



**Hong Kong International Computer Conference 2013**  
26 - 27 November 2013, Hong Kong Convention and Exhibition Centre

**TRANSFORM  
BUSINESS**

**TECHNOLOGY  
DISRUPTIONS**







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Direct your data like a maestro



### Keep your data in tune with the Huawei OceanStor T Series Unified Storage System featuring Smart Series Software

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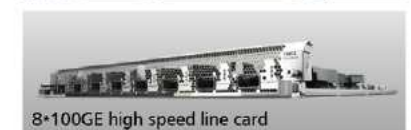
- Network virtualization: virtualizes one switch into 8, clusters 4 switches as one, reduces CAPEX and OPEX
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**A BETTER WAY**





# Is there a **new customer** hiding in your data?

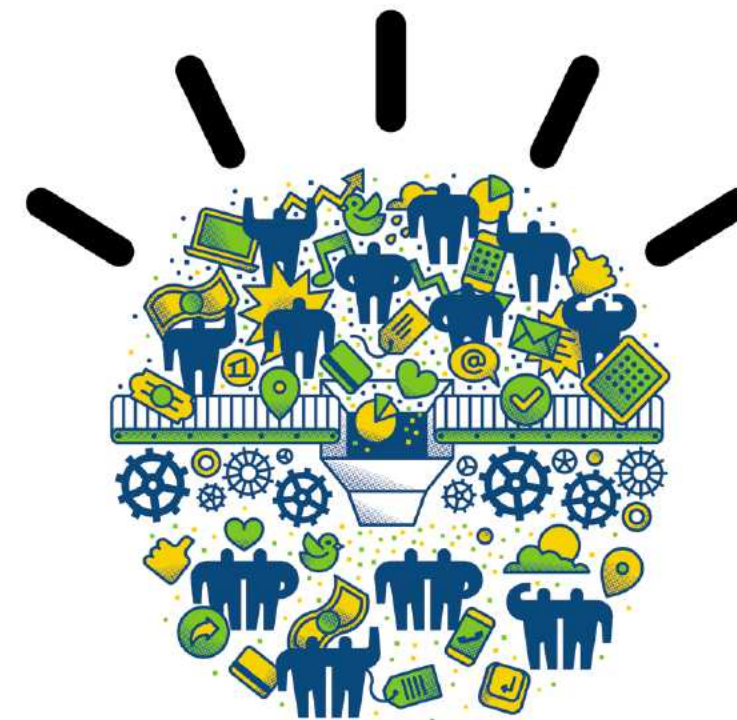
Most organizations only use 1% of the data available to them. Smarter enterprises are analyzing more of their data to find more of their customers. By uncovering entirely new markets and improving experiences for existing customers, some businesses are getting more than \$10 back for every dollar spent on analytics.

**This is Big Data & Analytics on a Smarter Planet.**



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## Are you thinking too small about Big Data?



*By 2005, the world had generated a total of 130 billion gigabytes of data—a level expected to increase to 40 trillion gigabytes by 2020.*



*Only 0.5 percent of the 2.5 billion gigabytes of data generated every day is examined for its analytic value.*

Count the mentions of “Big Data” you see today. Then count the times you see someone moving from Big Data promise to Big Data practice. On a smarter planet, a few enterprises are doing more than analyzing the data. They’re using analytics to change how they think and serve their customers as individuals.

**First comes analytics. Next comes action.** Predictive analytics can help you offer the ideal experience on any platform your customer chooses. Banco Itaú Argentina used analytics to identify likely customers and determine which offer would be most relevant to each. Getting more customers the right service on their phones, online or at the teller window helped the bank increase revenue by 40 percent.

**Reaching customers on their terms.** More organizations are using analytics to respond to customers’ individual needs. The city of Bolzano, Italy, analyzes older residents’ home sensors for abnormal

energy use and possible leaks. Acting on the analytics keeps more aging people independent and has helped the city save an estimated 30 percent on elderly care and assistance.

**The right action for every interaction.** If every employee shares insights from your company’s customer interactions, every employee knows the right action to take with a customer. Centerstone, a health-care provider, used data from 70,000 patient interactions to generate predictive models that help schedule services faster, letting clinicians spend more time seeing patients, without increasing staff.

**Putting Big Data and analytics to work.** Nearly every page of this publication heralds the promise of Big Data as an inexhaustible resource. A smarter enterprise doesn’t merely draw insights from Big Data and analytics. It puts those insights to work with powerful actions. Learn more at [ibm.com/analytics](http://ibm.com/analytics)



*The Big Data industry was worth \$3.2 billion in 2010. In 2015, it will be worth an estimated \$16.9 billion.*

LET’S BUILD A SMARTER PLANET.



