$2,300
3. One Day Conference Only	One Day		HK\$1,600	HK\$1,450	HK\$1,300
4. One Day Conference & One Day Tutorial	One Day	Yes	HK\$3,200	HK\$2,900	HK\$2,500
5. Tutorial Only (1day)		Yes	HK\$1,800	HK\$1,650	HK\$1,400

Price Type

1. **Regular Fee** - no special discount
2. **Early Bird Discount** - register before Oct 31, 2003
3. **Member Discount** - HKCS members or members of supporting organizations (including speaker's company)
4. **Student Discount** - 50% off from Regular Fee for full-time student of Tertiary Education Institutes

Enrollment for

2-Day Conference (Nov 19-20) and lunches: Select one from below

- 2-Day Conference (Nov 19-20) and lunches
 D1: Day 1 Conference (Nov 19) and lunch
 D2: Day 2 Conference (Nov 20) and lunch

1-Day Tutorial (Nov 21) and lunch: Select one from below

- T1: So - You're Doing an Assessment? Demystifying the Assessment Process and 10 Critical Success Factors
 T2: Extreme Programming: A Pragmatic Introduction to Improve Development Productivity

Please provide your membership number and the organization name to entitle for Member Discount

Fee: HK\$ _____

Contact Information

Name in Full (Mr./Miss/Mrs.) _____ Chinese Name (optional) _____

Organization _____

Position _____

Mailing Address _____

E-mail _____

Tel _____ Fax _____

Signature _____ Date _____

Payment Method

Overseas participants can pay by Money Order, Credit Card, or Cash at the door. Local participants can pay by Cheque or Credit Card.

1. Cheque or Money Order: Made payable to "Hong Kong Computer Society" and send it to Ms Karman Lee, Rm 1915, China Merchants Tower, Shun Tak Centre, 168 Connaught Road Central, Hong Kong. [All cheque or money order should be crossed.]

2. Credit Card: VISA Master Expiry Date _____

Card Number _____

Cardholder Name _____

Signature _____ Amount to be settled HK\$ _____

Venue

New World Renaissance Hotel
22 Salisbury Road, Tsimshatsui, Kowloon, Hong Kong

Enquiries

Tel: (852) 2834 2228 Fax: (852) 2834 3003
E-mail: hkspin@hkcs.org.hk Website: www.hkcs.org.hk/hkspin/apsepg2003/