Shanghai – Hong Kong – Taiwan Youth IT Summer Camp 2013
2013 滬港台青少年 IT 夏令營
「綠色科技創未來　培養 IT 新人才」

PRESS RELEASE
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Shanghai-Hong Kong-Taiwan Youth IT Summer Camp Concluded Successfully
Students Jointly Designed Creative Green IT Products for Environmental Protection

August 28th, 2012・Hong Kong ⸺ The Shanghai-Hong Kong-Taiwan Youth IT Summer Camp was successfully held in the Chinese University of Hong Kong from July 31st to August 4th, with a post-event sharing session held today. During the camp, students from the three cities designed creative green IT products with joint efforts, to demonstrate how green IT could be applied in daily life for the purpose of environmental protection.　The 60 Hong Kong, Shanghai and Taiwan student elites concluded that they learned a lot from the camp, where they have deepened their understanding about Green IT development and its application to education, resources management, paper-less office and other aspect of daily life. They also built up profound friendship during the five-day program, which promoted cross-regional cultural exchange.

The Shanghai-Hong Kong-Taiwan Youth IT Summer Camp 2013, was co-organized by Hong Kong Computer Society (HKCS), Shanghai Computer Society and Information Management Association, Taiwan, and jointly sponsored by PCCW and HKT. HKT also sponsored Shanghai and Taiwan students some PCCW-HKT Discover Hong Kong Tourist SIM cards and LTE CAT 4 Pocket WIFI, supporting up to 150Mbps, devices for their easy contact with their family through voice call, Internet, IDD, text messaging services as well as information searching via net surfing anytime anywhere.

Mr. Michael Leung, President of Hong Kong Computer Society, stated: "The camp was themed by Environmental Protection with Green IT, with an objective to encourage youngsters to apply the latest green technology such as cloud computing, in day-to-day and protect the environment."

Mr. Ted Suen, Chairperson of Organizing Committee, 2013 Shanghai-Hong Kong-Taiwan Youth IT Summer Camp, introduced: "the camp was fun and informative with rich programs. The experience with HKT education eLearning Solution at PCCW Tower gave students a good knowledge of cloud application in education. They also visited Hong Kong Disneyland and its self-service costumes borrow system (CostuMagic), which adopts Radio Frequency Identification Technology (RFID) to shorten costume lending process for staff and enhance efficiency. Moreover, the digital workshops and seminars broadened students' awareness and understanding of IT and encouraged cross-regional cultural exchange."

Furthermore, students also visited Hong Kong Science Park and learned how green technology was applied to protect the environment and save energy. For example, Hong Kong Science Park promotes paperless office by better use of IT (e.g. though electronic tendering), extends the use of renewable energy such as solar and wind energy, and encourages walking inside the park and using of staircase for reducing the use of vehicles and hence reducing traffic carbon emission.

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Shanghai-Hong Kong-Taiwan Youth IT Summer Camp Concluded Successfully (Page 2)

Mr. Ted Suen continued: "During the presentation session, the five groups, each with members from Taiwan, Shanghai and Hong Kong, demonstrated their self-designed products with PowerPoint and drama playing. Though with very simple and crude equipment and props, they were highly cooperative and innovative, and totally threw themselves into the project."

One group demonstrated in a short drama the daily application of an artificial chip – a chip combining functions of identity cards, credit cards and electronic wallet and implanted in the human body. The chip is Cloud Technology enabled, which could provide a more convenient consumption pattern and lessen date loss or damage opportunities.

Another group employed environmental friendly concept and designed an Eco Cruise. They applied a variety of green technology such as solar panels, wind power and also designed gym treadmills and bicycles which could generate electricity. They hope to take full use of eco-energy and hence reduce environmental pollution.

Some students introduced a fridge equipped with Radio Frequency Identification Technology (RFID) which can remember the expiry dates of all food in the fridge and remind users beforehand, thereby reducing food waste, as well as increasing resources usage and recycle rates.

During the Summer Camp Gala Dinner, Yeung Lam from Caritas Fanling Chan Chun Ha Secondary School, Yang Yue from Shanghai Liadapoly Technic Institute and Song Weixuan from Taipei Municipal Dun-Hua Junior High School, all said that the IT Summer Camp had enhance their knowledge in IT, especially in Green Technology. They had also learnt the teamwork spirit, improved their communication skills, broadened their horizon, and exchanged with students from different regions. They also stated that they would recommend schoolmates and friends to join Shanghai-Hong Kong-Taiwan Youth IT Summer Camp in the future.

Mr. Michael Leung at last pointed out: "according to the Hong Kong IT industry salary trend survey reports conducted by HKCS for consecutive three years, IT talent demand has remained strong, projecting positive career prospects. We hope students could develop interest in IT application and consider devoting to the industry after joining the summer camp, thus contribute to social development. HKCS has also given priority to young IT talent cultivation for recent years in order to give new impetus full of energetic, creativity and drive to our industry and even the knowledge-based economic society of Hong Kong."

About Shanghai-Hong Kong-Taiwan Youth IT Summer Camp
Shanghai-Hong Kong Youth IT Summer Camp was co-founded by Hong Kong Computer Society and Shanghai Computer Society in 2001, joint force with Information Management Association, Taiwan in 2013, aiming at promote mutual interaction and inspiration on Information Technology, and push forward the collaboration on technology and economy between three cities. Every year, the camp provides precious opportunities for new generations to broaden their vision and thinking, at the same time instill their confidence in developing an IT career, so as to cultivate future pillars for the local IT industry.

Shanghai-Hong Kong-Taiwan Youth IT Summer Camp Concluded Successfully (Page 3)

This year the event was held in Hong Kong. Approximately 80 members, including instructors, volunteers and students aged 14-17 from Shanghai, Hong Kong and Taiwan, meet at the summer camp to exchange ideas and build friendship. Major activities include corporate visits, featured cultural shows, scenic spots tours, and interactive IT workshops, which are designed to promote cross-border cultural exchange.

About HKCS

The Hong Kong Computer Society (HKCS) 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, HKCS is dedicated to promote the highest professional standards for the industry. 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.

About PCCW

PCCW is a Hong Kong-based company, which holds interests in telecommunications, media, IT solutions, property development and investment, and other businesses.

The Group holds a majority interest in HKT, Hong Kong's premier telecommunications service provider. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, etc.

The Group also owns a fully integrated multimedia and entertainment group in Hong Kong, which includes a highly successful IPTV operation, now TV. As the provider of Hong Kong's first quadruple-play experience, the Group offers a range of innovative media content and services across four delivery platforms – fixed-line, broadband Internet access, TV and mobile. Also wholly-owned by the Group, PCCW Solutions is a leading information technology outsourcing and business process outsourcing provider in Hong Kong and mainland China.

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