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## MESSAGE FROM GUEST OF HONOUR

**The Hon. Gregory SO Kam-leung, GBS, JP**

Secretary for Commerce and Economic Development,  
The Government of the HKSAR

同心協力揚科技  
共展鴻圖拓新機

香港國際電腦會議二零一三

商務及經濟發展局局長蘇錦樑



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## MESSAGE FROM HONoured GUEST

**The Hon. C Y LEUNG, GBM, GBS, JP**

Chief Executive, Hong Kong Special Administrative Region

交流並進  
茂業常新

香港國際電腦會議二零一三

行政長官梁振英



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## MESSAGE FROM HONoured GUEST

**王志民先生**

中華人民共和國中央人民政府駐香港聯絡辦公室副主任

精研科技  
惠商利民

香港國際電腦會議二零一三

中央政府駐港聯絡辦副主任

王志民

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## MESSAGE FROM HONoured GUEST

**The Hon. Mrs. Carrie LAM CHENG Yuet-ngor, GBS, JP**

Chief Secretary for Administration, The Government of the HKSAR

專才合議  
碩劃同籌

香港國際電腦會議二零一三

政務司司長林鄭月娥



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## MESSAGE FROM HONoured GUEST

**The Hon. John C. TSANG, GBM, JP**

Financial Secretary, The Government of the HKSAR

廣納睿智  
大展鴻圖

財政司司長曾俊華



香港國際電腦會議二零一三

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## MESSAGE FROM HONoured GUEST

**The Hon. Jasper TSANG Yok-sing, GBS, JP**

President of Legislative Council, The Government of the HKSAR

探索新知  
掌握未來

中華人民共和國香港特別行政區  
立法會主席

曾鈺成



香港電腦學會舉辦香港國際電腦會議二零一三誌慶

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### MESSAGE FROM HONoured GUEST

#### Miss Susie HO Shuk-yee, JP

Permanent Secretary for Commerce and Economic Development (Communications and Technology), The Government of the HKSAR

商務及經濟發展局  
常任秘書長(通訊及科技) 何淑兒

俊彥雲集  
共創佳績

香港國際電腦會議二零一三

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## Hong Kong International Computer Conference 2013

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### MESSAGE FROM HONoured GUEST

#### The Hon. Charles Peter MOK

Legislative Councilor (Information Technology),  
Hong Kong Special Administrative Region



#### The Hong Kong International Computer Conference 2013

For 36 years, the Hong Kong International Computer Conference has been the flagship ICT event in Hong Kong, showcasing the development of our innovators, and providing a platform to demonstrate our professional excellence and industry best practice, and thereby disseminating the latest knowledge in ICT and its management to the industry as well as the public. The HKICC has thus developed itself to be the exemplary platform for collaboration among all industry practitioners, supporting to realise Hong Kong as a leading digital city in Hong Kong, or even the world.

So, I like to take this opportunity to express my gratitude for what HKICC and the Hong Kong Computer Society has achieved and contributed to Hong Kong in the past, and look forward to the continued success of the Conference this year and more fruitful exchange.

**Charles Mok**

Legislative Councillor (Information Technology)

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## MESSAGE FROM HONoured GUEST

### Mr. Daniel LAI, BBS, JP

Government Chief Information Officer, Office of the Government Chief Information Officer, The Government of the HKSAR

興集  
業賢  
惠匯  
民智

政府資訊科技總監賴錫璋



香港國際電腦會議二零一三

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# Hong Kong International Computer Conference 2013

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## MESSAGE FROM ORGANISER

### Mr. Michael LEUNG Kin-man

President, Hong Kong Computer Society  
Chairperson, HKICC2013 Organising Committee  
Deputy Chief Executive & CIO, China Construction Bank (Asia) Corporation Limited



I wish to extend a very warm welcome to all delegates attending the Hong Kong International Computer Conference 2013 (HKICC2013). This year, the Asia Pacific ICT Awards (APICTA), a prestigious regional event, will be held with the HKICC here in Hong Kong concurrently. These two prominent events will bring together professionals and leaders from different sectors, locally and overseas, to share their vast experiences in the innovative and indeed often disruptive use of technology for reaping opportunities in their businesses.

As all of us know, ICT will certainly continue to play significant roles in contributing to economic development and wealth creation across the world, as well as in improving quality of life at the individual level. While technology itself may not necessarily help business keep up with changes, the applications and processes enabled by technologies have and will continue to add a great deal of value to businesses and individuals alike.

It is therefore as timely as it is aptly for the HKICC2013 to focus on the "Technology Disruptions Transform Business", especially the event is held at the same time when APICTA 2013 will honor the most outstanding technology innovators of the region in business, public services, education, and startup areas. These exciting events will allow the world's technology leaders as well as regional ICT rising-stars to coverage in Hong Kong and share their insights on the future technology directions and trends to follow with various business sectors.

I would like to express my appreciation and gratitude to the members of the Organizing Committee and the Programme Committee, as well as the staff members of the Hong Kong Computer Society, for their dedication and hard work. Special thanks must also go to the speakers and the panelists for their participations, and to all sponsors for their generous and unfailing support, without which the conference could not be successful.

