IT CHALLENGES IN A CARING AND DIGITALLY CONNECTED SOCIETY

Hong Kong International Computer Conference 2010
28 – 29 September 2010, Hong Kong Convention and Exhibition Centre

Hong Kong International Computer Conference 2010 Held Today
Starting Up a New Wave of Initiatives for a Caring and Digitally Connected Society

Hong Kong – 28 September, 2010 – Focusing on the theme of **"IT Challenges in a Caring and Digitally Connected Society"**, Hong Kong International Computer Conference (HKICC) 2010 was opened officially today by The Honourable Mrs. Rita Lau Ng Wai-lan, JP, Secretary for Commerce and Economic Development, The Government of the HKSAR, Mr. Jeremy Godfrey, HKICC2010 Organising Committee Chairperson and Government Chief Information Officer of the HKSAR Government, Ir. Stephen Lau Ka-man, JP, President of the Hong Kong Computer Society and Dr. Cheung Nim-kwan, HKICC2010 Programme Committee Chairperson and CEO of The Hong Kong Applied Science and Technology Research Institute (ASTRI). Coinciding with the Community's Dress Special Day, the international information technology conference called for joint efforts to sculpture a digitally connected society that is caring and sustaining. HKICC2010 is hosted at the Hong Kong Convention and Exhibition Centre on 28-29 September 2010.

Hong Kong has seen a series of initiatives to propel progress in society and to help those in need. This is in line with HKICC2010's call for swift action to narrow the digital gap and possible marginalisation of parts of the population, especially the aged and the underprivileged. The ongoing support from the Digital Cyber Centre Alliance, the launch of eElderly to facilitate a user-friendly internet platform for the elderly leveraging an online platform to elicit innovation and creativity to make Hong Kong a better place to live, is a perfect example of the community's effort to apply information technology positively and narrow the digital divide Hong Kong is facing.

"Whilst Hong Kong boasts one of the world's highest levels of computer, mobile phone and internet penetration, there are still a portion of the population who cannot enjoy the benefits brought about by the digital era. Reverberating Director Zhang Yimou's 1999 film entitled 'Not One Less', we don't want to leave

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anyone out. HKICC2010 hopes to provide a useful platform to allow experts in the information technology industry, distinguished opinion leaders, policy strategists and researchers to put thoughts together to bring forth useful advice, proposals and action to our society," remarked Ir. Stephen Lau Ka-men, JP, President of the Hong Kong Computer Society.

As HKICC2010 Organising Committee Chairperson, Mr. Jeremy Godfrey, Government Chief Information Officer of the HKSAR Government sees the organising of HKICC2010 as a truly team effort by ICT professionals from the private and public sectors. "This year's conference focus to meet the IT challenges also echoes the Hong Kong Government's efforts to use ICT to deliver social as well as economic objectives. We see the role of ICT in improving healthcare and education and in reducing the impact we have on the environment. And we particularly focus on creating an inclusive, knowledge-based, society in which every individual has the opportunity and the knowledge to use ICT to realise their full potentials," noted Mr Godfrey.

Giving highlights on the HKICC2010 programme, Dr. Cheung Nim-kwan, HKICC2010 Programme Committee Chairperson and CEO of ASTRI stated: "While technology innovation and regional collaboration remain an integral part of the forum, the HKICC2010 Programme Committee has incorporated relevant and engaging topics such as e-Learning, e-Health, Environment, Green ICT and Security, Privacy and Trust to reflect increasing concerns over the challenges accompanying applications in these areas."

"Along with representatives from international conglomerates like Hewlett Packard, Huawei Technologies, Microsoft, and Oracle, we have presence local elites, representatives from numerous governmental departments and renowned environmentalists like The Climate Group and The Green ICT Consortium. To name just but a few interesting topics, Mr Albert Cheng Jing-han, GBS, JP, Chairman of Senior Citizen Home Safety Association will be sharing with us his Asia Pacific ICT Award-winning 'Personal Emergency Link Service' and Dr Rebecca Lee Lok-sze, Founder of China Polar Museum Foundation will be speaking on the much talkabout subject 'Poles Expedition'."

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Organiser

Hong Kong Computer Society
LG1, No.78 Tat Chee Avenue, Kowloon Tong, Hong Kong
Tel: (852) 2834 2228 Fax: (852) 2834 3003
Email: hkcs@hkcs.org.hk Website: www.hkcs.org.hk

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Full details of HKICC2010 and its programme can be found on the official conference website at http://www.hkcs.org.hk/hkicc2010.

About HKICC2010

The 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 opportunities that information technology can offer , and to share successes and insight. More than 500 delegates are 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.

To download pictures about the press conference, please click into:

http://ftp.jetum.com/hkicc2010.zip

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

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