

# Internet Professional Association

## President's Report 2009

*To be presented at the Annual General Meeting on 14 December 2009*

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## **A. Association Development**

### **1. Association Structure**

As a continually growing association, iProA now represents nearly 2,500 individual ICT professionals and we have added 49 companies to the Corporate Scheme.

In year 2009, iProA operated under the leadership of 37 Council Members. Its activities were managed by 119 volunteer members of its 14 Executive Committees (Finance, Design, Editorial, Membership, Membership Vetting, PR, China, Education, Events, International, Junior, Policy, Professional Development and Survey) and 9 SIGs (e-Inclusion, SME, e-Health, Law, e-Transportation, Digital Content and New Media, Venture Capital and New Business Development, Sustainable Development and Offline Club).

It gives me pleasure to see the vibrant growth of iProA with a larger membership and our events expanding in strength and breadth. I would like to take this opportunity to thank the Chairmen, Vice Chairmen, Conveners and Members of all the Committees and SIGs for their tremendous contribution to the Association and the hard work of our staffs.

## **B. Serving the Community and Building an eInclusion Harmonious Society**

### **1. Web Care Campaign**

Web Care Campaign, organized by iProA with over a hundred NGOs as co-organizers, and supported by “Web Care Campaign Ambassador” - the famous artist – Ms. Kay Tse, made contribution towards building a digitally inclusive society by serving the needs of various communities through the use of internet technology.

#### **- The Opening Ceremony**

The Web Care Campaign 2009 was formally kicked-off on 13 April 2009 at Olympic City. Guests attended the ceremony included representatives from the Government, sponsors, schools, students, supporting organizations. More than 200 people have joined the ceremony.

The major events under the Campaign as follows:

#### **- Web Care Award**

The Web Care Award was established to encourage both public service organizations as well as private business corporations to build no-barrier web sites. This year, 195 websites registered for the Award, of which 85 were registered for the Silver Prize, 26 for the Gold Prize, 76 for the Excellence Award, and 8 for Referral Award.

To ensure participating websites have indeed achieved requirements of the Web Care Award, 10 volunteers have been recruited to become Web Care Award Assessors and carry out first round screening of registered web sites between 1 September and 30 September 2009. Final Judging Panel carried out the final judging on 12 December 2009.

We were most encouraged with the participation of our long time supporters including KMB, Manulife, the Hong Kong Electric Holdings, Hong Chi Association, Lam Soon, Bank of China (Hong Kong) Limited, Hong Kong Housing Society, Hong Kong Trade Development Council, Efficiency Unit Chief Secretary for Administration's Office. There were also many organizations and new faces being awarded for the first time, including Water Supplies Department, HKSARG, Hong Kong Arts Centre, Hong Kong

Examinations and Assessment Authority, and Office of the Privacy Commissioner For Personal Data, Hong Kong.

## **School Web Care**

This year, School Web Care was co-organized with Intellectual Property Department with the objective to promote the importance of Intellectual Property. 12 secondary schools participated in this programme. In Phase 1 Activity, a series of Seminars were conducted to “School Web Care” Ambassadors with topics related to Youth Cyber Crime, Cyber Violence, youth Internet culture and Intellectual Property. Of the students registered, 927 have been trained up as “School Web Care” Ambassadors and the number of participants broke our record for last year. In Phase 2 Activity, an on-line competition was held, with topic related to the seminars. Ambassadors who got the highest scores were selected and invited to the Phase 3 Activity.

To further encourage parents and students to narrow the generation gap caused by advancement in technologies, in Phase 3 Activity, a competition designed for joint participation by students and their parents would be held on 19 December 2009. It is estimated that 30 parents and students would form teams to use Internet to search answers for a set of questions. Teams who can complete all the instructions within the shortest time would be awarded at the Award Presentation Ceremony.

