

**Press Release**  
**For Immediate Release**

**HKICC2012 will take place on November 20 & 21**

*How to Create Opportunities & Manage Risk in a Volatile Economy for Enterprises*  
*Hottest Issue: Cloud Computing*

**November 15, 2011 • Hong Kong** --- The Hong Kong International Computer Conference 2012 (HKICC2012), organized by Hong Kong Computer Society (HKCS), will take place on November 20 & 21 at Hong Kong Convention and Exhibition Center, with the theme of “ICT in a Volatile Economy: Creating Opportunities and Managing Risk”. HKICC2012 will focus on how enterprises could survive, create opportunities and manage risk in a volatile economy, and further strengthen competitiveness and lead the market.

The conference programme covers the latest ICT development, especially in Cloud Computing and related subjects, for example, Cloud Infrastructure and Data Center, Big Data, Knowledge Management and Mobility and Social Media Enterprise. Specialists and business leaders from various regions and sectors are certain to bring forward constructive schemes to assist large corporate and SMEs in facing future challenges.

Mr. Stephen Lau, President of HKCS, noted: “ICT is pervasive in all service sectors in Hong Kong and its importance to business operation is growing. To keep abreast of development, particularly under current economic environment, one has to fully understand the latest information technology and its innovations. HKICC provides an excellent platform, for governments and business organisations to share and exchange, with an aim to provide useful IT information and assist enterprises to promote competitiveness and business value. Don’t miss all these hottest issues and world-class speakers!”

Mr. John Chiu, Chairperson of HKICC2012 Programme Committee, said: “As Cloud Computing flourishes and matures, its application has become widespread. In view of this, the conference this year will intensively discuss Cloud related topics like Data Center, Big Data and Knowledge Management, Social Media Enterprise, Cloud Security and so on. We hope the conference could raise more solutions and business inspiration, to assist enterprises to develop more business opportunities by making full use of Cloud knowledge and applications.”

Mr. John Chiu also pointed out, with the rise of smartphone and tablet, social media and mobile applications become popular. Mobility in life and business has been the biggest trend among the development. Enterprises will create more opportunities and business value if they could understand better and take advantage of this new business model.

Ms. Susanna Shen, the Chairperson of HKICC2012 Organising Committee, is looking forward to more practical measures to be raised in the conference, to help business to generate more business value, and further, boost the economy.

Ms. Susanna Shen furthered, the conference has invited top speakers from ICT related corporations to share their unique views and points. Other speakers include relevant government officials, Professors from famous local and overseas universities, ICT Chief Officers from local large organizations, authority figures from research and development centers, ICT enterprises founders and so on.

For the details of HKICC2012 and its programme, Please refer to the official conference website at <http://www.hkcs.org.hk/hkicc/2012> .

### **About Hong Kong International Computer Conference (HKICC)**

The HKICC has been organised by the HKCS annually since 1978, to bring together IT professionals and business and government leaders from all over the world to explore opportunities that information technology can offer, and to share successes and insight. More than 600 delegates are expected to attend this year's Conference, representing a variety of local and overseas public and private sector organisations.

### **About Hong Kong Computer Society (HKCS)**

The Hong Kong Computer Society is a non-profit professional organisation established in 1970, which strives to improve and develop Hong Kong's Information Technology (IT) industry. Being the most well-established and the largest professional association in Hong Kong, the HKCS is dedicated to promote the highest professional standards for the industry. The HKCS members are from a broad spectrum of Hong Kong's IT industry, from corporate users to individual talents, all working together for the benefit of the industry.

# # #

Issued by: Hong Kong Computer Society

For Media Enquiry: Please contact Davis Man of Man Communications Limited  
at 852-2862 0042 (office) or 9408 4928 (Mobile).