



IT CHALLENGES IN A
CARING AND DIGITALLY
CONNECTED
SOCIETY

28 – 29 September 2010
Hong Kong Convention and Exhibition Centre



Hong Kong International Computer Conference 2010

Register before 15 September 2010 to enjoy Big "Early Bird" Discounts

The increasing integration of IT in the fabric of business and private life makes HKICC2010 a must for executives – CEOs, CIOs, IT management, business managers, strategy and operation managers – in virtually any industry.

Discussing issues that reach beyond Hong Kong's main economic pillars of Banking, Finance and Insurance, Trading, Transport and Logistics, Manufacturing, Retail and Hospitality, HKICC2010 promises to set a new benchmark for Asia's IT industry.

Don't miss out.

Register before **15 September 2010** and
you will enjoy **big "Early Bird" discounts**

(see attached registration form)

Participant	Normal Fee	Early Bird Offer	Content
HKCS member/ Group of 5 or more	HK\$3,980	HK\$3,480	1. Two-day conference on 28-29 Sept 10 2. Two-day luncheon on 28-29 Sept 10
Non-HKCS member	HK\$4,150	HK\$3,980	3. HKCS Gala Dinner* on 29 Sept 10

* HKCS Gala Dinner

Date	29 September 2010 (Wednesday)
Time	6:30 pm (Cocktail Reception) 7:15 pm (Dinner)
Venue	Ballroom, JW Marriott Hotel Hong Kong Pacific Place, 88 Queensway, Hong Kong

DAY 1 – Tuesday, 28 September 2010

8:15 am - 9:00 am	REGISTRATION OPENING CEREMONY
9:00 am - 9:15 am	On-stage Guests: Guest of Honour: Mrs. Rita LAU Ng Wai-lan, JP , Secretary for Commerce and Economic Development, The Government of the HKSAR Ir. Stephen LAU Ka-men, JP , President, Hong Kong Computer Society Mr. Jeremy GODFREY , Chairperson, HKICC2010 Organising Committee Dr. CHEUNG Nim-kwan , Chairperson, HKICC2010 Programme Committee
PROGRAMME INTRODUCTION	
9:15 am - 9:20 am	Programme Outline and Conference Proceedings Dr. CHEUNG Nim-kwan , Chairperson, HKICC2010 Programme Committee
KEYNOTE SESSION Session Chairperson: Ir. Stephen LAU Ka-men, JP , President, Hong Kong Computer Society	
9:20 am - 9:45 am	Topic: "e-Community" ** Ms. Christine FANG Meng-sang , Chief Executive, The Hong Kong Council of Social Service
9:45 am - 10:10 am	Topic: "To be confirmed" Mr. Simon KINGSTON , Vice President, Global OEM Business, Mozy (EMC Online Backup Service)
10:10 am - 10:35 am	Topic: "We Share the Same World – From Interoperation to Fusion" Dr. Thomas Li , Director, IBM Research – China; Chief Technology Officer, IBM Greater China Group
10:35 am - 11:00 am	Topic: "Changing the Energy Equation through Innovation" Mr. Fred SHEU , Presales Director, Enterprise Servers, Storage and Networking, Hewlett-Packard HK SAR Limited
11:00am - 11:15 am	Tea/ Coffee <Theatre Foyer> DISCUSSION PANEL: e-Learning
11:15 am - 12:45 pm	Topic: "e-Learning" ** Moderator: Dr. CHAO Shen-chang , Vice President and Group Director (Enterprise & Consumer Electronics Group), The Hong Kong Applied Science and Technology Research Institute Panelists: - Mr. Jacky CHIU , Chief Executive Officer, MyITSchool - Prof. Nancy LAW , Head, Division of Information and Technology Studies, The University of Hong Kong - Mr. SHE Mang , Chief Curriculum Development Officer (Information Technology in Education), Education Bureau, The Government of the HKSAR - Prof. Jojo TAM , General Manager, Cambridge University Press
LUNCHEON and PRESENTATION Session Chairperson: Dr. CHEUNG Nim-kwan , Chairperson, HKICC2010 Programme Committee	
12:45 pm - 2:15 pm <Chancellor Room>	Topic: "Personal Emergency Link Service" ** Mr. Albert CHENG, GBS, JP , Chairman, Senior Citizen Home Safety Association
PLENARY SESSION: Regional Collaboration Session Chairperson: Dr. CHEUNG Nim-kwan , Chairperson, HKICC2010 Programme Committee	
2:20 pm – 2:50pm	Topic: "Delivery of Media Application in the Future Internet" Dr. Steven GRAY , Head and VP, Corporate Research, Huawei Technologies (USA)
2:50 pm – 3:20pm	Topic: "To be confirmed" Dr. Tung NGUYEN , Chief Executive Officer and Chairman, Advanced Green Computing Machines Limited
3:20 pm – 3:50pm	Topic: "To be confirmed" Mr. Nicola VILLA , Senior Director, Smart Connected Communities, Integrated Business Solutions Group, Cisco Systems
3:50 pm – 4:05 pm	TEA/ COFFEE <Theatre Foyer> Session Chairperson: Dr. WONG Chung-kiu , Managing Principal, iASPEC Technologies and Services Group**
4:05 pm – 4:35 pm	Topic: "The IT Architecture Bootcamp" Mr. Paul PREISS , Chief Executive Officer & Founder, International Association of Software Architects Global
4:35 pm – 5:05 pm	Topic: "The IT Architecture Body of Knowledge" Mr. Aaron DANI , Founder & Chairman, International Association of Software Architects Asia Pacific; Co-author, IT Architecture Body of Knowledge
END OF DAY 1	