To empower parents with Information Technology, a more sophisticated and advanced training courses in Web. 2.0 applications, including Flickr and Facebook, were delivered to parents, where a total of 130 parents attended the training. In addition, a Cyber Café Tour was arranged to parents on 25 July 2009 visiting Msystem.com.hk Limited(陽光網絡) in Tsuen Wan where basis understanding and overview of Cyber Café were introduced to some 50 parents.

The e-Inclusion Campaign was extended to the secondary schools via the ‘School Web Care Campaign’ in 2003, co-organized by a group of Federation of Parent-Teacher Association, it aims to encourage and equip secondary school students to teach their parents as well as the elderly members on basic computer knowledge and Internets skills, so they too can enjoy the rich information on the Internet. I would like to express my heartfelt gratitude for the relentless support of the Parent-teacher Association in enabling the vision of e-Inclusion to be carried forward across generations of students, teachers and parents.

## **Award Presentation Ceremony**

The Web Care Campaign 2009 Award Presentation Ceremony would be held on 9 January 2010 at the Cyberport. In the Award Presentation Ceremony, Web Care Award would be presented to hundreds of website. 18 Awards would be presented to 3 different groups of winners, including 親親 IT 積極參與大獎 (Schools recruit most School Web Care Ambassadors), 親親 IT 上網大獎 (Ambassadors with Parents who won the competition), Parent-Teacher Associations Award 親親 IT 積極推廣家長教師聯會大獎 (Federation of Parent-Teacher Associations with the most participants).

I would like to express our sincere gratitude to Mr. Witman Hung, Chairman of the e-Inclusion Committee, Ms. Yvonne Wong, Chairman of Web Care Campaign, Ms. Shirley Ma, Chairman of the School Web Care Programme and Mr. Emil Chan, Chairmen of Web Care Award, for their leadership and contribution. My Special thanks also go to all members and volunteers of the e-Inclusion Committee for their ongoing hard work, along with Ms. Kay Tse, all the sponsors, supporting organizations and individuals of the Campaign for their generous support.

## **2. IT Education Programmes**

### **Hong Kong Public Libraries 「資訊科技與你」 Seminar**

iProA, in cooperation with Hong Kong Public Libraries, organized 23 IT Talks in 23 public libraries to promote ICT usage and knowledge to the general public during 2009. The 「資訊科技與你」 seminar covered a wide range of practical topics such as Web 3.0 trends, cloud computing, network security concepts, application of Geographical Information System, business intelligence, service-oriented architecture, Google application etc. These talks have successfully attracted over 1,000 attendees during the year.

### **Office of the Telecommunications Authority (OFTA) Public Education Talk**

Organized by the Office of the Telecommunications Authority (OFTA) and supported by iProA, talks were held to educate the public on the knowledge of internet with topics on Google, Facebook, mobile internet services, broadband tips and free office software application. A total of 11 talks and seminars were hosted by iProA professionals as speakers with total attendance reaching 2000 during the year.

I would like to thank the Hong Kong Public Library and OFTA for their support and express my appreciation to all outstanding speakers such as Mr. Alan Kan, Mr. Ray

Chung, Mr. Sean Lin, Mr. Alex Hung, Mr. Happy Lee, Mr. Lawrence Tam...etc for their time and contributions to this project.

### **3. District Cyber Centres Alliance**

District Cyber Centres Alliance (DCCA), a joint initiative from three organizations: iProA, Hong Kong Cyberport Management Company Limited and The Information Technology Resource Centre of Hong Kong, Council of Social Service, aims to bridge the digital divide exists in our society by providing the needy groups with equal opportunities in learning and accessing Internet.

With the support of Office of the Government Chief Information Officer and the sponsorship support from various companies, DCCA offer six service schemes to 33 affiliated community centres in different districts in Kowloon, Hong Kong and New Territories. The six service schemes operated under DCCA are Laptop Library Scheme, Professional Volunteer Management Scheme, Youth Development Scheme, Capacity Enhancement Scheme, Hardware Sustainability Scheme and Cyber Community Award Scheme.

