

Media Release
For Immediately Release

Hong Kong International Computer Conference 2013 Held on Nov 26-27
Themed by Technology Disruptions Transform Business
APICTA2013 Concurrently Takes Place in HK This November

November 4, 2013 • **Hong Kong** — Hong Kong International Computer Conference 2013 (HKICC2013), organized by Hong Kong Computer Society (HKCS), will take place at Hong Kong Convention and Exhibition Centre (HKCEC) on November 26 and 27 this year and opens for registration now. With the theme of “Technology Disruptions Transform Business”, HKICC2013 gathers CEO and CIO from established international corporations, professors, government officials and so on, to explore various topics including Big Data Transform Business, Mobility, Social Media, Mainland China and Business Alignment and Value Creation.

Another regional ICT flagship event hosted by Hong Kong this year, the Asia Pacific Information & Communication Technology Alliance (APICTA) Awards 2013, will be held concurrently. In this year’s APICTA, the judging process will take place at Cyberport on 24-26 Nov with the award presentation ceremony held at Hong Kong Convention and Exhibition Center on 27 Nov. 40 award-winning local ICT entries, nominated by HKCS, will contest against strong opponents from other 12 economies for grand awards in 17 categories.

Two Remarkable ICT Events Gather World-Class Elites

Mr. Michael Leung, Chairperson of the HKICC2013 Organising Committee, as well as President of Hong Kong Computer Society stated: “November 2013 is much significant to the ICT industry in Hong Kong. The two concurrent remarkable events gather world-class elites, bringing more inspiration and innovation to the industry, which is another milestone for ICT development in Hong Kong. “

Mr. Michael Leung said that the two events have a couple of interactive sessions, in order to promote ICT exchange and interaction among the region. For example, all contestants of APICTA 2013 are invited to join HKICC2013 program on Nov 27, while HKICC2013 delegates are welcome to participate in sharing seminars and past winners showcase held by APICTA2013 same day at HKCEC.

All HKICC participants are entitled to join HKCS Gala Dinner cum APICTA2013 Award Presentation Ceremony on November 27, to witness the birth of highest level of ICT award winners in the Asia Pacific region. The Honourable Leung Chun-ying, The Chief Executive of Hong Kong SAR, will be the officiating guest.

Expert Insights on Hottest ICT Topics

Besides interactions with APICTA2013, Mr. Michael Leung laid stress on the HKICC’s continuous effort on gathering ICT powers in all sectors, to exploit more technology potential and its economic value, thus creating a better future. “One of the major challenges for Hong Kong is how to improve business with ICT. And it’s for

this reason we set ‘Technology Disruption Transform Business’ as the conference theme and explore solutions.” Said Mr. Michael Leung.

Mr. Michael Leung added: “Hong Kong has entered an era when knowledge explodes and technology advances at an increasing speed. The great advancement of ICT has completely changed the business operation models, creating immeasurable direct and indirect values to the society. Looking forward, the impact of ICT will be even more deeply and widely.”

Mr. Sunny Lee JP, Chairperson of HKICC2013 Programme Committee, introduced: “the topics are selected to reveal the latest ICT development and trends, and discern future directions. The conference mainly covers five areas, including Big Data Transform Business, Mobility, Social Media, Mainland China and Business Alignment and Value Creation.”

The conference has invited experts from major ICT users and vendors as speakers to share their viewpoints, visions and insights. Other speakers include senior government officials from both the Mainland China and Hong Kong, academics and researchers from famous local and overseas institutions and so on.”

The speakers from Keynote Session include:

- **Mr. Michael LYNCH, CBE, AM**, *Chief Executive Officer, West Kowloon Cultural District Authority*
- **Mr. Phillip MILTIADES**, *Head of SAP Managed Services, Asia Pacific Japan*
- **Mr. Chandru RELWANI**, *Senior Director, CRM Applications Product Management, Oracle Corporation, Asia-Pacific and Japan*
- **Mr. Samson TAI**, *Chief Technologist, IBM Innovation Network, Hong Kong*
- **Mr. Wilson WAN**, *Managing Director, Business Value Magazine, China*
- **Mr. YAN Shi Xing**, *Program Director, Greater China, HP Labs Singapore*

The first session Big Data Transforms Business will explore how Big Data is transforming business, enabling organisations to find new ways to interact with customers, to improve operations and to innovate in ways that were not possible due to technology limitations before. The speakers include:

