



IT Innovation

Value Creation and Economic Transformation

Big "Early Bird" Discounts Available Now!



Hong Kong International Computer Conference 2009
5-6 November 2009, Hong Kong Convention and Exhibition Centre

Register before 28 September 2009 to enjoy Big "Early Bird" Discounts

The increasing integration of IT in the fabric of business and private life makes HKICC2009 a must for executives – CEOs, CIOs, MIS and operations managers – in virtually any industry.

Discussing issues that reach beyond Hong Kong's main economic pillars of Banking, Finance and Insurance, Trading, Transport and Logistics, Manufacturing, Retail and Hospitality, HKICC2009 promises to set a new benchmark for the Asia's IT industry.

Don't miss out.

Register before **28 September 2009** and you will enjoy **Big "Early Bird" Discounts**

(see attached registration form)

Participant	Normal Fee	Early Bird Offer	Content
HKCS member/ Group of 5 or more	HK\$3,980	HK\$3,380	1. Two-day conference on 5-6 Nov 09 2. Two-day luncheon on 5-6 Nov 09 3. HKCS 40th Anniversary Gala Dinner* on 6 Nov 09
Non-HKCS member	HK\$4,150	HK\$3,980	

* HKCS 40th Anniversary Gala Dinner	
Date	6 November 2009 (Friday)
Time	6:30 pm (Cocktail Reception) 7:15 pm (Dinner)
Venue	Grand Ballroom, Conrad Hong Kong

Transforming the economic landscape with technology

In the past twelve months, the world has faced some of the most serious economic challenges since the Great Depression.

As the Asia's World City and a major global financial centre, Hong Kong tackled the Financial Tsunami with its usual hallmark flair - a combination of hard work, entrepreneurial spirit and the innovative use of Information Technology (IT).

The use of technology to create a solid economic return is now embedded in the fabric of Hong Kong's businesses and at the core of the city's competitiveness.

Technology has already radically transformed and dramatically improved many Hong Kong's businesses and services. Take education, healthcare, transportation, culture and entertainment as examples, where technology has not only made a practical difference, it also added an extra "green" dimension.

Technological innovation has also linked Hong Kong ever more comprehensively with businesses and the economy of the Mainland China, delivering tangible efficiencies and commercial benefits to both sides as well as to customers.

Looking at IT from the perspective of creating economic value, HKICC2009 brings local and international experts together to share the latest trends and IT developments. In addition to the keynote addresses on landmark topics, speakers will take delegates on a journey down four parallel tracks, exploring:

- Digital Creative Industry
- IT in a Virtual World
- eHealth
- Web x.0 and Social Media

Don't miss this opportunity to see and hear where technology is taking Hong Kong!
Register now for big "Early Bird" discounts (see attached registration form).

Big name speakers ready to tackle the big issues

HKICC2009 is already attracting an impressive list of high-powered local and international speakers who will address the audience on issues such as:

Regional Collaboration in R&D

A panel of senior technology executives from multi-national corporations will share their insight on the opportunities and challenges of conducting R&D in Asia and the Greater China. They will discuss the scope of their R&D efforts and how they collaborate with other R&D organisations in the ICT area.

Panelists include Michael Lee, *Chief Technology Officer, Ericsson Limited (Hong Kong and Macau)*; Doctor Thomas Li, *Director, IBM China Research Laboratory, IBM China Group*; Arics Poon, *Managing Director, Greater China Region of Omniture Inc*; Jonathan Tien, *Director Engineering, Microsoft Research Asia*; Gaetan Verhegge, *Chief Technology Officer & Regional Director, Solution & Strategy, North East Asia, Alcatel Lucent*; Sean Yu, *Chairman, CDC Software (China)*.

e-Crime, Fraud and Security

Cyber criminals leave trails in our digitised communication networks and information systems which are useful for investigation and legal proceedings. However, law enforcement agencies, IT professionals and the legal community face tremendous challenge when it comes to identify culprits and collect and preserve digital evidence for prosecution. The panelists will share their knowledge and experience about current cybercrime trends and statistics, contemporary cybercrime laws, corporate policies and strategies to manage the risks of cyber abuses, new IT security initiatives, use of digital forensics tools, and e-discovery teams and incident response.

