

**Press Release**

**For Immediate Release**

**APICTA Winners Reception Held Tonight**

**To Recognize Hong Kong ICT Elites and their World Leading ICT Achievements**

**April 20, 2012 · HONG KONG**—They are a group of elites who demonstrate the world leading standards of Hong Kong information and communications technology (ICT). They are the future for Hong Kong's economic development, whose inventions have been already affecting our daily life. They were representatives of Hong Kong to compete in past Asia Pacific Information and Communications Technology Awards (APICTA). Tonight, Hong Kong Computer Society (HKCS) organised the APICTA Winners Reception, to recognise their contributions and achievements.

The APICTA Winners Reception was held at Royal HK Yacht Club. Past APICTA winners to join this significant event where Hong Kong's most influential future ICT elites gathered under the night sky of bustling causeway Bay with streetlights and stars added to each other's splendor.

During the event, representative from three APICTA 2011 grand award winners, including Network Box Corporation Limited., Pulse MediaTech Limited and TalkBox Limited, HKCS also invited Mr. Daniel Lai, BBS, JP, Government Chief Information Officer, Office of the Government Chief Information Officer, The Government of HKSAR, Mr. Nicholas Brooke, BBS, JP, FRICS, FHKIS, RPS, Chairman of Professional Property Services Group and friends of industry, and past APICTA winners to have sharing. APICTA winners will share their experience in joining the competition, and introduce their distinguished technology achievements.

Mr. Stephen Lau, JP, President, HKCS, noted: "HKCS has been strived to promote local ICT professional development, as well as ICT talent cultivation. We are glad to see that Hong Kong's participating ICT elites has been achieving good results. It was encouraging that local organizations topped the APICTA2011 with 5 Grand Awards and 9 Merits, totaled 14, which was also the ever best result in Hong Kong ICT industry over the years and win glory for Hong Kong."

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Mr. Lau Continued: “The grand gathering of ICT elites signified the vigorous future of Hong Kong ICT industry. It also marks a plentiful return for HKCS’ efforts on promoting ICT in Hong Kong over the years. HKCS notices that the government is very supportive, and will continue supporting the development of Hong Kong ICT industry. In regard to local outstanding ICT organizations and products, we hope the government could place more effort in a support and promotion program, to promote the high-techs in Hong Kong, the winners, and more visibility among the public, as well as to launch more special recognition in trade missions for global market penetration. Apart from economic benefits, we believe the mentioned initiatives could certainly promote the overall image and branding of Hong Kong as the world’s city and an innovation centre for ICT apps and products, which will be a new development direction for ICT industry under current Knowledge Economy.”

Mr. Lau stated that APICTA is an annual flagship event in ICT industry among Asia Pacific region, normally with one Grand Award and one Merit for the 14 categories respectively. APICTA aims to increase ICT awareness in the community, and encourage ICT innovation and creativity.

Hong Kong is a member economy of APICTA since 2001 and has been represented by the HKCS in its Executive Committee, responsible for the selection and nomination of competing entries in Hong Kong. HKCS also provides guidance for individual organizations to well demonstrate the excellence of Hong Kong technology to judges

Mr. Lau furthered: “Being the largest and longest established professional ICT organization in Hong Kong, HKCS will untiringly continue to support APICTA, as well as other activities beneficial to Hong Kong’s ICT industry development. HKCS appreciate past Award participants and sponsors for their effort and support. Through significant events such as APICTA, HKCS encourage more young talents to join the ICT industry, the continual development of which is essential to the economic success of Hong Kong.”

***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.

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APICTA is an international awards program which 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 16 countries and regions in the Asia Pacific region of the awards program comprise members of the APICTA Alliance. Member economies include Australia, Brunei, China, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Thailand and Vietnam. APICTA member-economies take turns in hosting the annual Awards Program. For details of APICTA, please refer to: <http://www.apicta.org>.

Ever since 2001 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.

***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 (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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