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**Hong Kong International Computer Conference 2011**  
**Worldwide IT Elites Examine on Hottest ICT Trends**

Cloud Computing · Mobile Lifestyle · Social Media and more...

**HONG KONG October 11, 2011** --- The Hong Kong International Computer Conference 2011 (HKICC2011), organized by the Hong Kong Computer Society (HKCS), will take place at the Hong Kong Convention and Exhibition Centre on November 23 and 24 this year. Worldwide ICT Elites will together examine the hottest ICT trends under the theme of “Delivering Sustainable Value in a Knowledge Economy – the Challenge for Hong Kong”.

“HKICC has been the annual focus of ICT industry in Hong Kong since Year 1978. Most recent topics in ICT, such as Cloud Computing, Knowledge Management, Mobile Lifestyle and Social Media, as well as industry-wide current issues, such as ICT Collaboration in Pearl River Delta (PRD) Region and ICT Talent Cultivation, will be addressed in the conference this year.” Said Ir. Stephan Lau, JP, President, Hong Kong Computer Society.

“Cloud computing, together with the newly developed applications, mobile network and device technology have made a profound transformation on human life style. Nowadays, daily life activities such as business transactions, e-learning, entertainment and information reading can be made anytime anywhere, while everyone is enabled to be digitally connected much more conveniently via social media like Facebook or Twitter. We will intensely examine these new technologies, applications, and business models which drive the current trend and, most important, how Hong Kong to prepare for the opportunities and meet the challenges of knowledge economy in HKICC this year,” explained Ir. Lau.

Mr. Sunny Lee, JP, the HKICC2011 Organising Committee Chairperson, stated, “HKICC2011 aims at bringing forward innovative and constructive insights and solutions, which are definitely important to social economic development. Big name speakers are exchanging their ideas and thoughts in this two-day conference, through speeches, case stories sharing, moderated discussions, luncheons and parallel sessions.”

“Multi-national corporations in ICT industry are considering IT service delivery very important to drive performance management and effective decision making. And we are pleasure to have top speakers from Cisco, EMC, IBM, HP, Microsoft, Novell, Oracle and so on to share with us their insights.” Added Mr. Lee.

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Mr. Nicholas Yang, the HKICC2011 Programme Committee Chairperson stated, “the first topic of the conference will be Cloud computing. It is paid more and more attention and positioned as the next big trend by most IT professionals. A Cloud service is sold on demand according to individual needs of consumers, and fully managed by providers. Technologies innovations in virtualization and distributed computing, as well as high speed access to internet, together have accelerated the use of Cloud service. Some experts say the economics of Cloud services delivery are so compelling that virtually all IT can be delivered as a service via the Cloud if not now then in the near future.”

Mr. Brown Hall, Director, Cloud Computing Client Engagement, IBM Software Group, and Mr. David Yen, Senior Vice President and General Manager, Cisco Server Access and Virtualization Technology Group, will share their insights of Cloud Computing, While Mr. Jason Chiu, Chief Executive Officer, the Cherrypicks Group, with Mr. ATung Lee, Controller of on.cc, will talk on Mobile Lifestyle and the Power of Social Media.

HKICC2011 specially arranged four sections to examine more in-depth about the applications of ICT in Banking and Finance, Hospitality and Tourism, Logistics and Transportation, and Health industry respectively. The speakers of Logistics and Transportation ICT applications section include Mr. Daniel Lai, BBS, JP, Head of Information and Technology, MTR Corporation Limited and Mr. Tomasz Smaczny, Director, Information Management and Chief Information Officer, Cathay Pacific Airways Limited. Speakers for Health industry include Mr. Pascal Tse, Chief Information Officer, St. Teresa Hospital; Dr. N T Cheung, Chief Medical Informatics Officer, Hospital Authority; and Dr. Heston Kwong, Assistant Director of Health (Special Health Services), Department of Health of HKSAR Government.

Ir. Stephen Lau furthered that HKICC2011 also covers other current industrial issues such as Business in Knowledge Management Environment, ICT Collaboration in Pearl River Delta (PRD) Region, and ICT Talent Cultivation and Development. “Talent cultivation is a priority task for HKCS this year as well because we understand incessant talent supply is fundamental and essential to the flourish of ICT industry. I hope more practical and effective ideas could be raised during the conference to bring in new blood to the industry” stressed Ir. Lau.

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HKICC2011 has been open for registration. To enjoy early bird offer, please register before October 24. For details, please visit official conference website at <http://www.hkcs.org.hk/hkicc/2011/>.

### **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.

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Issued by: Hong Kong Computer Society

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