Finally, I would like to thank all delegates for taking part in this conference. I hope we will all find the conference useful and enjoyable. Have a pleasant stay in Hong Kong!

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### MESSAGE FROM ORGANISER

#### Ir. Sunny LEE Wai-kwong, JP

Chairperson, HKICC2013 Programme Committee  
Vice-President (Administration), City University of Hong Kong

It is my great pleasure to serve as the chairperson of HKICC2013 Programme Committee. I would like to express my sincere appreciation to committee members, speakers from broad spectrums and regions, as well as many organising and supporting colleagues. Their effort and participation will ensure HKICC2013 a landmark event which promises to inspire conference delegates to excel and innovate.

Over the past decades, we have witnessed the great advancement of Information and Communication Technology (ICT) and the dramatic transformation and improvement it has made to our society.

To echo the conference theme this year, "Technology Disruptions Transform Business" – the conference will feature the hottest ICT trends, including Big Data, Mobility, Social Media and Media Marketing, and to examine and celebrate the significance of Technology Disruptions and its impacts to businesses and societies. In addition, we will stage a special session themed Mainland China with exciting topics delivered by outstanding Mainland experts.

I hope you can join me and many world-class ICT movers and shakers to exchange ideas and share insights surrounding this relevant and aspiration theme. I am sure you will find this conference a great investment of your time.

See you there!

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### NOTES TO DELEGATES

#### Registration

The Conference Registration hours will start from 08:15 to 08:45 on 26 – 27 November.

#### Information and Services

Should any information or services be required, please contact the Conference Secretariat at the Enquiry Counter, the Convention Foyer, from 08:45 - 17:30 on 26 – 27 November. You can also contact the members of the Organising Committee, who are identified by purple label on their identification badges.

#### Conference Sessions

Opening Ceremony: Theatre 1, 08:45 on 26 November; Closing Remarks: Theatre 1, 17:45 on 27 November. All the Conference Sessions will be held in the Theatre 1 on 26 -27 November.

#### Luncheons

The Luncheons will be held at Chancellor Room, L4, Hong Kong Convention and Exhibition Centre, from 12:20 – 14:05 on 26 November and 12:35 – 14:20 on 27 November. Please show your identification badge at the entrance for admission.

#### Coffee/ Tea Breaks

Coffee and tea will be served during the designated time at the Theatre Foyer.

#### HKCS Gala Dinner

The HKCS Gala Dinner will be held at Convention Hall, Hong Kong Convention and Exhibition Centre at 18:30 on 27 November. Please show your dinner ticket at the reception for admission.

#### Identification Badge

For security reasons and for the purpose of better service, please wear your identification badge at all times during the Conference. Your badge will serve as your admission to all Conference Sessions and Luncheons.

#### Dress

Business suit or equivalent is recommended throughout the Conference.

#### Seating

You may sit anywhere you prefer except those seats marked "Reserved".

#### Punctuality

In order not to delay the proceeding of the Conference and cause unnecessary waste of time, we specifically request your co-operation to be punctual.

#### Language

English is the official language of the Conference. Simultaneous Interpretation will be provided in mandarin session (Day 2 Keynote and Mainland China Perspective session)

#### Speaking

If you wish to speak at any session of the Conference, please first seek recognition from the session chairperson.

#### Personal Property

Please take good care of your personal belongings. Do not leave them unattended. The organiser will not be responsible for any loss or damage of your personal property.

#### Certificate of Attendance

Certificate of your attendance at the Conference may be issued upon request. Please contact the Conference Secretariat at the Enquiry Counter for the arrangement.

#### Handbook of the Conference

Certificate of your attendance at the Conference may be issued upon request. Please contact the Conference Secretariat at the Enquiry Counter for the arrangement.

#### Weather Conditions

The Conference shall be immediately cancelled if the typhoon signal No. 8 is hoisted or Black Rainstorm Warning is issued during the Conference. The morning session will be cancelled if the typhoon signal No. 8 or Black Rainstorm Warning is still issued at 06:00; the afternoon session will be cancelled if the above weather conditions persist at 11:30. Further arrangement due to such situation will be noticed.