Panelists include Anthony Fung, *Vice President, High Technology Crime Investigation Association*; Inspector Paul Jackson, *Chief Inspector, Technology Crime Division, Hong Kong Police Force*; Inspector Kevin McQuiggin, *Inspector, Forensic Services Section, Vancouver Police Department*; Scott A. Warren, *Managing Director & Head of Office, Japan Consulting Services Group*; *Representative from Cisco Systems (HK) Limited*

Entrepreneurship in the IT Industry

In this session, a venture capitalist (from Hong Kong), two successful entrepreneurs (one from Hong Kong and another one from the Mainland China) and an academic scholar (from Singapore) in the area of IT entrepreneurship will share their views and experiences on challenges and opportunities of IT business ventures in Hong Kong and the Region.

Panelists include K O Chia, *Co-President, Hong Kong Venture Capital and Private Equity Association Limited*; Andrew Pang, *Chief Executive Officer, PlayMotion Limited*; Professor Wong Poh-kam, *Director, NUS Entrepreneurship Centre, National University of Singapore*; Doctor Zang Genlin, *Chairman, Guangzhou Coruninfo Company Limited*

DAY 1 - Thursday, 5 November 2009

8:15 am - 9:00 am	REGISTRATION OPENING CEREMONY		
9:00 am - 9:17am <Theatre 1>	On-stage Guests: Guest of Honour: <i>Mrs. Rita LAU Ng Wai-lan, JP, Secretary for Commerce and Economic Development, The Government of the HKSAR</i> Mr. Sunny LEE Wai-kwong, President, Hong Kong Computer Society Dr. Kennedy WONG Ying-ho, BBS, DCL, JP, Chairperson, HKICC2009 Organising Committee Prof. Paul CHEUNG Ying-sheung, Chairperson, HKICC2009 Programme Committee		
	PROGRAMME INTRODUCTION		
9:18 am - 9:20 am <Theatre 1>	Programme Outline and Conference Proceedings Prof. Paul CHEUNG Ying-sheung, Chairperson, HKICC2009 Programme Committee		
	PLENARY SESSION Session Chairperson: Prof. Paul CHEUNG Ying-sheung, Chairperson, HKICC2009 Programme Committee		
9:20 am - 9:50 am	Topic: To be advised Mr. Sean RACH, Managing Director, OgilvyOne Worldwide (Hong Kong)**		
9:50 am - 10:20 am	Topic: "How Cloud Computing Transforms IT and Creates New Values for Enterprises" Mr. Denis YIP, President, EMC Greater China, EMC Corporation		
10:20 am - 10:50 am	Topic: To be advised Representative from Microsoft Hong Kong Limited/ Oracle Systems Hong Kong Limited **		
10:50 am - 11:10 am	Tea/ Coffee <Theatre Foyer> PARALLEL SESSION		
<Theatre 1>	Session 1: Digital Creative industry Session Chairperson: Mr. Doug GLEN, <i>Former Chief Executive Officer, Imagi International Holdings Inc.</i>	<Theatre 2>	Session 2: IT in a Virtual World Session Chairperson: Prof. Helen MENG, <i>Associate Dean (Research), Faculty of Engineering & Professor, Department of Systems Engineering & Engineering Management, The Chinese University of Hong Kong</i>
11:15 am - 11:45 am	Topic: To be advised Mr. Alan SIU Yu-bun, JP, Deputy Secretary, Communications and Technology Branch, Commerce and Economic Development Bureau of the HKSAR Government	11:15 am - 11:45 am	Topic: To be advised Mr. Jay SHAW, Managing Director and Chief Executive Officer, NetDimensions
11:45 am - 12:15 pm	Topic: "Simulation Game Software as a Business School Teaching Tool" Mr. Trevor CHAN, Chief Executive Officer, Enlight Software Limited	11:45 am - 12:15 pm	Topic: "Advances in Virtual Medicine" Prof. HENG Pheng-ann, Director, Virtual Reality, Visualization and Imaging Research Centre, The Chinese University of Hong Kong
12:15 pm - 12:45 pm	Topic: To be advised Mr. Henry OH, Chief Executive Officer, Socialutions Inc.	12:15 pm - 12:45 pm	Topic: To be advised Dr. Cory KIDD, Chief Executive Officer, Intuitive Automata
	LUNCHEON and PRESENTATION (Session Sponsor: China Telecom**) Session Chairperson: Dr. WONG Chung-kiu, Managing Principal, iASPEC Technologies and Services Group		
12:45 pm - 2:15 pm <Chancellor Room>	Topic: To be advised Mr. Anthony WONG, JP, President, One Laptop Per Child		
	DISCUSSION PANEL		
2:20 pm - 3:50 pm <Theatre 1>	Topic: "Regional Collaboration in R&D"*** Moderator: Dr. Nim CHEUNG, Chief Executive Officer, The Hong Kong Applied Science and Technology Research Institute Company Limited Panelist: <ul style="list-style-type: none">- Mr. Michael LEE, Chief Technology Officer, Ericsson Limited (Hong Kong and Macau)- Dr. Thomas LI, Director of the IBM China Research Laboratory, IBM China Group- Mr. Arics POON, Managing Director, Greater China Region of Omniture Inc- Mr. Jonathan TIEN, Director of Engineering, Microsoft Research Asia- Mr. Gaetan VERHEGGE, CTO & Regional Director, Solution & Strategy, North East Asia, Alcatel Lucent- Mr. Sean YU, Chairman, CDC Software (China)		
3:50 pm - 4:00 pm	TEA/ COFFEE <Theatre Foyer>		
4:10 pm - 5:40 pm <Theatre 1>	Topic: "e-Crime, Fraud and Security" Moderator: Prof. CHOW Kam-pui, Vice Chairman, Information Security and Forensics Society Panelist: <ul style="list-style-type: none">- Mr. Anthony FUNG, Vice President, High Technology Crime Investigation Association- Insp. Paul JACKSON, Chief Inspector, Technology Crime Division, Hong Kong Police Force- Insp. Kevin MCQUIGGIN, Inspector, Forensic Services Section, Vancouver Police Department**- Mr. Scott A. WARREN, Managing Director & Head of Office, Japan Consulting Services Group- Representative from Cisco Systems (HK) Limited		
	END OF DAY 1		

