Media Release
For Immediately Release

<u>**Hong Kong International Computer Conference 2013 Kicks Off Today**</u>
<u>Themed by Technology Disruptions Transform Business</u>
<u>With The Golden Jubilee of HK's First Computer Photo Exhibition held on Nov 27</u>
<u>**APICTA2013 Concurrently Takes Place in HK**</u>

November 26, 2013・Hong Kong ⎯⎯ Hong Kong International Computer Conference 2013 (HKICC2013), organised by Hong Kong Computer Society (HKCS) kicks off today at Hong Kong Convention and Exhibition Center. With the theme of "Technology Disruptions Transform Business", the two-day conference aims to deliberate how Information and Communication Technology (ICT) has and will continue to facilitate business changes and economic development in Hong Kong.

HKICC2013 Opening Ceremony will be officiated by Mr. Gregory So Kam-leung, JP, Secretary for Commerce and Economic Development, The Government of the HKSAR. Mr. Gregory So, together with Mr. Michael Leung, President of Hong Kong Computer Society and Chairperson of HKICC2013 Organising Committee, and Mr. Sunny Lee, JP, Chairperson of HKICC2013 Programme Committee, will jointly host the ceremony.

Mr. Michael Leung stressed in his speech: "HKICC2013 will continue its effort to explore more ICT possibilities with collective power from the industry. For the past decades, disruptive technology has fundamentally changed many traditional business models. The most successful enterprises have been those who excel in reaping the full benefits of product and service innovations. Quite aptly, the conference theme of this year is Technology Disruptions Transform Business. We hope more constructive ideas will be shared to promote business and economic developments."

Mr. Sunny Lee noted that the conference has invited world-class speakers to share their unique insights. Speakers include CEOs and CIOs from established international corporations, senior government officials from both the Mainland and Hong Kong, academics from famous local and overseas institutions and so on.

Mr. Sunny Lee introduced the conference programme: "the topics are selected to reveal the latest ICT development and trends, and discern future directions. The conference covers five major areas, including **Big Data Transform Business**, **Mobility**, **Social Media**, **Mainland China Perspective** and **Business Alignment and Value Creation**, all drawing tremendous attention from the ICT and business world." For programme details and speakers list, please refer to the attachment.

The Golden Jubilee of HK's First Computer Exhibition

Talking about the great advancement and impact of ICT nowadays, Mr. Michael Leung specifically mentioned 2013 was the golden jubilee of Hong Kong's first computer. In 1963, CLP Power Hong Kong Limited (CLP) installed the city's first top-line NCR computer, marking the beginning of the computer era in Hong Kong.

In 1964, an IBM 1620 data processing systems was installed in the Department of Civil Engineering at The University of Hong Kong.

To commemorate the important milestone, HKICC2013 will hold the Golden Jubilee of HK's First Computer Exhibition at the Convention Foyer, displaying a couple of precious photos provided by CLP and HKU. The exhibition will open from 2:00 pm to 10:00 pm.

APICTA2013 Concurrently Takes Place in HK

Concurrently, the Asia Pacific Information & Communication Technology Alliance Awards 2013 (APICTA2013), the other regional ICT flagship event hosted by Hong Kong this year, is held at Cyberport from November 24 to 26. This year, 40 award-wining local ICT entries, nominated by HKCS, will contest against strong opponents from other 17 economies for grand awards in 17 categories. For the list of HK entries, please refer to the appendix.

As Mr. Michael Leung explained, there will be some interactions between the two remarkable events to further promote ICT exchange among the region. All contestants of APICTA 2013 are invited to join HKICC2013 program on Nov 27, while HKICC2013 delegates are welcome to attend sharing/showcasing seminars held by APICTA2013 same day at HKCEC.

The HKCS Gala Dinner cum APICTA2013 Award Presentation Ceremony will take place on November 27. All APICTA2013 contestants and HKICC2013 delegates are welcome to join and share the glory and joy of ICT award winners in the Asia Pacific region. Mr. C.Y. Leung, The Chief Executive of Hong Kong SAR, will be the officiating guest of the award ceremony.

Details of HKICC2013 can be found at http://www.hkcs.org.hk/hkicc/2013/.

Mr. Michael Leung also called for public attention on APICTA2013 results and their support for Hong Kong representatives. Details of APICTA2013 could be found at http://www.apicta2013.com.

About Hong Kong International Computer Conference (HKICC)

The HKICC has been organised by the HKCS annually since 1977, 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.