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# Hong Kong International Computer Conference 2013

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## DAY 1 – 26 NOVEMBER 2013, TUESDAY

8:15 – 8:45	Registration
8:45 – 9:20	Opening Ceremony
	<p>Guest of Honour: <b>Mr. Gregory SO Kam-leung, GBS, JP</b>, Secretary for Commerce and Economic Development, The Government of the Hong Kong SAR</p> <p>On-stage Guests:</p> <ul style="list-style-type: none"> <li>◆ <b>Mr. Michael LEUNG</b>, President, Hong Kong Computer Society &amp; Chairperson, HKICC2013 Organising Committee</li> <li>◆ <b>Ir. Sunny LEE, JP</b>, Chairperson, HKICC2013 Programme Committee</li> </ul>
9:20 – 9:25	Programme Outline and Conference Proceedings
	◆ <b>Ir. Sunny LEE, JP</b> , Chairperson, HKICC2013 Programme Committee
	Keynote Session
9:25 – 9:55	<p>Topic: "When Technology Meets Art: Making of the West Kowloon Cultural District"</p> <p>◆ <b>Mr. Michael LYNCH, CBE, AM</b>, Chief Executive Officer, West Kowloon Cultural District Authority</p>
9:55 – 10:20	<p>Topic: "SAP our Customers Cloud Journey"</p> <p>◆ <b>Mr. Phillip MILTIADES</b>, Head of SAP Managed Services, Asia Pacific Japan</p>
10:20 – 10:45	<p>Topic: "Global Insights on Succeeding in the Customer Experience Era"</p> <p>◆ <b>Mr. Chandru RELWANI</b>, Senior Director, CRM Applications Product Management, Oracle Corporation, Asia - Pacific and Japan</p>
10:45 – 11:05	Tea / Coffee Break
	Plenary Session: "Big Data Transforms Business"
11:05 – 11:30	<p>Topic: "The Use of Big Data to Better Understand the Community"</p> <p>◆ <b>Mr. W. F. YUK</b>, Assistant Director, Efficiency Unit, The Government of the HKSAR</p>
11:30 – 11:55	<p>Topic: "Unlock the Value from Big Data at the Speed of Business"</p> <p>◆ <b>Ms. Melissa RIES</b>, Vice President and General Manager, Pivotal Asia Pacific &amp; Japan</p>
11:55 – 12:20	<p>Topic: "Google's Big Data Journey"</p> <p>◆ <b>Mr. Cory FRANZMEIER</b>, Head of Cloud Platform, Asia-Pacific, Google Inc.</p>
	Luncheon
12:20 – 14:05	<p>Topic: "Hacking Hong Kong Culture: From Dim Sum Labs to Dim Sum Bonds"</p> <p>◆ <b>Mr. Pindar WONG</b>, Chairman, VeriFi (HK) Limited</p>
	Plenary Session: "Mobility"
14:10 – 14:35	<p>Topic: "APPcessorizing Everything"</p> <p>◆ <b>Mr. Stefan RUST</b>, Chief Executive Officer, Exicon Limited</p>
14:35 – 15:00	<p>Topic: "Mobility and Type II Technology and Innovation Industry"</p> <p>◆ <b>Prof. XU Yan</b>, Associate Dean, HKUST Business School, The Hong Kong University of Science and Technology</p>
15:00 – 15:25	<p>Topic: "Disruptive Mobile Innovations: Worldwide Trends and Cases"</p> <p>◆ <b>Mr. Jason CHIU</b>, Chief Executive Officer, Cherrypicks Limited</p>
15:25 – 15:45	Tea / Coffee Break
15:45 – 16:00	CPIT Awards 2012 - 2013
	Plenary Session: "Social Media"
16:00 – 16:25	<p>Topic: "E-Commerce with the Integration of Social Media"</p> <p>◆ <b>Mr. Wilson YUEN</b>, Founder and Director, TFI Digital Media Limited</p>
16:25 – 16:50	<p>Topic: "Social Media, Customer Acquisition, and Loyalty Program"</p> <p>◆ <b>Mr. William CHAN</b>, Cofounder and Director, Visual Squares Limited</p>
16:50 – 17:15	<p>Topic: "Capitalize your Professional Network for Business Success"</p> <p>◆ <b>Mr. Eric YEE</b>, Head of Talent Solutions, Hong Kong, Macau, and Taiwan, LinkedIn</p>
17:15 – 17:20	Lucky Draw of Grand Prize
	End of Day 1

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# Hong Kong International Computer Conference 2013

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## DAY 2 – 27 NOVEMBER 2013, WEDNESDAY