At present, there are over 450 laptops purchased under the Laptop Library Scheme, people in need can borrow them through the affiliated centres on a needed basis. Also, DCCA operates a mobile cyber truck which goes around in Hong Kong to serve the community and promote the DCCA services to residents in different districts. The truck is equipped with laptops and Wi-Fi services so that it can serve as a moving classroom for people to learn the use of internet and computer technology.

To effectively manage and operate the affiliated centres, Professional Volunteer Management Scheme was introduced with “train the trainer” as the main objective whereby DCCA provides practical course materials and diversified training courses to staffs, tutors, and volunteers. Trainees are encouraged to apply what they have learnt on community service when helping out at the affiliated centres. Volunteers are recruited through and can register on our website at <http://volunteer.dcca.hk>. Training information and materials can also be downloaded from the website.

In this digital era with technology being a close part of our lives, young people should and are mostly interested in keeping pace with the technology development. DCCA encourages youth from all walks of life to grasp the application of information technology to encourage creativity and enhance their competitiveness. Youth Development Scheme will launch a series of seminars, workshops, and competition

under the theme of “Digital Inclusion in the Community”. Through these activities, DCCA hopes to stimulate and spark interests of young people in digital technology.

iProA is privileged that DCCA has received strong support and endorsement from the Government. Mr. John Tsang Chun-wah, JP, Financial Secretary of the Hong Kong SAR Government, was the Guest of Honor for the DCCA Opening Ceremony on 22 February 2009. Mr. Duncan Pescod, JP, Permanent Secretary for Commerce and Economic Development (Communications and Technology) was the Guest of Honor for the Media Tour and Press Conference on 16 July 2009. Whereas Mr. Gregory So Kam-leung, Under Secretary for Commerce and Economic Development, also visited one of the DCC affiliated centres on 25 August 2009. Their presences have certainly raised public’s awareness to serve the under-privileged in the society and supported the initiatives of DCCA.

I would also like to express my sincere thanks to Dr. Elizabeth Quat, Mr. Witman Hung and Ms. Yvonne Wong for their guidance and advises in the DCCA Steering Committee.

#### **4. Policy Papers Submitted**

iProA had submitted various recommendation papers and responses to the HKSAR Government this year, which include:

- ICT Industry Response to The Fiscal Budget in 2009-2010
- ICT Industry Recommendations for The Chief Executive’s Policy Address in 2009-2009
- The 2009-2010 Polcy Address - Response from iProA
- Recommendations for HKSAR Government in Digital Economy
- Recommendations for West Kowloon Cultural District Development
- Recommendations for the Consultation Document on Review of the Personal Data (Privacy) Ordinance

iProA welcomes the development of the six industries as emphasized in the Chief Executive’s Policy Address, in particular, the measures related to redevelopment of old industrial buildings presents a good stimulus to most industries, as the optimization of land resources translates into more opportunities for growth and revitalizes our economy as well. With our vision for digital economy deliberated in our previous recommendation paper, we trust that ICT is a key enabler for the further development of the six industries, as well as the West Kowloon Cultural District Development.

We strongly believe Hong Kong cannot solely rely on just a few industries as the major economic pillars. It is imperative to have strategic industrial policies to provide a concrete framework and value-added support. We recognize that the Policy Address has a few areas covering the application of technology to support and improve aspects of the society. We do look forward to seeing more substantial and concrete plan of action to implement the related points stated in the Policy Address. iProA pledges to work in close collaboration with the Government and the business community to overcome the immediate challenges at home and maintain our competitiveness and prosperity in long run.