DAY 2 – Wednesday, 29 September 2010

8:45 am - 9:00 am **REGISTRATION <Theatre Foyer>**
KEYNOTE SESSION
Session Chairperson: Mr. Sunny LEE Wai-kwong, JP, Immediate Past President and Honorary Advisor, Hong Kong Computer Society

9:05 am - 9:35 am **Topic: "Development of Innovation and Technology in Hong Kong"**
Ms. Janet WONG Wing-chen, Commissioner, Innovation and Technology Commission, The Government of the HKSAR

9:35 am - 10:05 am **Topic: "To be confirmed"**
- **Dr. LAW Chi-kwong, SBS, JP, Associate Professor, Department of Social Work and Social Administration, The University of Hong Kong**
- **Dr. WONG Yu-cheung, Assistant Professor, Department of Social Work and Social Administration, The University of Hong Kong**

10:05 am - 10:35 am **Topic: "Cloud Computing – Fad or the Future"**
Mr. David HOOPER, Information Worker Business Group lead, Microsoft Hong Kong

10:35 am - 11:05 am **Topic: "To be confirmed"**
Mr. William LEE, Senior Director, Key Accounts Program, Oracle Asia Pacific

11:05 am - 11:15 am **TEA/ COFFEE <Theatre Foyer>**
PLENARY SESSION: e-Health
Session Chairperson: Dr. Heston KWONG Kwok-wai, Assistant Director of Health (Special Health Services), Department of Health, The Government of the HKSAR **

11:15 am - 11:45 am **Topic: "To be confirmed"**
Ms. Lydia LAM Sui-ping, Deputy Head, eHealth Record Office

11:45 am - 12:15 pm **Topic: "Development of a Territory-wide eHealth Record Sharing System for Hong Kong" ****
Mr. Michael FUNG Tat-shing, Deputized Chief Systems Manager (e-HR), Hospital Authority

12:15 pm - 12:45 pm **Topic: "To be confirmed"**
Dr. HO Chung-ping, MH, Chairman of Information Technology Committee, The Hong Kong Medical Association

LUNCHEON and PRESENTATION

Session Chairperson: Ir. Dr. Louis MA Chee-keung, Associate Professor, Department of Information Systems, City University of Hong Kong

12:45 pm – 2:15 pm **Topic: "Ecology, Global Warming" ****
<Chancellor Room> **Dr. Rebecca LEE Lok-sze, Founder, China Polar Museum Foundation**

PLENARY SESSION: Environment/ Green ICT

Session Chairperson: Dr. David CHUNG Wai-keung, Head of IT Operations, Hong Kong Cyberport Management Company Limited

2:20 pm – 2:50 pm **Topic: "Green ICT in Energy Efficiency"**
Dr. Hubert CHAN Chung-ye, Founding Chairman of Advisory Committee, The Green ICT Consortium

2:50 pm – 3:20 pm **Topic: "SMART 2020: Overcoming challenges to Green ICT"**
Ms. Molly WEBB, Head of Strategic Engagement, The Climate Group

3:10 pm – 3:50 pm **Topic: "Carbon Footprint Management & Audit Platform"**
Mr. Joubert YIU, Chief Executive Officer, EasyTrade Solutions Limited