About Asia Pacific Information and Communications Awards

Asia Pacific Information and Communications Awards (APICTA) is an annual flagship event in the ICT industry of Asia Pacific region, founded by Multimedia Development Corporation in Malaysia in 2001. APICTA aims to recognize

organizations and individuals in Asia Pacific region who has contribute profoundly to the ICT industry, increase ICT awareness in the community, stimulate ICT innovation, offer opportunities for business matching between IT innovators and investors, facilitate technology transfer and application.

Participants from 17 countries and regions in the Asia Pacific region of the awards program comprise members of the APICTA Alliance. APICTA member-economies take turns in hosting the annual Awards Program.

Ever since 2002 when Hong Kong for the first time participated in APICTA, HKCS, Being the most well-established and the largest professional association in Hong Kong, has been shouldering the responsibility of nominating participants in Hong Kong with its in-depth understanding of local ICT industry development. This year, APICTA 2013 will take place in Hong Kong. For detail, please refer to: http://www.apicta2013.com.

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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Appendix 1: Hong Kong International Computer Conference 2013 speakers list

Keynote Sessione:
    Mr. Michael LYNCH, **CBE, AM,** *Chief Executive Officer, West Kowloon Cultural District Authority*
    Mr. Phillip MILTIADES, *Head of SAP Managed Services, Asia Pacific Japan*
    Mr. Chandru RELWANI, *Senior Director, CRM Applications Product Management, Oracle Corporation, Asia-Pacific and Japan*
    Mr. Samson TAI, *Chief Technologist ,IBM Innovation Network, Hong Kong*
    Mr. Wilson WAN, *Managing Director, Business Value Magazine, China*
    Mr. YAN Shi Xing, *Program Director, Greater China, HP Labs Singapore*

Big Data Transforms Business:
    Mr. W. F. YUK, *Assistant Director, Efficiency Unit, The Government of the HKSAR*
    Ms. Melissa RIES, *Vice President and General Manager, Pivotal Asia Pacific & Japan*
    Mr. Cory FRANZMEIER, *Head of Google Cloud Platform Japan, Asia and the Pacific*

Mobility:
    Mr. Stefan RUST, *Chief Executive Officer, Exicon Limited*
    Prof. XU Yan, *Associate Dean, HKUST Business School, The Hong Kong University of Science and Technology*
    Mr. Jason CHIU, *Chief Executive Officer, Cherrypicks Limited*
    Mr. Andrew SCHULTZ, *Chief Financial Officer and Head of Strategy, CSL Limited*

Social Media:
    Mr. Wilson YUEN, *Founder and Director, TFI Digital Media Limited*
    Mr. William CHAN, *Cofounder and Director, Visual Squares Limited*
    Head of Talent Solutions, Hong Kong, Macau, and Taiwan, LinkedIn

Mainland China:
    Mr. CHENG HUI, *Board Director, OpenStack Foundation*
    Mr. Tony CHIU, *Director, Technology Consulting Services, Sinosoft (International) Company Limited*
    Mr. Wilson WAN, *Managing Director, Business Value Magazine, China*

Business Alignment and Value Creation:
    Mr. Andy BIEN, *Chief Information Officer, Airport Authority of Hong Kong*
    Mr. Henk ten BOS, *Chief Information Officer, Ageas Insurance Company (Asia) Limited*
    Prof. Andrew C. F. CHAN, SBS, JP, *Director, EMBA Program and College Head, Shaw College, The Chinese University of Hong Kong*
    Mr. CHAN Chee-sing, *Group Editor, Questex Asia Limited*
    Mr. S. K. CHEONG, *General Manager, Television Broadcasts Limited*
    Mr. Richard LEUNG, *Senior Vice President and Co-Head of the IT Division, Hong Kong Exchanges and Clearing Limited*
    Mr. Michael MA, *Head of Information Technology, Hospital Authority*
    Mr. Andre BLUMBERG, *Director, Information Technology, CLP Power Hong Kong Limited*

Appendix 2: Asia Pacific Information and Communication Technology Alliance Awards 2013 lists of Hong Kong entries

