



Hong Kong International Computer Conference 2010 Celebrates its 33rd Mission to Contribute to IT Innovation & Application

Hong Kong - 15 September, 2010 – With just two weeks to go, the Hong Kong International Computer Conference (HKICC) will take on its thirty-third annual mission to provide an international platform for utilising and maximising information technology on societal goals. According to OFTA (Office of the Telecommunications Authority, The Government of the HKSAR) statistics, Hong Kong boasts a household broadband penetration rate of 82.3% as of April 2010, ranking the special administration zone amongst the leading internet penetration areas in Asia. However, despite such a high penetration, the Hong Kong Government recognises the importance of ensuring that all in society have the skills, opportunity and motivation to make best use of computing and the Internet. This is especially important for the aged, people with disabilities and the underprivileged .

Efforts including the government set-up of the Digital Inclusion Task Force in 2008, a government-initiated and community endorsed Digital Cybercentre Alliance with programmes encouraging lay population's enrollment in computer and internet access courses and seminars, as well as the launch of the e-Elderly in June 2010 are just but part of a community-wide private and public sectors collaboration. In accord with this, the Hong Kong Computer Society (HKCS) has decided to focus on the theme of "*IT Challenges in a Caring and Digitally Connected Society*" for the HKICC2010 to be held at the Hong Kong Convention and Exhibition Centre from 28-29 September 2010.

While technology innovation and regional collaboration remain part of the discussion foci, areas such as **e-Learning, e-Health, Environment/ Green ICT** as well as **Security, Privacy and Trust** that need swift attention and action are prioritized topics for the plenary sessions. The organisation of the HKICC2010 itself is already a vivid illustration of joint private and public efforts with Mr. Jeremy Godfrey, Government Chief Information Officer of the Government of the HKSAR, serving as the Organising Committee Chairperson, and Dr. Cheung Nim Kwan, Chief Executive Officer of The Hong Kong Applied Science and Technology Research Institute, taking up the role as the Programme Committee Chairperson.

The HKICC2010 speakers and panelists also comprise IT luminaries like Dr. Steven D. Gray, Head and VP, Corporate Research, Huawei Technologies (USA), Mr. Aaron Dani, Founder & Chairman, International Association of Software Architects Asia Pacific and Mr. David Hooper, Information Worker Business Group Lead, Microsoft Hong Kong.



Notably, leading the discussions for Green ICT will be prominent opinion leaders like Dr. Hubert Chan Chung-ye, Founding Chairman of Advisory Committee, The Green ICT Consortium and Ms. Molly Webb, Head of Strategic Engagement, The Climate Group. Mr. Henry Chang, IT Advisor, Office of the Privacy Commissioner for Personal Data will also be giving his views on Privacy during the plenary session on “Security, Privacy and Trust”.

To enable those who share the urge to contribute to the cultivation of a digitally enabled society that is sustaining and caring, the HKICC2010 will extend its booking deadline to accept late registration until **20 September 2010**.

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 (9536.3646) / Simon Tam (9345.1126); Email: simon@jjeventmanagement.com