I would like to express my sincere thanks to Co-Chairman Mr. Ringo Lam and Mr. Matthew Lui for their guidance and other Policy Committee Members for their advises

## **C. Exploring & Creating Opportunities for the Industry**

### **1. China Internet Conference 2009**

The China Internet Conference 2009 was held from 2 to 5 November 2009 in Beijing's International Conventional Center this year. The conference was advised by ministries and commissions including Ministry of Industry and Information Technology of the PRC (“MIIT”) and hosted by the Internet Society of China. The theme of the conference is 'from crisis to opportunity –the strength and confidence of Internet in China under the financial crisis. The Conference is one of the largest and most influential events for Internet industry in China and it was attended by more than 3500 delegates coming from all over the world. As the Special Partner of the event, iProA had a delegation led by our Honorary President, Co-Founder & Past President (2000-2006), Dr. Elizabeth Quat, Vice-President Mr. Witman Hung together with Chief Executive Mr. Gary Chao and members from various organizations such as Hong Kong Observatory, Hong Kong Productivity Council, and VTC, taking part in the 3-day conference.

As the official China Partner of the 2009 World Summit Award, we took the opportunity on the first day of Conference to organize a prize presentation ceremony for winners of 2009 World Summit Award in International Internet Summit and China Nomination. Dr. Elizabeth Quat introduced the World Summit Award to the audiences and announced the 2 winners from China, “AWEB” (Beijing aweb Digital Science & Technology Co., Ltd.) and “Fossil Web” (Nanjing Institute of Geology and Paleontology, China Academy of Sciences) which have won in the category of “e-Business & Commerce” and “e-Science & Technology” respectively. Mr. Gary Chao presented the awards to the winners of China Nomination. Other 8 Award winners were the Hong Kong Observatory, Efficiency Unit HKSAR, RTHK, mSolution Consultants Limited, ChinesePod.com, PPS.TV, Fossil Web, and AWEB.

I would like to express our heartfelt congratulations to the winners of World Summit Award 2009 and deepest appreciations to the organizer Internet Society of China, for all the coordination work and advice for the delegation.

### **2. World Summit Award 2009**

The World Summit Awards first started out as an Austrian initiative in the framework of the United Nations World Summit on Information Society in 2003. Today, it is the world’s leading contest for excellence and creativity and e-Content production and a global event dedicated to closing the digital content divide and narrowing the content

gap between different regions of the world. The WSA is the only award supported by a Public Private Partnership between professional organizations, industry, governments and UN organizations. The initiative promotes the most outstanding achievements as a flagship partnership initiative of the UN's Global Alliance for ICT and Development and in close collaboration with UNESCO, UNIDO and a world wide professional partner network. WSA is a global not-for-profit activity governed by a Board of Directors of world-leading e-Content and multimedia experts with its global office at the International Center for New Media in Salzburg, Austria.

The Grand Jury of World Summit Award 2009 was successfully held from 2 to 8 April 2009 in New Delhi of India. 5 winners were selected from each category and totally 40 winners were selected to demonstrate the creative and innovative e-Content in the world. Our Vice-President Mr. Alex Hung, was invited to join the Grand Jury as one of the members in the Judging Panel.

We are pleased to have two entries from China, "AWEB" (Beijing aweb Digital Science & Technology Co., Ltd.) and "Fossil Web" (Nanjing Institute of Geology and Paleontology, China Academy of Sciences) to have won in the category of "e-Business & Commerce" and "e-Science & Technology" respectively.

In World Summit Award 2009, iProA continued to be the official China Partner and we are pleased to have organized the Prize Presentation Ceremony in China Internet Conference 2009 with the Internet Society of China from 2 to 5 December 2009 in Beijing

### **3. Hong Kong High-Level Delegation to Moscow and St. Petersburg**

It was my honor to have joined the Hong Kong High-Level Delegation to Moscow and St. Petersburg on 31 May – 6 June 2009, by invitation from the Financial Secretary of the HKSAR Government. The Delegation was organized by the Financial Secretary and co-organized by the Hong Kong Trade Development Council.