- **Mr. W. F. YUK**, *Assistant Director, Efficiency Unit, The Government of the HKSAR*
- **Ms. Melissa RIES**, *Vice President and General Manager, Pivotal Asia Pacific & Japan*
- **Mr. Cory FRANZMEIER**, *Head of Google Cloud Platform Japan, Asia and the Pacific*

Speakers for Mobility:

- **Mr. Stefan RUST**, *Chief Executive Officer, Exicon Limited*
- **Prof. XU Yan**, *Associate Dean, HKUST Business School, The Hong Kong University of Science and Technology*
- **Mr. Jason CHIU**, *Chief Executive Officer, Cherrypicks Limited*

Speakers for Social Media:

- **Mr. Wilson YUEN**, *Founder and Director, TFI Digital Media Limited*
- **Mr. William CHAN**, *Cofounder and Director, Visual Squares Limited*
- **Mr. Eric YEE**, *Head of Talent Solutions, Hong Kong, Macau, and Taiwan, LinkedIn*

The session Mainland China will discuss the recent development of cloud technology in China and how the new technology to disrupt the business markets and enterprises with the following speakers:

- **Mr. CHENG HUI**, *Board Director, OpenStack Foundation*
- **Mr. Tony CHIU**, *Director, Technology Consulting Services, Sinosoft (International) Company Limited*
- **Mr. Wilson WAN**, *Managing Director, Business Value Magazine, China*

Speakers for CXO Panel-Business Alignment and Value Creation:

- **Mr. Andy BIEN**, *Chief Information Officer, Airport Authority of Hong Kong*
- **Mr. Henk ten BOS**, *Chief Information Officer, Ageas Insurance Company (Asia) Limited*
- **Prof. Andrew C. F. CHAN, SBS, JP**, *Director, EMBA Program and College Head, Shaw College, The Chinese University of Hong Kong*
- **Mr. CHAN Chee-sing**, *Group Editor, Questex Asia Limited*
- **Mr. S. K. CHEONG**, *General Manager, Television Broadcasts Limited*
- **Mr. Richard LEUNG**, *Senior Vice President and Co-Head of the IT Division, Hong Kong Exchanges and Clearing Limited*
- **Mr. Michael MA**, *Head of Information Technology, Hospital Authority*
- **Mr. Andre BLUMBERG**, *Director, Information Technology, CLP Power Hong Kong Limited*
- **Mr. Andrew SCHULTZ**, *Chief Financial Officer and Head of Strategy, CSL Limited*

Mr. Michael Leung appreciated wholeheartedly all HKICC2013 committee members and staff and noted: “the disruptive ICT technology and applications, has profoundly transformed business operations. To keep abreast of development, particularly under current environment of Intelligent Economy, all business operators do have to fully understand the latest technology and grab the opportunities. HKICC offers an excellent platform for governments, business sectors and social organizations to share and exchange, with an aim to provide useful ICT information which assists enterprises to promote competitiveness and business value, when at the same time helps government to work out relative policy. World-class speakers will undauntedly bring us more inspirations.”

Details of HKICC2013 and early-bird registration can be found on the official conference website at <http://www.hkcs.org.hk/hkicc/2013/>.

Mr. Michael Leung also called for public attention on the APICTA2013 results and their support for Hong Kong representatives. Details of APICTA2013 could be found at <http://www.apicta2013.com>.

About Hong Kong International Computer Conference (HKICC)

The HKICC has been organised by the HKCS annually since 1977, 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 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. APICTA 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 17 countries and regions in the Asia Pacific region of the awards program comprise members of the APICTA Alliance. APICTA member-economies take turns in hosting the annual Awards Program.

Ever since 2002 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. This year, APICTA 2013 will take place in Hong Kong. For detail, please refer to: <http://www.apicta2013.com>.