3:50 pm – 4:00 pm **TEA/ COFFEE <Theatre Foyer>**
PLENARY SESSION: Security, Privacy and Trust
Session Chairperson: Prof. Hilton CHAN Kwok-hung, Immediate Past Chairman, Information Security and Forensics Society

4:10 pm – 4:35 pm **Topic: "Privacy by Design"**
Mr. Henry CHANG, IT Advisor, Office of the Privacy Commissioner for Personal Data

4:35 pm – 5:00 pm **Topic: "Research in Video Surveillance and Facial Reconstruction" ****
Dr. Ronald CHUNG, Honorary Assistant Professor, Department of Computer Science, The University of Hong Kong

5:00 pm – 5:25 pm **Topic: "Facial Recognition and City Surveillance" ****
Mr. Frank WEBER, Director of Algorithm Development, Cognitec Systems Limited

5:25 pm – 5:50 pm **Topic: "To be confirmed"**
Dr. Duncan WONG, Associate Professor, Department of Computer Science, City University of Hong Kong

5:50 pm – 5:55 pm **Closing Remark**
Ir. Stephen LAU Ka-men, JP, President, Hong Kong Computer Society

END OF CONFERENCE

Conference and Organiser Information



About HKICC2010


The HKICC is an annual event organised by the Hong Kong Computer Society (HKCS). Its goal is to bring together IT professionals and business and government leaders from all over the world to explore the opportunities that information technology can offer, to share successes and insight. More than 500 delegates attended last year's conference, representing a variety of local and overseas public and private sector organisations.

About Hong Kong Computer Society (HKCS)

Founded in 1970, the Hong Kong Computer Society (HKCS) is an established non-profit organisation dedicated to improving and developing Hong Kong's information technology (IT) industry.

Committed to promoting the highest professional standards, the HKCS was the Hong Kong IT industry's first recognised professional organisation and is also the largest. It draws its members from a diverse array of IT users, corporations and individuals who work together to enhance the industry's capability and profile.

The HKCS plays a pivotal role in Hong Kong's ongoing development as a regional technology hub. Its aims include providing a forum for the exchange of information, and ideas among members, as well as working with the Hong Kong Government and the general public on matters related to the IT industry and its broader interests. For example, the HKCS' President is a key contributor to the Government's Digital 21 Strategy and a member of the strategy's Advisory Committee.



Registration Form

I would like to join

HKICC2010, 28-29 September, 2010

Total Amount in HK\$: _____

HKCS Membership Number (if applicable): _____

Salutation: Dr. Mr. Mrs. Miss

Given Name: _____

Family Name: _____

Position: _____ Organisation: _____

Address: _____

_____ Country: _____

Office Number: _____ Mobile Number: _____

Fax: _____ Email: _____

Payment Method:

By Cheque Cheque No.: _____
(Cheque made payable to "Hong Kong Computer Society")

By Credit Card Visa Card Master Card

Card Holder: _____ Card No. _____

Expiry Date (MM/YY): _____ / _____ Card Holder Signature: _____

Invoice Required

Please indicate where you got the information on the HKICC2010:

HKCS Work Organisations

Promotion Leaflet Newspaper

Advertisement Internet

Others (please specify _____)

Please return to: (Fax) +852 2834 3003, (Email) hkicc@hkcs.org.hk

For enquiry, please contact Ms. Cherie Mak or Ms. Sky Hui at tel. +852 2834 2228.

Sculpting a Sustainable, Caring and Digitally enabled Society

A decade into the 21st century, Hong Kong has encountered two increasingly pressing social challenges - an aging population and a widening gap between the haves and have-nots. Both challenges are equally, if not more, urgent on the Mainland China. At the same time, we witnessed in the region a pervasive penetration of information and communication technologies on the consumer level, such as personal digital devices and social media networking.

In the face of these sweeping changes in our modern living, experts and government officials are increasingly concerned about the possible marginalisation of part of the population, especially the aged and the underprivileged. Swift and urgent actions are being taken to close the "digital gap". Needless to say, identifying and tackling the **"IT Challenges in a Caring and Digitally Connected Society"**, which is also the theme of the Hong Kong International Computer Conference (HKICC) this year, will be topmost priorities for administrative leaders and IT professionals.

The key objective of HKICC2010, therefore, is to bring together IT experts and policy makers from the region and outside to share their experiences and visions to sculpt a digitally enabled society that is sustainable, lively and above all, caring. Notably, the creative application of information technology to benefit members across all spectrums of the society will be a formidable challenge. This year, the conference' plenary sessions will include presentations on **e-Learning, e-Health, Green ICT and Security, Privacy and Trust**, as they are significant areas worthy of our immediate scrutiny and proactive response with continued, concerted efforts.

