NEWS RELEASE
FOR IMMEDIATE RELEASE

"Hong Kong ICT Awards 2012: Best Business Award" Calls for Entries

December 15, 2011 • Hong Kong –- "Hong Kong ICT Awards 2012: Best Business Award", the recognition of ICT business application achievements, organized by Hong Kong Computer Society, is open for invitation of entries now. The closing date for entries will be February 6, 2012. The Awards include four categories: Best Business (Application) Award; Best Business (Application - SME) Award; Best Business (Product) Award and Best Business (Start-up Company) Award.

Gold, silver and bronze awards will be presented in four award streams respectively. One of the gold award winners among the four streams will be selected as the winner of the "Hong Kong ICT Awards 2012: Best Business Grand Award" and be nominated to compete for the ultimate accolade of the "Hong Kong ICT Awards 2012: Award of the Year".

Ir. Stephen Lau, JP, President, Hong Kong Computer Society noted that the "Hong Kong ICT Awards 2012: Best Business Award" aimed to promote greater use of ICT in the community, in turn helping to create a culture of ICT usage in business as well as in daily life and to encourage original software development and promote improved creativity in the exploitation of technology in the local ICT industry.

Ir. Stephen Lau pointed out that as the winners of Hong Kong ICT Awards, their achievements will be made aware by customers, organizations, the ICT industry practitioners and the entire community. Winning the Hong Kong ICT Awards will not only elevate the company image but also expand its sales and market share in the global economy, and attract local and international investors' interest. Selected winners of the Awards will be nominated to participate in the Asia Pacific Information & Communications Technology Awards (APICTA). Pulse MediaTech Ltd., the winner of Best Business Grand Award also Best Business (Product) Gold Award of HKICTA 2011: Best Business Award, has won two Grand Awards in both "New Media and Entertainment" and "Start-up Company" categories at APICTA 2011 in November.

Ir. Stephen Lau encouraged qualified organizations to actively participate in the "Hong Kong ICT Awards 2012: Best Business Award", which not only benefit the

wining organizations but also promote ICT development in Hong Kong, in turn strengthen the competitiveness of local economy.

For details, please refer to http://www.hkcs.org.hk/ictawards, or contact Ms. Jan Wong of Hong Kong Computer Society: Tel: 2834 2228; Fax: 2834 3003; Email: ictawards@hkcs.org.hk

About the "Hong Kong ICT Awards 2012: Best Business Award"

The Hong Kong ICT Awards were established in 2006, supported by Office of the Government Chief Information Officer, Hong Kong Productivity Council, and Hong Kong Trade Development Council, and have 10 award streams which were organised by ten local professional associations, respectively.

The "Hong Kong ICT Awards 2012: Best Business Award" (Formerly known as "IT Excellence Awards"), was established in 1998 by Hong Kong Computer Society, and has become a well recognizing award in Hong Kong. This annual event has become a great tool to encourage the use of ICT, to stimulate innovation and competitiveness in the ICT industry and to raise public awareness of ICT application development.

About Hong Kong Computer Society (HKCS)

The Hong Kong Computer Society is a non-profit professional organization 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.

#   #   #

Issued by: Hong Kong Computer Society
For Media Enquiries: Please contact Davis Man at Man Communications Limited
                                 2862 0042 (office) / 9408 4928 (Mobile)