DAY 2 - Friday, 6 November 2009

8:15 am - 9:00 am	REGISTRATION <Theatre Foyer> PLENARY SESSION Session Chairperson: Prof. Patrick CHAU , <i>Professor (Information Systems), School of Business, The University of Hong Kong</i>		
9:00 am - 9:30am <Theatre 1>	Topic: To be advised Mr WANG Jian , <i>Chief Architect, Alibaba Group**</i>		
9:30 am - 10:00 am <Theatre 1>	Topic: To be advised Mr. Peter YEN , <i>Managing Director & Head, Technology Consulting, Accenture Hong Kong</i>		
10:00 am - 10:30am <Theatre 1>	Topic: To be advised Dr. CHIEN Lee-feng , <i>General Manager, Google Taiwan**</i>		
10:30 am - 11:00am <Theatre 1>	Topic: To be advised Representative from Microsoft Hong Kong Limited/ Oracle Systems Hong Kong Limited **		
11:00 am - 11:15 am	Tea/ Coffee <Theatre Foyer> PARALLEL SESSION		
<Theatre 1>	Session 3: eHealth Session Chairperson: Dr. Heston KWONG , <i>Principal Medical Officer, Department of Health, The Government of the HKSAR</i>	<Theatre 2>	Session 4: Web x.0 & Social Media: Session Chairperson: Prof. CHEUNG Shing-chi , <i>Associate Professor, Department of Computer Science and Engineering, The Hong Kong University of Science and Technology</i>
11:15 am - 11:45 am	Topic: To be advised Dr. NT CHEUNG , <i>Chief Medical Informatics Officer, Hong Kong Hospital Authority</i>	11:15 am - 11:45 am	Topic: “Web X.0: When the World puts the Web to Work” Prof. Amy SHUEN , <i>Professor of Management Practice, China Europe International Business School</i>
11:45 am - 12:15 am	Topic: “IT Systems for Communicable Disease Surveillance in Hong Kong” Dr. CHAN Kwok-tim , <i>Senior Medical Officer, Centre for Health Protection, Department of Health, The Government of the HKSAR</i>	11:45 am - 12:15 pm	Topic: To be advised Mr. Larry ADAMS , <i>Product Manager, Google</i>
12:15 am - 12:45 am	Topic: “Between the Singular and the Universal” Dr. LIU Hing-wing , <i>Chief Manager (Clinical Effectiveness & Technology Management), Hospital Authority</i>	12:15 pm - 12:45 pm	Topic: To be advised Prof. Paul YIP , <i>Director, The Hong Kong Jockey Club Centre for Suicide Research and Prevention, Faculty of Social Sciences, The University of Hong Kong **</i>
LUNCHEON and PRESENTATION (Session Sponsor: Dr. Kennedy WONG Ying-ho, BBS, JP) Session Chairperson: Ir. Stephen LAU, JP , <i>Adviser, Electronic Data Systems Hong Kong, An HP Company</i>			
12:45 am - 2:15 pm <Chancellor Room>	Topic: “Marine Conservation and Education” Speaker : Ms. Ellen SHEK , <i>Centre Manager, WWF Hoi Ha Wan Marine Life Centre</i>		
DISCUSSION PANEL			
2:20 pm - 3:50 pm <Theatre 1>	Topic: “Entrepreneurship in the IT Industry”*** Moderator: Dr. Louis MA , <i>Associate Professor, Department of Information Systems, City University of Hong Kong</i> Panelist: (alphabetical order by their surnames) <ul style="list-style-type: none">- Mr. K O CHIA, <i>PCo-President, Hong Kong Venture Capital and Private Equity Association Limited</i>- Mr. Andrew PANG, <i>Chief Executive Officer, PlayMotion Limited</i>- Prof. WONG Poh Kam, <i>Director, NUS Entrepreneurship Centre, National University of Singapore</i>- Dr. ZANG Genlin, <i>Chairman, Guangzhou Coruninfo Company Limited</i>		
3:50 pm - 4:00 pm	TEA/ COFFEE <Theatre Foyer> CLOSING PLENARY SESSION “Green Computing and Sustainable Development” Session Chairperson: Mr. Sunny LEE Wai-kwong , <i>President, Hong Kong Computer Society</i>		
4:00 pm – 4:30 pm <Theatre 1>	Topic: “Building a Sustainable and Cost Effective Organisation at HSBC” Mr. William THOMAS , <i>Group Head, HSBC Technology Services Sustainability, HSBC Holdings Plc.</i>		
4:30 pm – 5:00 pm <Theatre 1>	Topic: “Environmental Responsibilities and Contributions of the Computing Industry” Prof. HO Kin-chung , <i>Dean, School of Science and Technology, The Open University of Hong Kong</i>		
5:00 pm – 5:30 pm <Theatre 1>	Topic: “Climate Change and Computing” Dr. LEE Boon-ying , <i>Director, Hong Kong Observatory, The Government of the HKSAR</i>		
5:30 pm – 5:35 pm <Theatre 1>	Closing Remark Mr. Sunny LEE Wai-kwong , <i>President, Hong Kong Computer Society</i>		
END OF CONFERENCE			**To Be Confirmed

