Media Release

For Immediate Release

Hong Kong Computer Society Call for Entries for
"Hong Kong ICT Awards 2013: Best Business Award"

December 19, 2012 • Hong Kong – "Hong Kong ICT Award 2013: Best Business Award", the recognition of ICT business application achievements, organised by Hong Kong Computer Society, is open for entries now. The closing date for entries will be January 11, 2013. There are three award categories: Best Business (Application) Award, Best Business (Product) Award and Best Business (Start-up Company) Award.

Gold, silver and bronze awards will be presented in three award streams respectively. One of the gold award winners among the three streams will be selected as the winner of the "Hong Kong ICT Awards 2013: Best Business Grand Award" and be nominated to compete for the ultimate accolade of "Award of the Year" of "Hong Kong ICT Awards

The Chairperson of judging panel is Prof. John Chi-yan Leong, SBS, JP, President of The Open University of Hong Kong. The members of judging panel include Mrs. Agnes Mak Tang Pik-Yee, MH, JP, Executive Director of Hong Kong Productivity Council, Ir. Dr. Ng Chak-Man, Chairman of The Hong Kong Institution of Engineers – Information Technology Division, Mr. E. Anthony Tan, Chief Executive Officer of Hong Kong Science & Technology Parks Corporation, Mr. Andy Bien, Chief Information Officer of Airport Authority Hong Kong, Mr. Ted Suen, Head of Information Technology of MTR Corporation, Mr. Raymond Yip, Assistant Executive Director of Hong Kong Trade Development Council and Prof. Yue On-Ching, Science Advisor of Innovation and Technology Commission, The Government of the HKSAR.

Mr. Stephen Lau, JP, President, Hong Kong Computer Society noted that the "Hong Kong ICT Awards 2013: Best Business Award" aimed to promote greater use of ICT in the community, in turn helping to create a culture of ICT usage in business as well as in daily life and to encourage original software development and promote improved creativity in the exploitation of technology in the local ICT industry. Hong

Kong ICT Awards is not only beneficial to the winning organizations but also promoting ICT development in Hong Kong, in turn strengthening the competitiveness of local economy."

Mr. Stephen Lau pointed out that as the winners of Hong Kong ICT Awards, their achievements will be made aware by customers, organizations, the ICT industry practitioners and the entire community. The logo projects the reputation of the Awards in the ICT industry. It also represents that the ICT industry is raising their professionalism towards international recognition. All the winners of Hong Kong ICT Award will be selectively considered for nomination to participate in the Asia Pacific Information and Communications Technology Awards (APICTA). This year, Hong Kong delegates achieved a good result in APICTA2012 with a total of 12 prizes, including 5 Grand Awards and 7 Merits, which most of them are Hong Kong ICT Award winners.

Mr. Stephen Lau further pointed out that Hong Kong will host APICTA2013 next year and urged the local ICT elites could spare no efforts in proposing outstanding products to compete with entries from other districts and win the glory for Hong Kong. "It is a prerequisite of participating in this Asia Pacific event that their entries must achieve local ICT relevant award before. Thus, HKCS encourages local ICT talents to actively join the 'Hong Kong ICT Award 2013: Best Business Award' and endeavor to win the prizes." Added Mr. Stephen Lau.

HKICTA Gold Award Winner "Hang Seng Forth Generation Convergent Online and Mobile Banking Service", by Cherrypicks Limited, achieved Merit Award in APICTA 2012

Hang Seng Forth Generation Convergent Online & Mobile Banking Service by Cherrypicks Limited, the winner of Hong Kong ICT Awards 2012: Best Business (Application) Gold Award, achieved excellent result again at APICTA 2012, gaining a Merit from "Financial Industrial Application" category.

Mr. Jason Chiu, CEO of Cherrypicks Limited, noted that banking industry has been facing a service challenge that they have to provide consistent online banking experience to customers, no matter what electronic devices they are using, ranging from portable and desktop devices, tablet to smartphones. Based on the customers'

needs of Hang Seng Bank, Cherrypicks Limited had developed an application that users can proceed to manage different banking services in a safe, simple and smooth way via different on-the-move platforms. The new application was proven a helpful tool for achieving the business objective of the Bank.

"The winning of the application in 'HKICTA 2012: Best Business (Application) Gold Award' and 'APICTA 2012' Merit in 'Financial Industrial Application' means a valuable recognition from the industrial professionals to Cherrypicks. And it has strengthened the reputation and creative technology positioning of the Company at the same time." Added Mr. Jason Chiu.

Mr. Jason Chiu furthered, "I believe there are many creative young IT talents in town, and also a lot of excellent projects are coming on stream. Therefore, I encourage qualified organizations to actively participate in 'Hong Kong ICT Awards 2013: Best Business Award". The winning of Hong Kong ICT Awards will not only elevate the company goodwill but also help expanding its revenue and attracting the eye-balls from local and international investors. Young talents should grasp every competition opportunities, no matter winning or not, they are able to enlarge the vision, expand the horizons as well as learn from others' work, which will certainly benefit to their future career development."

For details, please refer to http://www.hkcs.org.hk/ictawards, or contact Ms. Carman Tang of Hong Kong Computer Society: Tel: 28342228; Fax: 28343003; Email: ictawards@hkcs.org.hk

About the "Hong Kong ICT Awards 2013: Best Business Award"

The Hong Kong ICT Awards were established in 2006, supported by Office of the Government Chief Information Officer, Hong Kong Productivity Council, and Hong Kong Trade Development Council, and have 10 award streams which were organized by ten local professional associations, respectively.

The "Hong Kong ICT Awards 2013: Best Business Award" (Formerly known as "IT Excellence Awards"), was established in 1998 by Hong Kong Computer Society, and has become a well recognizing award in Hong Kong. This annual event has become a great tool to encourage the use of ICT, to stimulate innovation and competitiveness in the ICT industry and to raise public awareness of ICT application 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 form a broad spectrum of Hong Kong's IT industry, from corporate users to individual talents, all working together for the benefit of industry.

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