Led by the Financial Secretary, Mr. John Tsang Chun-wah, JP, the prime objective of the Delegation was to look for business opportunities in Russia for developing a closer economic relationship between Hong Kong and Russia, highlighting to our counterparts our strengths in the sectors including the financial services, professional services and tourism.

High-Level meetings were organized for delegation to meet with key representatives and government officials from the financial and business community in Moscow and St. Petersburg, including meetings with Russian-Chinese Business Council and Business Russia Association, Russian-Federation Chamber of Commerce, Association of Russian Banks, Moscow City Government, the Government of St. Petersburg and St. Petersburg City Administration Committee on External Relations. Delegates of the Mission tour found the trip fruitful where we all had very good discussions and exchanges with the local government officials and business players in the region.

#### **4. Delegation to New Zealand and AnimfxNZ 2009**

To promote Hong Kong's creative industries, the Permanent Secretary for Commerce and Economic Development (Communications and Technology), Mr. Duncan Pescod, JP, led a delegation from the digital entertainment and film industries to attend the AnimfxNZ 2009 event in Wellington, New Zealand, from 5 to 7 November 2009. AnimfxNZ is an annual event organized by the New Zealand Games, Animation and Visual Effects Trust to further the exchange of creative ideas and to provide a platform for players in the digital entertainment sector to share views on the state and future of the industry, as well as the technologies influencing the craft. Mr. Pescod addressed the opening on 6 November 2009.

Members of the Hong Kong delegation included representatives from iProA and Cyberport, as well as business and academic delegates from the industries. Our Vice-President Mr. Alex Hung and Chief Executive Mr. Gary Chao have represented iProA to join this delegation. Apart from attending the AnimfxNZ 2009 event, the delegation attended meetings, seminars and networking events during this trip to have direct exchanges with their overseas counterparts.

One of the highlight of this trip was the meeting with the Minister of Culture and Heritage, Mr. Chris Finlayson, and the Minister of Economic Development, Mr. Gerry Brownlee, to exchange views on matters of mutual interest. On 5 November 2009, the delegation attended a roundtable meeting with the Ministry of Culture and Heritage, the New Zealand Film Commission and the Ministry of Economic Development and witnessed the signing of an agreement on knowledge sharing and transfer between the Hong Kong Cyberport Management Company Limited, Wellington City Council and the New Zealand Institute of Screen Innovation Limited.

I would like to express my sincere thanks to Vice-President Mr. Alex Hung and Chief Executive Mr. Gary Chao for their keen support and participation in this meaningful trip

## **5. IT Training Programmes For SMEs In Manufacturing Industry**

Supported by Office of the Government Chief Information Office, the objectives of IT Training Programme for SMEs in Manufacturing Industry are to provide a series of trainings and hand on workshops at 2 different levels: basic level and advanced level for SMEs in Hong Kong on fundamental knowledge on branding concept and understanding on innovative promotion methods riding on IT.

OEM/ODM service markets are easy to enter but highly competitive. Competitions from new developing countries with much lower labor cost and improving skill sets can erode profit margin for manufacturers who are solely competing on price. The basic level training and workshop was designed to provide participants knowledge and awareness on the importance of branding, brand building, and use of Internet as a new business channel and business model. Upon completion of the basic training program, participants gained better knowledge and appreciation of the nature and relationship of branding and Internet with their current business and customers. The advanced training program was designed to provide the essential knowledge and skill sets for participants to create their own brand and Internet business channel and model themselves or working with expertise. Participants gained better understanding on how to use brand building and Internet to set new direction and make a change to their current business for long term success.

## **6. ICT Employment Centre**

Supported by Office of the Government Chief Information Office, The ICT Employment Centre operates a one-stop portal following the direction, guidance and supervision of the OGCIO and the ICT Human Resources Consortium, to provide information about a range of opportunities and links which contains useful resources and support networks to job-seeking ICT workers, graduates and SMEs requiring ICT service. It also operates new support programmes that complement those existing mechanisms being provided by the Government, NGOs and the commercial sector.

