



**Press Release
For Immediate Release**

**Hong Kong Computer Society Leads Hong Kong ICT Delegation to Glory –
Records Breaking and Biggest Number of Winners in Asia Pacific ICT Awards 2018 (APICTA)
with 6 Winners and 13 Merits**

13 October 2018, Hong Kong – The Hong Kong ICT delegation emerged triumphant again in the Asia Pacific Information and Communication Technology Alliance Awards 2018 (APICTA 2018) held in Guangzhou, PRC. After fierce competition amongst 260 more entries, Hong Kong proudly received 19 awards including 6 Winners and 13 Merits, making it the biggest winner in this international awards competition and also a records breaking success for Hong Kong.

Hong Kong Winners and Merit Recipients in APICTA 2018:

	Category	Winning Organisation	Product Name
Winner	Consumer – Entertainment and Hospitality	FreeD Group Limited (TravelFlan)	TravelFlan AI Travel Concierge
Winner	Inclusions and Community Services - Wellbeing	Belun Technology Company Limited	Belun™ Ring
Winner	Business Services – ICT Solutions	Fano Labs Limited	Multilingual Artificial Intelligence Customer Service System (AICS)
Winner	Tertiary Students Project	The University of Hong Kong & The Hong Kong University of Science and Technology	Tale
Winner	Start Up of the Year – Business and Community	Mini168 Limited	SmarKie
Winner	Technology of the Year - Internet of Things	E-Business Solutions Limited + Airport Authority Hong Kong	Intelligent RFID-embedded Baggage Loading Robotics for Automated Baggage Reconciliation

	Category	Winning Organisation	Product Name
Merit	Consumer – Entertainment & Hospitality	Pokeguide Limited	Pokeguide App
Merit	Consumer – Entertainment & Hospitality	MotherApp Limited	PowerArena
Merit	Consumer - Digital Marketing	Mini168 Limited	SmarKie
Merit	Public Sector and Government	E-Business Solutions Limited + Airport Authority Hong Kong	Intelligent RFID-embedded Baggage Loading Robotics for Automated Baggage Reconciliation
Merit	Public Sector and Government	Airport Authority Hong Kong	“HKG My Flight” mobile app
Merit	Junior Students Project	Evangel College (Primary)	Find My iStick
Merit	Junior Students Project	Shun Tak Fraternal Association Yung Yau College	Smart Medicine Bag
Merit	Junior Students Project	King's College Old Boys' Association Primary School No.2	Team Travelling Mobile App
Merit	Tertiary Students Project	The Hong Kong University of Science and Technology	UMix Music App
Merit	Tertiary Students Project	The Open University of Hong Kong	Safety Awareness and Firefighting Skills Learning through VR
Merit	Start Up of the Year – Business and Community	Belun Technology Company Limited	Belun™ Ring
Merit	Technology of the Year – Big Data Analytics	Belun Technology Company Limited	Belun™ Ring
Merit	Technology of the Year - Artificial Intelligence	Prive Technologies	Privé Managers

Belun Technology Company Limited, the Award of the Year of the Hong Kong ICT Awards (HKICTA) 2018, has been awarded 1 winner and 2 merits, making it the most outstanding recognition from Hong Kong.

As Executive Committee Member of APICTA, the Hong Kong Computer Society (HKCS) led the Hong Kong delegation comprised 35 local ICT award winners including recipients of the Hong Kong ICT Awards, Hong Kong Awards for Industries, The Pan-Pearl River Delta Region IT FYP Competition, and Microsoft Imagine Cup. With Mr. Victor Lam, JP, Government Chief Information Officer, the Government of the HKSAR and Ir. Ted Suen, President of HKCS as our Honorary Head of Delegation and Head of Delegation respectively, Ir. Stephen Lau, JP, Secretary General (Honorary) of HKCS and Mrs. Agnes Mak, MH, JP, Honorary Advisory of HKCS as our Deputy Heads of Delegation, Hong Kong’s triumph once again reaffirmed its standing as a major centre for ICT technology within the Asia Pacific region.

