



Hong Kong International Computer Conference 2010 Calls for the Sculpting of a Caring and Sustaining Digitally Enabled Society

Hong Kong - 11 August, 2010 – Whilst relieving to see Hong Kong recovering from the global financial tsunami with blue chip companies reporting encouraging results one after the other, visionary economists and IT experts are pressing on with their quests to fix the big problems weakening the society before it's too late. In line with this movement, Hong Kong International Computer Conference (HKICC) 2010 focuses on the "IT Challenges in a Caring and Digitally Connected Society" with a view to help sculpting a digitally enabled society that is lively, sustaining and caring. The 2-day international conference HKICC2010 will be hosted at the Hong Kong Convention and Exhibition Centre from 28-29 September 2010.

"Information technology will continue to play significant roles contributing to global macroeconomics as well as the betterment of life quality at the individual level. However, in view of the sweeping changes in modern living brought about by the digital era, experts and government officials are increasingly concerned about the possible marginalisation of part of the population, especially the aged and the underprivileged," remarked Mr. Stephen Lau, JP, President of the Hong Kong Computer Society, during today's pre-event press conference. "Swift and urgent actions are needed to be taken to narrow the *digital gap*, so that people irrespective of their ages or socio-economic-statuses can enjoy the benefits brought about by a technology enabled and digitally connected society."

HKICC2010 Organising Committee Chairperson, Mr. Jeremy Godfrey, Government Chief Information Officer of the HKSAR Government, agreed with the urgency to address the "digitally divided" issue in a society and cited the Hong Kong government's pro-active initiatives back in 2008 with the formation of the Digital 21 Strategy Advisory Committee and the launch of the eElderly in June 2010. "Leaders and experts will be putting heads together during HKICC2010 to strike a balance between effectively applying information technology to enhancing the security and integrity of the e-services or e-applications while protecting individual privacy as well as the environmental consequences they might bring forth," Mr. Godfrey noted.

Commenting on the conference programme this year, Dr. Nim Cheung, CEO of ASTRI and HKICC2010 Programme Committee Chairperson, "As voluminous aspects needed to be taken care of to effectively facilitate a digitally connected and enabled society, it gives us difficult tasks to design what we think the best programme for HKICC2010. After careful study and discussions, we agree on giving priority to issues in **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 and concerted efforts."



Speaking on **Regional Collaboration** issues will be prominent speakers like Ms. Fang Meng-sang, Christine, Chief Executive, The Hong Kong Council of Social Service; Dr. Thomas Li, Director of the IBM China Research Laboratory, IBM China Group; and Dr. Steven D. Gray, Head and VP, Corporate Research, Huawei Technologies (USA).

The plenary session on **Security, Privacy and Trust** will include speakers like Mr. Woo Bun, Roderick, JP, Privacy Commissioner, Office of the Privacy Commissioner for Personal Data; Dr. Duncan Wong, Associate Professor, Department of Computer Science, City University of Hong Kong; Dr. Ronald Chung, Honorary Assistant Professor, Department of Computer Science, The University of Hong Kong; and Mr. Robert Meng, Product Manager, Cognitech Systems Ltd.

Nevertheless, environmentalists like Ms. Loh Kung-wai, Christine, OBE, Chief Executive, Civic Exchange; Ms. Molly Webb, Head of Strategic Engagement, The Climate Group; and Mr. Joubert Yiu, Chief Executive Officer, Easy Trade Solutions Ltd. will be heading the discussions on the **Environment/Green ICT** session.

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 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.

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