Media Release
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<u>**Hong Kong International Computer Conference 2013 Opens for Early Bird**
Registration</u>
<u>Themed by Technology Disruptions Transform Business</u>
<u>**APICTA2013 Concurrently Takes Place in HK This November**</u>

October 2, 2013 • **Hong Kong** — Hong Kong International Computer Conference 2013 (HKICC2013), organized by Hong Kong Computer Society (HKCS), will take place at Hong Kong Convention and Exhibition Centre on November 26 and 27 this year and opens for early bird registration now. With the theme of "Technology Disruptions Transform Business", HKICC2013 aims to explore how to improve business with Information and Communication Technology (ICT), thus stimulate economic development in Hong Kong.

Mr. Michael Leung, Chairperson of the HKICC2013 Organising Committee, as well as President of Hong Kong Computer Society, emphasized HKICC's continuous effort on gathering ICT powers in all sectors, to exploit more technology potential and its economic value, thus creating a better future.

The conference has invited world-class speakers to share their unique insights. Speakers include CEOs and CIOs from established international corporations, senior government officials from both the Mainland and Hong Kong, academics from famous local and overseas institutions and so on.

Mr. Sunny Lee, JP, Chairperson of HKICC2013 Programme Committee, introduced: "the topics are selected to reveal the latest ICT development and trends, and discern future directions. The conference mainly covers five areas, including **Big Data Transform Business**, **Mobility**, **Social Media**, **Mainland China Perspective** and **Business Alignment and Value Creation**."

APICTA2013 Concurrently Takes Place in HK

Concurrently, the Asia Pacific Information & Communication Technology Alliance Awards 2013 (APICTA2013), the other regional ICT flagship event hosted by Hong Kong this year, will be held at Cyberport from November 24 to 26. Multiple award-wining local ICT entries, nominated by HKCS, will contest against strong opponents from other 17 economies for grand awards in 17 categories.

In order to further promote ICT exchange among the region, there will be some interactions between these two remarkable events, as stressed by Mr. Michael Leung. APICTA2013 delegates are invited to join the HKICC2013 conference sessions, while HKICC participants are entitled to attend the HKCS Gala Dinner cum APICTA2013 Award Presentation Ceremony on November 27 at HKCEC, to witness the birth of highest level of ICT award winners in the Asia Pacific region. **Mr. C.Y. Leung**, The Chief Executive of Hong Kong SAR, will be the officiating guest and preside over the award ceremony.

Details of HKICC2013 and early-bird registration can be found on the official conference website at http://www.hkcs.org.hk/hkicc/2013/.

Mr. Michael Leung also called for public attention on APICTA2013 results and their support for Hong Kong representatives. Details of APICTA2013 could be found at http://www.apicta2013.com.

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 Asia Pacific Information and Communications Awards

Asia Pacific Information and Communications Awards (APICTA) is an annual flagship event in the ICT industry of Asia Pacific region, founded by Multimedia Development Corporation in Malaysia in 2001. APICTA aims to recognize organizations and individuals in Asia Pacific region who has contribute profoundly to the ICT industry, increase ICT awareness in the community, stimulate ICT innovation, offer opportunities for business matching between IT innovators and investors, facilitate technology transfer and application.

Participants from 17 countries and regions in the Asia Pacific region of the awards program comprise members of the APICTA Alliance. APICTA member-economies take turns in hosting the annual Awards Program.

Ever since 2002 when Hong Kong for the first time participated in APICTA, HKCS, Being the most well-established and the largest professional association in Hong Kong, has been shouldering the responsibility of nominating participants in Hong Kong with its in-depth understanding of local ICT industry development. This year, APICTA 2013 will take place in Hong Kong. For detail, please refer to: http://www.apicta2013.com.

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 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.

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Issued by: Hong Kong Computer Society