The Centre organizes its information and services under "pillars" each of which represents a category of opportunity that its clients can consider. The initial pillars are: Finding a permanent job, Finding a short-term contract opportunity, Becoming a self-employed IT consultant, Starting an IT Business, Finding an internship, Getting training and IT Solution & Service Centre (for SME).

iProA's objective on this "Starting an IT Business" within the ITC Employment Centre Portal is to create an available market which combine the supply side and demand side between IT professionals and SMEs. This is to develop and implement a series of integrated IT business startup support information web section and development activities for achieving this goal. This aims to help IT professionals to sustain in this tough situation themselves by creating an industry specified IT solutions to strengthen SMEs being competitive in their market.

The Centre consists of information function on the web that is a part of the ICT Employment Center Portal and implementation activities for opportunity development; also information function includes information about startup an ICT related business. This design is to help IT Professionals to sustain in the IT Industry while benefit the SMEs with solution to stay competitive.

Working with selected industry Logistics, Health Food and Food Safety organizations helps to define their specific industry requirement for SMEs to stay competitive in the market. This activity is to make sure the IT Professionals' solution has market demand and can help SMEs to stay competitive. Lastly is the entrepreneur matching program. This activity is to create more opportunities for IT Professionals to startup their businesses with different professionals and companies.

## **D. Developing the Next Generation ICT Professionals**

### **1. Hong Kong ICT Awards 2009: Best Innovation & Research Award**

iProA is delighted to have organized the Hong Kong ICT Awards 2009: Best Innovation and Research Award. This award was fully supported by the Office of the Government Chief Information Officer (OGCIO) and was co-organized with Hong Kong Information Technology Joint Council (HKITJC) together with more than 30 supporting organizations.

Being among the 9 categories of the HKICT Awards, the category of Innovation & Research was established

- to recognize the achievements of the most innovative and quality research in the ICT areas;
- to encourage the development of innovation, excellence in research and enhance the overall ability in ICT development for our next generation workforce;
- to create an inclusive education and training framework that is able to meet the challenges of the new century;
- to nurture the development of innovation and robust research by developing a generation of workforce with creativity and the curiosity of truth;
- to link up the research of ICT with the economic development by widening the usage of ICT to increase working efficiency and productivity; and
- to recognize the achievement of the most innovative and quality research in the ICT areas.

To encourage a culture of innovation and research across a broad range of community members, the Award comprised of 4 streams: Primary Schools Stream, Secondary Schools Stream, College & Undergraduates Stream and Open Stream. This year, the Award had attracted a record-breaking number of 300 entries. There were three rounds of judging in total. All nominated individuals/groups automatically went through the first round of judging. The Second round judging was held on 5 and 7 November 2009 where participants presented their works to the Assessors Panel. Short listed outstanding participants were invited to join the Exposition on 14 November 2009 in Times Square, Causeway Bay. The final round of judging was held on 28 November 2009 where finalists presented their projects with live demonstrations to the judges. The Awards results shall be announced officially in the Awards Presentation Ceremony of the Hong Kong ICT Awards scheduled to be held on 19 January 2010.

I would also like to take this opportunity to express our heartfelt appreciation to OGCIO, all the sponsors, supporting organizations and individuals of the projects for their generous support.

The Hong Kong ICT Awards were established in 2006 as a collaborative effort among industry organizations, ICT professional bodies, academia and the Government to establish a large scale and internationally recognized branding of ICT awards of Hong Kong. Aiming to promote and commend the excellent achievements of the local ICT professionals and organizations, the Awards encourage local practitioners to develop innovative and creative ICT solutions aspiring to uplift the image of Hong Kong ICT sectors, both locally and internationally. The Awards comprise nine award categories, namely, Best Digital Entertainment Award, Best Digital Inclusion Award, Best Business Award, Best Ubiquitous Networking Award, Best Public Service Application Award, Best Professional Development Award, Best Lifestyle Award, Best Collaboration Award and Best Innovation & Research Award.

