

**Press release**

**For immediate release**

**Hong Kong International Computer Conference 2014 Opens for Early  
Bird Registration**  
*Smarter Living in the Digital Era*

**12September 2014-Hong Kong-** The annual event “Hong Kong International Computer Conference 2014” (HKICC 2014) organized by the Hong Kong Computer Society (HKCS) will take place on October 30 and 31 this year at the Hong Kong Convention and Exhibition Centre . Themed as “Smart City, Let IT go!”, HKICC 2014 focuses on the relationship between Information and Communication Technology (ICT) and the modern society. The conference now opens for early bird registration with a discount on the registration fee.

Mr. Michael Leung, President of Hong Kong Computer Society, emphasized that ICT has become an indispensable and significant part of our daily lives. HKICC 2014 provides a platform for all key personnel from leading corporations, government offices and the academic circles, to have in-depth discussions on ICT’s influence on the world and its future development. Mr. Leung hopes that all participants will get inspired by and benefit from the conference.

Mr. Michael Ma, the Chairperson of the Organizing Committee of HKICC 2014, suggested that HKICC has long been a coveted forum to focus on the latest ICT development on the concept and practice of Smart City, striving to explore the greatest value of ICT for businesses and public sectors, as well as for the wider communities. Therefore, HKICC 2014 will continue the tradition of bringing forward constructive insights and help foster the development of ICT industry as a whole.

Mr. Allen Ma, the Chairperson of the Program Committee of HKICC 2014, also pointed out that HKICC 2014 will stimulate comprehensive discussions on the development of ICT, helping all participants gain a thorough understanding of its impacts on modern living. It will enable us to fully utilize ICT and overcome its potential challenges. The topics to be addressed this year are closely related to urban dwellers, for example, e-government, e-health, social media and mobile technology.

Details of HKICC 2014 and early bird registration can be found on the official website

at [www.hkcs.org.hk/hkicc/2014](http://www.hkcs.org.hk/hkicc/2014)

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

The HKICC has been organized 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 their success and insights. More than 600 delegates are expected to attend this year's Conference, representing a variety of local and overseas public and private sector organizations.

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

The Hong Kong Computer Society is a non-profit professional organization 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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