8:30 – 9:00	Registration
	Keynote Session
9:00 – 9:30	<p>Topic: "China Enterprises' Transformation: From Information to Internet - Trends and Opportunities of the China IT Market"</p> <p>◆ <b>Mr. Wilson WAN</b>, Managing Director, Business Value Magazine, China</p>
9:30 – 9:55	<p>Topic: "IBM Global Technology Outlook 2013"</p> <p>◆ <b>Mr. Samson TAI</b>, Chief Technologist, IBM Innovation Network, Hong Kong</p>
9:55 – 10:20	<p>Topic: "Big Data without a Cloud - Early Experiences in China"</p> <p>◆ <b>Mr. Ronald RAFFENSPERGER</b>, Chief Technology Officer, IT Solutions Sales, Huawei Technologies Company Limited</p>
10:20 – 10:45	<p>Topic: "How to Turn Big Data from Buzzword to Polyglot Heaven"</p> <p>◆ <b>Dr. YAN Shi Xing</b>, Program Director, Greater China, HP Labs Singapore</p>
10:45 – 11:05	Tea / Coffee Break
	Discussion Panel: "Mainland China Perspective"
11:05 – 12:35	<p>Topic: "Cloud Technology Development in China to Enable Greater Collaboration and Create New Values"</p> <p>Moderators:</p> <ul style="list-style-type: none"> <li>◆ <b>Dr. David CHUNG</b>, Chief Technology Officer, Hong Kong Cyberport Management Company Limited</li> <li>◆ <b>Dr. Hareton LEUNG</b>, Associate Professor, Department of Computing, Hong Kong Polytechnic University</li> </ul> <p>Panelists:</p> <ul style="list-style-type: none"> <li>◆ <b>Mr. CHENG Hui</b>, Board Director, OpenStack Foundation</li> <li>◆ <b>Mr. Tony CHIU</b>, Director, Technology Consulting Services, Sinosoft (International) Company Limited</li> <li>◆ <b>Dr. Lydia LI</b>, General Secretary, Shenzhen Nanshan Venture Capital Club and Managing Director, Cloud Venture Base</li> <li>◆ <b>Mr. Wilson WAN</b>, Managing Director, Business Value Magazine, China</li> </ul>
	Luncheon
12:35 – 14:20	<p>Topic: "2013 – the 50th Anniversary of the First Computer in Hong Kong"</p> <p>◆ <b>Mr. Quito BARROS</b>, Former IBMer and Former CLP Officer</p> <p>◆ <b>Mr. Anthony O</b>, Former Sales Director, IBM China / Hong Kong Limited</p>
	Discussion Panel: CXO Panel - Business Alignment and Value Creation
	Sub-Session A: Internal - Facing Group
14:25 – 15:55	<p>Topic: "Innovating the Business – The Changing Role of the CIO and IT Departments"</p> <p>Moderator:</p> <p>◆ <b>Mr. CHAN Chee-sing</b>, Group Editor, Questex Asia Limited</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>◆ <b>Mr. Henk ten BOS</b>, Chief Information Officer, Ageas Insurance Company (Asia) Limited</li> <li>◆ <b>Mr. Richard LEUNG</b>, Senior Vice President and Co-Head of the IT Division, Hong Kong Exchanges and Clearing Limited</li> <li>◆ <b>Mr. Michael MA</b>, Head of Information Technology, Hospital Authority</li> </ul>
15:55 – 16:15	Tea / Coffee Break
	Sub-Session B: External Group
16:15 – 17:45	<p>Topic: "Disruptive Technologies – How Can IT Truly Serve the Consumer?"</p> <p>Moderator:</p> <p>◆ <b>Prof. Andrew C. F. CHAN, SBS, JP</b>, Director, EMBA Program and College Head, Shaw College, The Chinese University of Hong Kong</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>◆ <b>Mr. Andy BIEN</b>, Chief Information Officer, Airport Authority of Hong Kong</li> <li>◆ <b>Mr. Andre BLUMBERG</b>, Director, Information Technology, CLP Power Hong Kong Limited</li> <li>◆ <b>Mr. S. K. CHEONG</b>, General Manager, Television Broadcasts Limited</li> <li>◆ <b>Mr. Andrew SCHULTZ</b>, Chief Financial Officer and Head of Strategy, CSL Limited</li> </ul>
17:45 – 17:55	Lucky Draw & Closing Remark
	◆ <b>Mr. Michael LEUNG</b> , President, Hong Kong Computer Society
17:55	END OF CONFERENCE

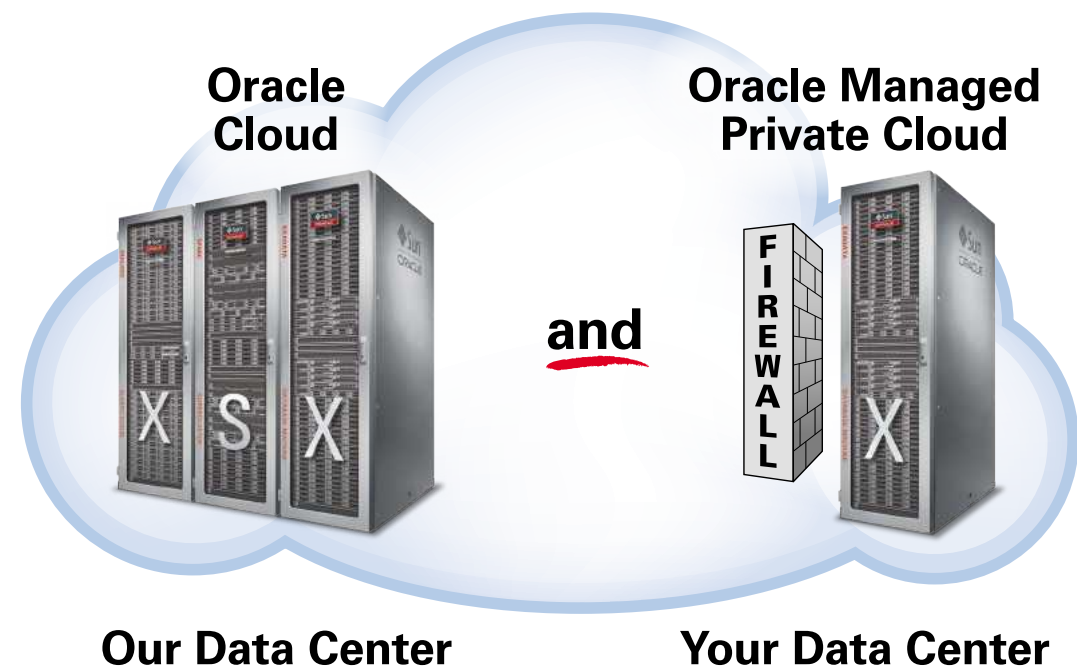
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# Oracle Cloud