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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Appendix: List of Hong Kong Entries for APICTA2013

No.	Award Category	Organisation/ Company	Product/ Application
1	Application Tools & Platforms	K-Matrix Digital Intelligence Limited	K-Matrix Social Brand Health Audit System
2	Application Tools & Platforms	PCCW Solutions Limited	Enterprise Solutions Superstore Alliance (ESSA)
3	Application Tools & Platforms	Sengital Limited	Digitouch System
4	Communication	M800 Limited	Toll Free & SMS Services
5	Communication	Green Tomato Limited	Pointcast Mobile Connector
6	e-Learning	(1) Hong Kong Applied Science & Technology Research Institute (ASTRI); (2) Active Learning Solutions Ltd.	Active Learning Solutions (ALS) System
7	e-Learning	(1) FifthWisdom Technology Limited (2) St. Edward's Catholic Primary School	Genesis Era
8	Financial Industry Application	(1) Cherrypicks Ltd. (2) Ageas Insurance Co. (Asia) Ltd.	Ageas Financial Needs Analysis iPad app
9	Financial Industry Application	Infocast Limited	InvesTrade - All-in-One Advanced Trading Solution
10	Government and Public Sector	(1) Efficiency Unit, The Government of the Hong Kong Special Administrative Region (2) Office of the Government Chief Information Officer, The Government of the Hong Kong Special Administrative Region	Tell me@1823
11	Government and Public Sector	Drainage Services Department, The Government of the Hong Kong Special Administrative Region	Safety Measures for Working Personnel in Confined Spaces
12	Government and Public Sector	MTR Corporation	MTR Mobile Apps
13	Health & Wellbeing	CKICOM Technology Limited	CAREASE Integrated Wetness Care System
14	Health & Wellbeing	Hong Kong Communications Co., Ltd	Real Time Ambulatory Patient Information Deployment Enabler (RAPIDE)
15	Health & Wellbeing	(1) Heep Hong Society (2) Starwish Little Prince Studio Limited	I-MOVE to Learn
16	Inclusion & Community	Keysquare Communication Ltd.	Quickey Universal Keyboard System
17	Inclusion & Community	Logital Co. Limited	EasyHear
18	Inclusion & Community	The Hong Kong Society for the Aged	Smart Use of ICT for Frail Elderly
19	Industry Application	MTR Corporation	Mobile Materials Testing Application

No.	Award Category	Organisation/ Company	Product/ Application
20	Industry Application	Fong's National Engineering Company Limited	Integrated Intelligent Rinsing
21	Industry Application	Voloe Technology Co, Ltd. Hongkong	Green Powered Smart Wireless Sensor
22	Media & Entertainment Technology	(1) Cherrypicks Ltd. (2) Starberry Ltd.	Smart:D Kiosk Experience
23	Media & Entertainment Technology	Green Tomato Limited	Hong Kong Disney Mobile Magic
24	Media & Entertainment Technology	Cenique Infotainment Group Limited	IntelliAd -- Intelligent Interactive Advertising Display and Analytics Platform
25	Research & Development	City Image Technology Limited	Fun Image (3D Photo Creation System)
26	Research & Development	Mobile Technologies Centre (MobiTeC), The Chinese University of Hong Kong	Authenticated Papers: Protecting Documents/Credentials Offline using Authenticated 2D Barcodes
27	Retail & Supply Chain Management	Hong Kong Air Cargo Terminals Limited	COSAC-Plus - Community System for Air Cargo
28	Retail & Supply Chain Management	(1) Netage Development Limited (Netage) (2) QBS System Limited (QBS)	End-To-End Supply Chain RFID Item Level Tagging (ILT) Solution
29	Retail & Supply Chain Management	Fukui Shell Nucleus Factory	Fukui ID Nucleus
30	School Project	Shun Tak Fraternal Association Yung Yau College	Intelligent Smoke-killing Rubbish bin & Distributed Air-quality Monitoring System
31	School Project	Shun Tak Fraternal Association Yung Yau College	HeartBook & SmartHelper
32	School Project	Tung Wah Group of Hospitals Chang Ming Thien College	@lert
33	Security	Network Box Corporation Limited	Anti-Distributed Denial of Service Web Application Firewall Plus (Anti-DDoS WAF+)
34	Start-Up	Omnistream Co. Limited	Silk
35	Start-Up	Viss Me Co & Limited	
36	Sustainability & Environment Technology	Hong Kong Exchanges and Clearing Limited	HKEx Hosting Services
37	Tertiary Student Project	The University of Hong Kong	KINECT in Physiotherapy
38	Tertiary Student Project	The Hong Kong Polytechnic University	RFIShoe
39	Tertiary Student Project	The Hong Kong University of Science and Technology	Telemetric Suit using in Robot Control
40	Tourism & Hospitality	(1) Cherrypicks Ltd. (2) Hong Kong Tourism Board	Discover Hong Kong · Walks Series mobile apps