No	Award Category	Organisation/ Company	Product/ Application
1	Application Tools & Platforms	K-Matrix Digital Intelligence Limited	K-Matrix Social Brand Health Audit System
2	Application Tools & Platforms	PCCW Solutions Limited	Enterprise Solutions Superstore Alliance (ESSA)
3	Application Tools & Platforms	Sengital Limited	Digitouch System
4	Communication	M800 Limited	Toll Free & SMS Services
5	Communication	Green Tomato Limited	Pointcast Mobile Connector
6	e-Learning	(1) Hong Kong Applied Science & Technology Research Institute (ASTRI); (2) Active Learning Solutions Ltd.	Active Learning Solutions (ALS) System
7	e-Learning	(1) FifthWisdom Technology Limited (2) St. Edward's Catholic Primary School	Genesis Era
8	Financial Industry Application	(1) Cherrypicks Ltd. (2) Ageas Insurance Co. (Asia) Ltd.	Ageas Financial Needs Analysis iPad app
9	Financial Industry Application	Infocast Limited	InvesTrade - All-in-One Advanced Trading Solution
10	Government and Public Sector	(1) Efficiency Unit, The Government of the Hong Kong Special Administrative Region (2) Office of the Government Chief Information Officer, The Government of the Hong Kong Special Administrative Region	Tell me@1823
11	Government and Public Sector	Drainage Services Department, The Government of the Hong Kong Special Administrative Region	Safety Measures for Working Personnel in Confined Spaces
12	Government and Public Sector	MTR Corporation	MTR Mobile Apps
13	Health & Wellbeing	CKICOM Technology Limited	CAREASE Integrated Wetness Care System
14	Health & Wellbeing	Hong Kong Communications Co., Ltd	Real Time Ambulatory Patient Information Deployment Enabler (RAPIDE)
15	Health & Wellbeing	(1) Heep Hong Society (2) Starwish Little Prince Studio Limited	I-MOVE to Learn
16	Inclusion & Community	Keysquare Communication Ltd.	Quickey Universal Keyboard System
17	Inclusion & Community	Logital Co. Limited	EasyHear
18	Inclusion & Community	The Hong Kong Society for the Aged	Smart Use of ICT for Frail Elderly
19	Industry Application	MTR Corporation	Mobile Materials Testing Application
20	Industry Application	Fong's National Engineering Company Limited	Integrated Intelligent Rinsing
21	Industry Application	Voloe Technology Co, Ltd. Hongkong	Green Powered Smart Wireless Sensor
22	Media & Entertainment Technology	(1) Cherrypicks Ltd. (2) Starberry Ltd.	Smart:D Kiosk Experience
23	Media & Entertainment	Green Tomato Limited	Hong Kong Disney Mobile

No	Award Category	Organisation/ Company	Product/ Application
	Technology		Magic
24	Media & Entertainment Technology	Cenique Infotainment Group Limited	IntelliAd -- Intelligent Interactive Advertising Display and Analytics Platform
25	Research & Development	City Image Technology Limited	Fun Image (3D Photo Creation System)
26	Research & Development	Mobile Technologies Centre (MobiTeC), The Chinese University of Hong Kong	Authenticated Papers: Protecting Documents/Credentials Offline using Authenticated 2D Barcodes
27	Retail & Supply Chain Management	Hong Kong Air Cargo Terminals Limited	COSAC-Plus - Community System for Air Cargo
28	Retail & Supply Chain Management	(1) Netage Development Limited (Netage) (2) QBS System Limited (QBS)	End-To-End Supply Chain RFID Item Level Tagging (ILT) Solution
29	Retail & Supply Chain Management	Fukui Shell Nucleus Factory	Fukui ID Nucleus
30	School Project	Shun Tak Fraternal Association Yung Yau College	Intelligent Smoke-killing Rubbish bin & Distributed Air-quality Monitoring System
31	School Project	Shun Tak Fraternal Association Yung Yau College	HeartBook & SmartHelper
32	School Project	Tung Wah Group of Hospitals Chang Ming Thien College	@lert
33	Security	Network Box Corporation Limited	Anti-Distributed Denial of Service Web Application Firewall Plus (Anti-DDoS WAF+)
34	Start-Up	Omnistream Co. Limited	Silk
35	Start-Up	Viss Me Co & Limited	
36	Sustainability & Environment Technology	Hong Kong Exchanges and Clearing Limited	HKEx Hosting Services
37	Tertiary Student Project	The University of Hong Kong	KINECT in Physiotherapy
38	Tertiary Student Project	The Hong Kong Polytechnic University	RFIShoe
39	Tertiary Student Project	The Hong Kong University of Science and Technology	Telemetric Suit using in Robot Control
40	Tourism & Hospitality	(1) Cherrypicks Ltd. (2) Hong Kong Tourism Board	Discover Hong Kong · Walks Series mobile apps