Applications, Platform, Infrastructure

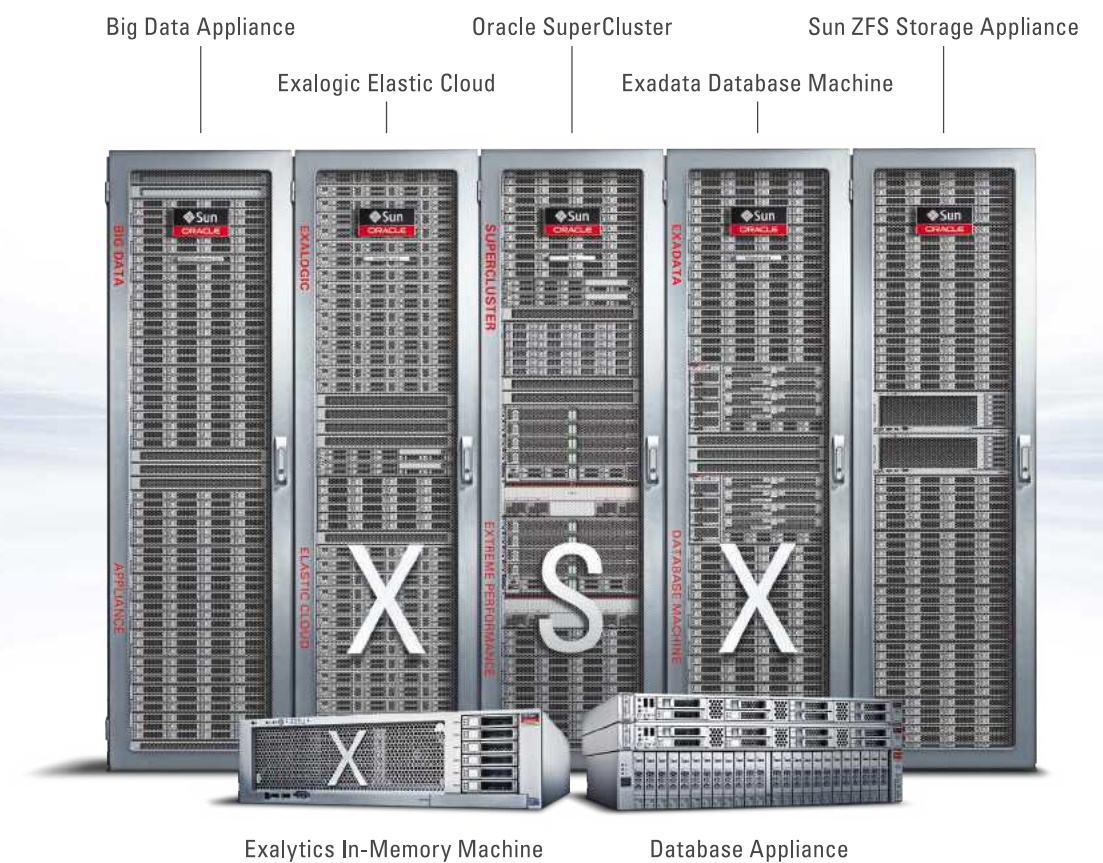


Run some of your applications in the Oracle Cloud and others in your Private Cloud. You Choose.

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With Hardware & Software  
Engineered to Work Together



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EMC<sup>2</sup>





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In 10 years, x86 PowerEdge servers improved up to 101 times more performance per watt. Just imagine what we'll do for you in the next 10 years.



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to our customers  
for making us  
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\*#1 vendor of x86 server units shipments in Asia Pacific and Japan Q2CY13. Source: IDC's AP Quarterly x86 Server Strategist Tracker 2Q 2013, August 2013 release.

