

PRESS RELEASE
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Shanghai-Hong Kong Youth IT Summer Camp Concluded Successfully

Students Showed the Power of IT in Serving the Society with Self-Produced Short Movies

August 28th, 2012 • Hong Kong — The Shanghai-Hong Kong Youth IT Summer Camp was successfully held in Shanghai from August 9th to 12th. Students from the two cities jointly showed how IT is serving the society with short movies, which are wrote, directed and acted by their own. The 20 Hong Kong student elites concluded that they learned a lot from the camp on returning home. They have deepened their understanding about IT development in Shanghai and how it serves the society, for example in distance learning whereby general public could learn more conveniently and efficiently through online resources. In addition to exchange on IT, they also built up profound friendship, which helped to promote cross-regional cultural exchange during the four-day trip.

The 12th Shanghai-Hong Kong Youth IT Summer Camp, co-organized by Hong Kong Computer Society (HKCS) and Shanghai Computer Society, and jointly sponsored by PCCW and Hong Kong Telecom, was successfully held in Shanghai from August 9th – 12th, 2012, with a sharing session today.

Mr. Stephen Lau, JP, President of Hong Kong Computer Society, stated: “The camp was themed by IT Serving the Society, with an aim to encourage the youth to learn how the latest IT technology, such as cloud computing, is serving the society. A total of 40 students from Shanghai and Hong Kong attended the IT camp.”

Mr. Stephen Lau continued: “with a greater and more widely impact of IT on modern world, we hope students could develop interest in applying IT knowledge and consider devoting to the IT industry after joining the summer camp, thus make contribution to social development. HKCS has also been giving priority to young IT talent cultivation for recent years.”

Mr. Jimmy Tsang, Chairperson of Organizing committee, Shanghai-Hong Kong Youth IT Summer Camp, introduced: “the camp was fun and informative with various activities. The visit to Shanghai Educational Resources Center gave students first-hand experience in IT application in distance learning and lifelong learning. They also had a chance to watch 4D movie on a visit to Shanghai Science and Technology

Museum. Moreover, the digital workshops and seminars broadened the awareness and understanding of information technology among students and encouraged cross-regional culture exchange.”

Mr. Jimmy Tsang continued: “The presentation session is the main focus of the camp. The five groups, each with members from both Shanghai and Hong Kong, demonstrated the great importance of IT in human life with short dramas, which were wrote, directed and acted by their own. They were highly cooperative and innovative, and threw themselves into video shooting and production though with very simple and crude equipments and props.”

One student group demonstrated in series of skits and sketches the advanced and variable functions of the mobile, which has become an integral part of daily life and whose application in future will be more comprehensive and intelligent. Another group employed time-travel concept and described an ancient emperor who travelled to modern world and shopped a lot of presents from taobao.com to please his queen to settle his family crisis. The video was fun and showed that current internet development makes human life more convenient. Others introduced online resources center which encourage different people to purchase lifelong learning and improve their knowledge and skills in various aspects like English, Mathematics and even Cooking.

Some students shared their experiences during the camp in the press conference. They appreciated the hospitality of local teachers and students. One of the students, Sharon Tam, stated: “we visited Pujiang (浦江) and Yuyuan (豫园), two of the famous scenic spots in Shanghai, which gave us a better knowledge of Shanghai. And the friendship between Shanghai students and us was furthered that we parted with reluctance when we left Shanghai. It was really an unforgettable experience when we jointly filmed the short drama and demonstrated how IT influences our life with multimedia. We worked together and the process was challenging and fun.”

PCCW and Hong Kong Telecom jointly sponsored the summer camp this year. PCCW even donated some SIM cards, with which Hong Kong students can any time keep contact with their family through IDD, Roaming and call diverting services.

Mr. Stephen Lau last pointed out: “according to salary survey reports in Mainland and Hong Kong in recent years, IT talent demand has remained strong, projecting positive career prospects. To encourage more youth to join the IT industry, HKCS has

launched series of campaigns themed by I.T. is Your Ideal Career (IT 創未來). I.T. is Your Ideal Career video and seminar series is one of the major projects, and related videos is now available in HKCS website and YouTube. In addition, the first IT Career Expo initiated by HKCS will be held in September 22. A considerable number of well-known corporations and universities have registered. And more will be announced next month.”

About Shanghai-Hong Kong Youth IT Summer Camp

Shanghai-Hong Kong Youth IT Summer Camp was co-founded by Hong Kong Computer Society and Shanghai Computer Society in 2001, aiming at promote mutual interaction and inspiration on information technology, and push forward the collaboration on technology and economy between two cities. Every year, the camp provides precious opportunities for new generations to broaden their vision and thinking, at the same time reassure their confidence in developing an IT career, so as to cultivate future pillars for Local IT industry.

Since its inception, approximately 60 members, including instructors, volunteers and students aged 14-17 from Shanghai and Hong Kong, meet in the summer camp and exchange ideas and thoughts each year. Major activities are: corporate visit and featured local scenic spots tour, diversified interactive IT workshops, conferences and shows, which are designed to promote cross-region cultural exchange.

About HKCS

The Hong Kong Computer Society (HKCS) 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, HKCS is dedicated to promote the highest professional standards for the industry. 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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