



MEDIA RELEASE

Hong Kong International Computer Conference 2011 Opens for Registration

Asia-Pacific Elites gather at Hong Kong's Largest ICT Conference Event

Examining on Delivering Sustainable Value in a Knowledge Economy

The Hong Kong International Computer Conference 2011 (HKICC2011), organized by the Hong Kong Computer Society (HKCS), will take place at the Hong Kong Convention and Exhibition Centre on November 23 and 24 this year and opens for registration now. This year, the theme of the conference is “Delivering Sustainable Value in a Knowledge Economy – the Challenge for Hong Kong”. HKCS is particularly pleased to have the Hong Kong General Chamber of Commerce as the strategic partner of HKICC2011. Information and Communication Technology (ICT) specialists and business and government representatives from all over the world will meet together and jointly examine how to realize wealth creation by ICT and moreover, deliver a sustainable value, to promote social progress.

Big name speakers, including ICT Elites, Government Officials and scholars, are invited to share at the HKICC with all participants their unique insights, with the objective that people can better understand the power of ICT from the perspective of creating economic value.

Mr. Sunny Lee, JP, the HKICC2011 Organising Committee Chairperson, stated that this is an era when knowledge has been undergoing rapidly expansion and technology has been advancing at an increasing speed. The great advancement of ICT has completely changed human life and business operation model, creating immeasurable direct and indirect value to the society. Looking forward, the impact of ICT will be even more deeply and widely. Thus, one of the major challenges facing Hong Kong will be how to maximize the sustainable value delivered by ICT to keep abreast of World's development.

Major topics of the HKICC this year include IT Service Delivery, Business in Knowledge Management Environment, Mobile Lifestyle and the Power of Social Media, ICT Collaboration in Pearl River Delta (PRD) Region, and ICT Talent Cultivation and Development.

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Mr. Nicholas Yang, the HKICC2011 Programme Committee Chairperson, pointed out that the selected topics have covered the latest development and trends of ICT, aiming at gathering ICT power from all sectors, to jointly explore more ICT potential and its social as well as economic value, thus creating a better future with ICT.

The HKICC2011 specially arranged four sections to examine more in-depth about the applications of ICT in Banking and Finance, Hospitality and Tourism, Logistics and Transportation, and Health industry respectively. The speakers of Logistics and Transportation ICT applications section include Mr. Daniel Lai, BBS, JP, Head of Information and Technology, MTR Corporation Limited and Mr. Tomasz Smaczny, Executive Director, Information Management and Chief Information Officer, Cathay Pacific Airways Limited. Speakers for Health industry include Mr. Pascal Tse, Chief Information Officer, St. Teresa Hospital; Dr. N.T. Cheung, Chief Medical Informatics Officer, Hospital Authority; and Dr. Heston Kwong, Assistant Director of Health (Special Health Services), Department of Health, , The Government of the HKSAR.

Ir. Stephen Lau, JP, President of the Hong Kong Computer Society, will particularly highlight the importance of ICT talent cultivation and development during HKICC. “Technology is human oriented. And incessant talent supply is fundamental and essential to the flourish of ICT industry. To deliver ICT value means exactly ICT talent value delivery. I hope the representatives from business, academic and government can bring forward more constructive ideas on ICT talent cultivation, to meet future challenges at HKICC2011,” stressed Ir. Lau.

Full details of early bird registration and its programme can be found on the official conference website at <http://www.hkcs.org.hk/hkicc/2011/> .

About Hong Kong International Computer Conference (HKICC)

The HKICC has been organised by the HKCS annually since 1978, 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.

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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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Issued by: Hong Kong Computer Society

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