Dell's 12th generation x86 PowerEdge servers offer high performance, energy efficiency and density, and require much less systems management. Thanks to customer-inspired innovation, businesses around the world are finding that Dell x86 servers are designed to help make IT staff more productive.

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\* Dell's normal terms and conditions apply and are available online or upon request. While all efforts are made to check pricing and other errors, inadvertent errors do occur from time to time and Dell reserves the right to decline orders arising from such errors. The images used act only as a reference. Copyright: ©2013 Dell Inc. All rights reserved. More information go to : [www.dell.com/hk/zh/product\\_information](http://www.dell.com/hk/zh/product_information).



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#### Huawei Technologies Company Limited

Huawei is a leading global information and communications technology (ICT) solutions provider. To adapt to the revolutionary transformations taking place in the IT industry, Huawei is continually developing customer-oriented strategies and technologies. Specifically, Huawei's innovations are extending from telecom carrier networks to the enterprise and consumer businesses, and Huawei will collaboratively develop the cloud-pipe-device business across these fields.

Huawei Enterprise is one of Huawei's three Business Groups (BGs). By leveraging Huawei's strong R&D capabilities and comprehensive technical expertise, we openly cooperate with partners in the enterprise business domain. We understand customer needs and are committed to providing wide-ranging and efficient ICT solutions and services to enterprise customers of all sizes. Our customers are in various types of vertical markets, such as government and public sector, finance, transportation, electric power, energy, commercial businesses, and ISPs. Huawei's leading solutions and services cover IP network infrastructure, unified communications and collaboration (UC&C), and cloud computing & data center.

Looking ahead, Huawei Enterprise will work with its global enterprise customers and partners to jointly embrace the challenges brought about by ICT transformations, build a favorable industry ecosystem, and promote the development of the ICT industry and society at large.

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IBM is a globally integrated technology and innovation company headquartered in New York with operations in over 170 countries. It creates new business value and sustainable growth for clients in the social and digital economy, through integrated solutions that leverage IT and deep expertise in organizational transformation. These solutions draw from an industry leading portfolio of consulting, delivery and implementation services, as well as enterprise software, systems and financing.

IBM opened for business in Hong Kong in 1957, and has since played a pivotal role in Hong Kong's development and transformation. For more information about IBM, visit [www.ibm.com/hk](http://www.ibm.com/hk).

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With more than 390,000 customers — including 100 of the Fortune 100 — and with deployments across a wide variety of industries in more than 145 countries around the globe, Oracle offers an optimized and fully integrated stack of business hardware and software systems.

Oracle is shifting the complexity from IT, moving it out of the enterprise by engineering hardware and software to work together — in the cloud and in the data center. From servers and storage, to database and middleware, through applications, each layer of the stack comprises best-of-breed products, and every product and layer is designed, optimized, and engineered to work together. Integrated, industry-specific solutions are engineered to address complex business processes for a wide range of industries. And when IT complexity is removed, enterprises can focus on business innovation.

For customers needing modular solutions, Oracle's open architecture and multiple operating-system options also give customers unmatched benefits from best-of-breed products in every layer of the stack, allowing them to build the most optimized infrastructure for their enterprise.

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For 40 years, SAP has helped businesses run better through world-class software solutions that solve complex problems to help invent, commercialize, and mainstream the products and services of the global economy.

SAP is uniquely positioned to help create a better run world. Our solutions are currently used by nearly 200,000 organizations, touch more than 63% of the world's financial transaction revenue, and positively impact more than 500 million people.

- Our vision is to help the world run better and improve people's lives.
- Our mission is to help organizations become better-run businesses.
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At the foundation of SAP's technology strategy is SAP HANA, - a revolutionary in-memory computing platform for real-time business and revolutionary applications. SAP HANA is disrupting traditional database technology while simplifying IT. With it, customers analyze "big data" up to 100,000 times faster than before, enabling completely new ways of doing business.

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No other company offers as complete a technology product portfolio as HP. We provide infrastructure and business offerings that span from handheld devices to some of the world's most powerful supercomputer installations. We offer consumers a wide range of products and services from digital photography to digital entertainment and from computing to home printing. This comprehensive portfolio helps us match the right products, services and solutions to our customers' specific needs.

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#### Cisco Systems (HK) Limited

At Cisco (NASDAQ: CSCO) customers come first and an integral part of our DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.

The concept of solutions being driven to address specific customer challenges has been with Cisco since its inception. Husband and wife Len Bosack and Sandy Lerner, both working for Stanford University, wanted to email each other from their respective offices located in different buildings but were unable to due to technological shortcomings. A technology had to be invented to deal with disparate local area protocols; and as a result of solving their challenge - the multi-protocol router was born.

Since then Cisco has shaped the future of the Internet by creating unprecedented value and opportunity for our customers, employees, investors and ecosystem partners and has become the worldwide leader in networking - transforming how people connect, communicate and collaborate.

