Hong Kong International Computer Conference 2010
Focusing on "IT Challenges in a Caring and Digitally Connected Society"
Reports Satisfactory Enrollment Registration

Hong Kong – 20 August, 2010 – With 6 weeks to go, the Hong Kong International Computer Conference 2010 (HKICC2010), organised by the Hong Kong Computer Society, will be held at the Hong Kong Convention and Exhibition Centre on 28 and 29 September, 2010, reported satisfactory enrollment registration. HKICC2010 Organising Committee Chairperson, Mr. Jeremy Godfrey, Government Chief Information Officer of the HKSAR Government remarked: "IT professionals have a unique opportunity to contribute to the creation of a caring and connected society. Increasingly we accept that it is our responsibility to do so. I am glad to see so many IT professionals, from the private and public sectors, from Hong Kong and overseas, enrolling to find out more about this important aspect of our work." To encourage more people to participate in HKICC2010, early bird discounts will still be applied to interested parties who enroll **before 31 August, 2010**.

Differentiating this year's Conference focus from the previous years, Ir. Stephen Lau, JP, President of the Hong Kong Computer Society, noted that, "We usually set our eyes on the most urgent problems faced by the society, and study how Information Technology can help! However, this year we are directing our attention to a number of issues which may seem not so urgent in face, but with delayed or improper attention of which will weaken our society physically, socially and financially."

"Realising a universal attitude shift towards 'Privatising Profits and Socialising Losses' as a deep-rooted cause for the underestimation of risks, we are prompted to act on lessons learnt from the financial crises. We should take more swift action to tackle and overcome issues that threaten our well-being, even though they might seem apparently less urgent. This is especially true in our treatments to the Earth and our natural resources," remarked Dr. Nim Cheung, CEO of The Hong Kong Applied Science and Technology Research Institute and HKICC2010 Programme Committee Chairperson, "This year's Conference brings together a wide spectrum of stakeholders ranging from administrators, policy commentators to IT experts to discuss on issues spanning from IT innovation, e-Learning, e-Health, Green ICT, and Security, Privacy and Trust as well as Regional Collaboration. These significant areas are worthy of our immediate scrutiny and proactive response with continued and concerted efforts to narrow a society's digital divide as well as preparing for a digitally connected and enabled society that is caring and sustaining."

Plenary session on e-Health will be joined by prominent speakers Ms. Lam Sui Ping, Lydia, Deputy Head, eHealth Record Office; Mr. Fung Tat-shing, Michael, Senior Systems Manager, Information Technology

Department, Hospital Authority; and Dr. Ho Chung-ping, MH, Chairman of Information Technology Committee, The Hong Kong Medical Association.

In addition, there will be a panel discussion dedicated to Software Architecture/ IT Architecture led by prominent speakers like Mr. Aaron Tan Dani, Founder and Chairman, IASA Asia Pacific and Co-author, IT Architecture Body of Knowledge; and Mr. Paul Preiss, CEO and Founder, IASA Global.

About HKICC2010

The Hong Kong International Computer Conference (HKICC) is organised by the Hong Kong Computer Society (HKCS) annually 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 is expected to attend HKICC2010, representing a variety of local and overseas public and private sector organisations.

About Hong Kong Computer Society

The Hong Kong Computer Society (HKCS) was established in 1970, in the early days of information technology (IT). The vision that led to its establishment still continues to provide the Hong Kong business sector, the general public and the Hong Kong SAR Government with vital new insights and advice into the ways in which information technology is shaping and changing our lives.

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.

This press release is issued on behalf of HKCS by J&J Event Management Ltd. Please direct your enquiry to Mathew Cheng (852-9536.3646) / Simon Tam (852-9345.1126); Email: simon@jjeventmanagement.com