Ir. Ted Suen, President of HKCS, said, “APICTA has been hailed as the Oscars of the ICT industry. The 35 Hong Kong entries come from local enterprises, NGOs and educational institutions; among them, NGOs and education institutions have received subsidies from the Office of the Government Chief Information Officer (OGCIO) to participate in the awards. The Hong Kong Trade Development Council also sponsors a ‘Hong Kong Reception’ networking event for all the APICTA delegates, local officials and industry experts during the awards each year, providing an international platform for Hong Kong to showcase its entries. Support from the Hong Kong SAR Government is



much welcome in Hong Kong's participation in international competitions.”

Ted also remarked, “APICTA 2018 has been held with great success from 10 October to tonight in Guangzhou. I am really delighted that Hong Kong continues to shine on the APICTA stage with this record breaking achievement, and I convey my warmest congratulations to all of the award winners on behalf of HKCS. Our delegates had to face tough competition vis-à-vis 14 other countries and territories and meet highly demanding judging criteria. Even Merit recipients must attain 95% or more of the Winners’ score to receive the Merit award, so I must say all of the winners are very well-deserved.”

Ted continued, “APICTA serves to promote ICT awareness and stimulate technological innovation in the Asia Pacific region. HKCS has been an Executive Committee Member of this high-profile annual industry event and Hong Kong as one of the member economies since 2001. As the largest and longest-standing IT professional body in Hong Kong with an in-depth understanding of local ICT industry development, HKCS conducts the nominations and co-ordinates the Hong Kong delegation for the awards. The Society also invites different industry experts to provide mentorship to the nominees, so as to best showcase Hong Kong’s technological edge to the judges.”



APICTA 2018 attracted contestants from Australia, Bangladesh, Brunei, China, Indonesia, Macao SAR, Malaysia, Myanmar, Pakistan, Singapore, Sri Lanka, Thailand, Vietnam, Chinese Taipei and Hong Kong SAR. These member economies take turns hosting the annual awards, and the next awards will be hosted by Vietnam in Ha Long Bay.

Ted explained that with delegates coming from so many different countries and territories across the Asia Pacific, APICTA will continue to provide valuable networking and learning opportunities for delegates and facilitate collaboration to advance ICT development in their respective communities. Members in the judging panel are appointed from the member economies to ensure a fair and impartial selection process and enhance the credibility of the results.

About the Asia Pacific Information and Communication Technology Alliance Awards (APICTA)

APICTA is an annual flagship event of the ICT industry in the Asia Pacific region. Founded in 2001 by Multimedia Development Corporation in Malaysia, it has become a renowned international award today. APICTA aims to recognise organisations and individuals in the Asia Pacific region who have made a significant contribution to the ICT industry; increase ICT awareness in the community; stimulate ICT innovation; provide opportunities for business matching between IT innovators and investors; and facilitate technology transfer and application.

APICTA is represented by 16 countries and territories across the Asia Pacific region, including: Australia, Bangladesh, Brunei, China, Chinese Taipei, Indonesia, Japan, Hong Kong SAR, Macao SAR, Malaysia, Myanmar, Pakistan, Singapore, Sri Lanka, Thailand and Vietnam. These member economies take turns hosting the annual awards each year, which is won through a bidding process. For more information, please visit www.apicta.org.

Since APICTA was established in 2001, the Hong Kong Computer Society, as the largest and most well-established IT professional association of its kind with an in-depth understanding of local ICT industry development, has been responsible for nominating Hong Kong's ICT talents to participate in the event.



About the Hong Kong Computer Society (HKCS)

Founded in 1970, the Hong Kong Computer Society (HKCS) is a recognised non-profit professional organisation focused on developing Hong Kong's Information Technology (IT) profession and industry. Their members come from a broad spectrum of Hong Kong's IT community, from corporations to like-minded individuals, all coming together to raise the profile and standards of the IT profession and industry. As a well-established IT professional body, the Society is committed to professional and industry development as well as community services to ensure the IT sector continues to make a positive impact on peoples' lives with three main goals, namely, 1) talent cultivation and professional development, 2) industry development and collaboration, and 3) the effective use of IT in our community.

For more details, please visit <http://www.hkcs.org.hk>.

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