Don't miss this opportunity to get acquainted with the IT challenges that can fabricate a caring and digitally connected society! Register now for BIG "EARLY BIRD" discounts (see attached registration form).

Big Name speakers ready to inspire you

Bringing about a digitally enabled society

Prominent opinion leaders and technology executives will share their operational learning as well as R&D findings in bringing forth a digitally enabled society that is sustaining and caring.

Speakers include Ms. FANG Meng-sang, *Christine, Chief Executive, The Hong Kong Council of Social Service*; Mr. Simon KINGSTON, *Vice President, Global OEM Business, Mozy (EMC Online Backup Service)*; Dr. Thomas LI, *Director, IBM Research - China; Chief Technology Officer, IBM Greater China Group*; Mr. Fred SHEU, *Presales Director, Enterprise Servers, Storage and Networking, Hewlett-Packard HK SAR Limited*.

Security, Privacy and Trust

With more pervasive use of computers, the processing and storage of voluminous digitised information are becoming more and more popular of privacy and security concerns. Adding to the turbulence are the acts of corporations leveraging the information databases as money making assets selling to marketing companies craving hard for potential business leads. Does "trust" still exist between the provider and the recipient of private data? How secure will such data be handled and privacy protected?

Speakers include Mr. Henry CHANG, *IT Advisor, Office of the Privacy Commissioner for Personal Data*; Dr. Ronald CHUNG, *Honorary Assistant Professor, Department of Computer Science, The University of Hong Kong*; Mr. Frank WEBBER, *Director of Algorithm Development, Cognitec Systems Limited*; Dr. Duncan WONG, *Associate Professor, Department of Computer Science, City University of Hong Kong*.

Environment/ Green ICT

Whilst global climate changes are associated with the escalating carbon dioxide concentration on earth, and that more matured markets in US and Canada have more Green ICT conscious enterprises and citizens supporting green movements, it is suggested that more investments on efficient energy technologies on the enterprise level and territory-wide education and awareness programmes are essential in pushing forth a better living environment for all.

Speakers include Dr. CHAN Chung-ye, *Hubert, Founding Chairman of Advisory Committee, The Green ICT Consortium*; Ms. Molly WEBB, *Head of Strategic Engagement, The Climate Group*; Mr. Joubert YIU, *Chief Executive Officer, Easy Trade Solutions Limited*.

Don't miss out. Register for HKICC2010 today!

Hotline: +852 2834 2228

Online: [http:// www.hkcs.org.hk/hkicc2010](http://www.hkcs.org.hk/hkicc2010)

Organising Committee

Mr. Jeremy Godfrey
Conference Chairperson

Mr. Michael Leung
Vice Chairperson

Dr. Nim Cheung
Programme Chairperson

Ir. Stephen Lau, JP
Advisor

Mr. Joe Locandro
Advisor

Mrs. Agnes Mak, MH, JP
Advisor

Mr. Michael Ma
Council Sponsor

Mr. Rex Ma
Treasurer

Mr. Johnson Cheng
Director of Logistics

Mr. Eric Fan
Director of Promotion

Mr. Tony Pang
Director of Promotion

Ms. Certina Ma
Director of Public Relations

Ms. Kylie Fung
Director of Publication

Ms. Suk-wah Kwok
Director of Sponsorship

Ms. Grace Lo
Secretary

Ms. Kahlen Chan
Conference Secretary

Ms. Sky Hui
Conference Secretary

Ms. Cherie Mak
Conference Secretary

Programme Committee

Dr. Nim Cheung
Chairperson

Prof. Helen Meng
Vice Chairperson

Mr. Cedric Chan

Mr. Chee-sing Chan

Mr. Toa Charm

Prof. Patrick Chau

Mr. Anthony Cheung

Ir. Dr. K P Chow

Dr. David Chung

Mr. Stefan Hammond

Dr. Heston Kwong

Dr. Xinyi Liu

Dr. C K Wong

Prof. Peter Yum

Platinum Sponsor

EMC²
where information lives[®]

RSA
The Security Division of EMC

Gold Sponsors

accenture
High performance. Delivered.

IBM

Silver Sponsors

hp

Microsoft

ORACLE
ORACLE 甲骨文

Organiser

**HONG KONG
COMPUTER
SOCIETY**