Conference and Organiser Information

About HKICC2009

The HKICC is an annual event organised by the Hong Kong Computer Society (HKCS). Its goal is to bring together IT professionals and business and government leaders from all over the world to explore the opportunities that information technology can offer, to share successes and insight. More than 500 delegates attended last year's conference, representing a variety of local and overseas public and private sector organisations.

Hong Kong Computer Society (HKCS)

Founded in 1970, the Hong Kong Computer Society (HKCS) is an established non-profit organisation dedicated to improving and developing Hong Kong's Information Technology (IT) industry.

Committed to promoting the highest professional standards, HKCS was the Hong Kong IT industry's first recognised professional organisation and is also the largest. It draws its members from a diverse array of IT users, corporations and individuals who work together to enhance the industry's capability and profile.

HKCS plays a pivotal role in Hong Kong's ongoing development as a regional technology hub. Its aims include providing a forum for the exchange of information, and ideas among members, as well as working with the Hong Kong Government and the general public on matters related to the IT industry and its broader interests. For example, HKCS' President is a key contributor to the Government's Digital 21 Strategy and a member of the strategy's Advisory Committee.

Registration Form

I would like to join

☐ HKICC2009, 5-6 November, 2009

Total Amount in HK\$: _____

HKCS Membership Number (if applicable): _____

Salutation: ☐ Dr. ☐ Mr. ☐ Mrs. ☐ Miss

Given Name: _____

Family Name: _____

Position: _____ Organisation: _____

Address: _____

_____ Country: _____

Office Number: _____ Mobile Number: _____

Fax: _____ Email: _____

Payment Method:

☐ By Cheque ☐ Cheque No.: _____
(Cheque made payable to "Hong Kong Computer Society")

☐ By Credit Card ☐ Visa Card ☐ Master Card

Card Holder: _____ Card No: _____

Expiry Date (MM/YY): _____ / _____ Card Holder Signature: _____

☐ Invoice Required

Please indicate where you got the information on the HKICC2009:

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| <input type="checkbox"/> Others (please specify _____) | |

Please return to: (Fax) +852 2834 3003, (Email) hkicc@hkcs.org.hk

For enquiry, please contact Ms. Cherie Mak or Ms. Kahlen Chan at tel. +852 2834 2228.

Don't miss out. Register for HKICC2009 today!

Hotline: +852 2834 2228

Online: [http:// www.hkcs.org.hk/hkicc2009](http://www.hkcs.org.hk/hkicc2009)

Organising Committee

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Vice Chairperson

Prof. Paul Y S Cheung
Programme Chairperson

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