For more information, please visit [www.cisco.com.hk](http://www.cisco.com.hk)

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#### EMC Corporation

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset — information — in a more agile, trusted and cost-efficient way. Additional information about EMC can be found at [www.EMC.com](http://www.EMC.com).

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# What Happened in 1984?

## Popular Culture 1984 - Popular Films

Ghostbusters  
Indiana Jones and the Temple of Doom  
Gremlins  
Beverly Hills Cop  
The Karate Kid  
Star Trek III: The Search for Spock  
Police Academy  
Splash  
The Terminator  
Amadeus  
The Killing Fields  
A Passage To India

## World Leaders in 1984

Australia Prime Minister Bob Hawke  
Canada Prime Minister Pierre Trudeau  
China Chairman Li Xiannian  
France President François Mitterrand  
Germany Chancellor Helmut Kohl  
India Prime Minister Indira Gandhi  
Italy Prime Minister Bettino Craxi  
Japan Prime Minister Yasuhiro Nakasone  
Mexico President Miguel de la Madrid  
Russia / Soviet Union Chairman of  
the Council of People's  
Commissioners Yuri Andropov  
South Africa Prime Minister  
Pieter Willem Botha  
United States President  
Ronald Reagan

## Technology in 1984

Aids Virus identified  
by French Immunologist  
AT&T Broken Up  
The first Apple Macintosh goes on sale  
Sony and Philips introduce the  
first commercial CD Players  
Sony makes the first 3 1/2" computer disk  
The Space Shuttle Discovery has its maiden voyage  
First Ever flight in Space by Human  
untethered using jet back Packs  
Genetic fingerprinting or DNA profiling was  
developed and is now in wide by Forensic  
scientists when obtaining evidence  
in a crime

Last but not least.  
**Computerworld  
Hong Kong**  
was born

Connie Yip  
Regional Sale Director  
Tel: (852) 2589 1373  
Email: cyip@questexasia.com

Carvin Lee  
Account Manager  
Tel: (852) 2589 1350  
Email: cleee@questexasia.com

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### Supporting Organisations



## Certified Professional of IT (CPIT)

by Hong Kong Institute for IT Professional Certification (HKITPC)

The Hong Kong Institute for IT Professional Certification (HKITPC) is a non-profit organization and the first local IT professional certification body for the IT professionals since 2007, offering the Practitioner and Master Level certification.

### The goals of HKITPC are:

1. Administer a certification system for IT professionals.
2. Establish and develop a self-regulatory framework of this certification system.
3. Raise the status and standards of IT professionals to foster Hong Kong IT industry's development & competitiveness.

#### Practitioner Level:

CPIT (Associate Project Manager)  
CPIT (Information Security Officer)  
CPIT (Business Analyst)



The standard fee is HK\$1,500 including examination and certification fees.

[http://www.hkitpc.org/en/news\\_events/index\\_id\\_28.html](http://www.hkitpc.org/en/news_events/index_id_28.html)

#### Master Level:

CPIT (Project Director)  
CPIT (Systems Architect)  
CPIT (Quality Assurance Manager)



The assessment fee is HK\$3,500 including assessment and certification fees.

[http://www.hkitpc.org/en/news\\_events/index\\_id\\_29.html](http://www.hkitpc.org/en/news_events/index_id_29.html)



**Mr. Michael K M Leung**  
President, HKCS

"CPIT programme gives IT practitioners the domain knowledge and the key to their next levels of career advancement."



**Ir. Stephen K M Lau, JP**  
Chairperson, HKITPC  
Vice President (Executive), HKCS

"CPIT provides the much-coveted qualifications to reaffirm IT professionals' standing and enhance their knowledge."



**Mr. Daniel S C Lai, BBS, JP**  
GCIO, OGCI

"CPIT promotes IT professional development and raises the standards of our professionals to foster the local IT industry."

HKITPC successfully has obtained funding from HKSAR Government under the Professional Services Development Assistance Scheme (PSDAS) on a 18-months program to further promote value of ICT certification. \*

## Upcoming Events:

- CIO Survey on value of ICT certification
- Site visits to major HK corporations including IT professionals recruitment firms and offshore outsourcing IT service providers in PRD China
- Promotional seminars to local IT professionals
- Accelerated program to corporate for certification
- CPIT training classes are available
- One-day forum to promote HKITPC and the latest certification trend in HK and international ICT industry

#### Funding Organization:



The Government of the  
Hong Kong Special Administrative Region

For more information regarding the CPIT and the institute, please visit our web site or contact us via:

Phone: (852) 2319 0900

Fax: (852) 2834 3003

Email: [hkitpc@hkitpc.org](mailto:hkitpc@hkitpc.org)

Website: <http://www.hkitpc.org>



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\* The funding of PSDAS only covers the promotional activities of the ICT certification. The administration and operation of the ICT certification (including its assessment fees) is the normal business of HKITPC, and is not funded by the PSDAS.





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