I would like to express our sincere gratitude to Mr. Alex Hung, Project Director of Hong Kong ICT Awards 2009: Best Innovation and Research Award, Mr. Bernard Leung, Deputy Project Director, Mr. Wong Hang Chit, Junior Committee Member for their leadership and contribution. My Special thanks also go to all judges and supporters of the Best Innovation and Research Award, especially our Chief Judge Dr. Ng Nam for their ongoing hard work and generous support.

## **2. Mentorship Program**

The HKICT Awards 2009: Best Innovation & Research Award Committee and Offline Club of iProA hosted a Mentorship Program on 1 December 2009 in Volkswagen Hong Kong and it was well attended by more than 30 youngsters. Experienced IT professionals were invited to share their perspectives on ICT industry with groups of tertiary students and to provide mentorship.

The participants were mostly university undergraduates with majors in IT-related or business disciplines, found the mentors' sharing useful and had enabled them to gain better understanding of their targeted career field and provided valuable information for their career planning.

The Mentorship Program was set up to broaden the horizons for youngsters who are keen to develop their career in the Information and Technology (ICT) sector and equip

them with the essential skills for their future career. iProA has invited a number of industry leaders in the ICT sector to be the mentors in the Program. Our mentees have derived great benefits from their mentors' sharing of experience and insights into the ICT industry and acquire understanding of the latest development in the career market. The Program aims to provide valuable opportunity for aspiring youngsters to interact with professionals of their target fields and gain practical experience so as to make a better decision in their career planning.

iProA aspires to encourage youngsters to develop a career in the field and encourage innovation and entrepreneurial spirit so that ICT industry may flourish with diverse talents and sustain with new ideas in the fast-changing world.

### **3. 2009 Amway Pan-Pearl River Delta Region Universities IT Project Competition (Hong Kong Region)**

2009 Amway Pan-Pearl River Delta Region Universities IT Project Competition (Hong Kong Region) was held on 13 June 2009. This year, we have received a total of 41 pieces of works from 8 institutions from Hong Kong.

Through this event, participants contributed to the academic exchange, fellowship establishment and collective improvement across the Pan-Pearl River Delta area. It was also a golden chance for participants to broaden their horizons and interact with the high level industry players in order to gain exposure to the market of computer applications. In addition, it fostered internal and external collaboration to nurture our future ICT talents for the sustainable development of ICT industry in Hong Kong.

This year 12 judges were invited for the Hong Kong Region Competition and they all agreed on the competencies of the IT projects. In particular, they were impressed by the innovativeness of most projects. Considering the implementation difficulty, the judges found that the works were highly competitive. The judges held high expectation on the teams in the final event, given the brilliant standard of last year's achievements.

The final entrants from Hong Kong went to Yunan to take part in the Grand Final to compete with other winners from 46 outstanding final year projects, from 12 participating regions, including Macao, Taiwan, 9 provinces and Hong Kong in the Pan-Pearl River Delta Region. We take pride on the outstanding achievements of the Hong Kong contestants who won two Gold Awards, and two Bronze awards in the Grand Final. Such exceptional achievements demonstrated that our young local talents are at

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least in par with, if not better than their counterparts from the best universities in the southern part of Mainland China.

## **E. Cross-industry & Cross-border Collaborations**

### **1. The eHealth Consortium**

eHealth Consortium (eHC), a joint effort between iProA and the Hong Kong Society of Medical Informatics (HKSMI) since 2005, has continued to be one of the non-profit organizations leading eHealth advocacy in Hong Kong and Mainland China.

The pilot project of validating eHealth Record against the Territory-wide HK eHR Standard have been progressing smoothly. Phase 1 was successfully launched on schedule at the end of June, and the project is now in its Phase 2 development. Currently, we have 10 stakeholders participating in this project and all of them had gained successful experience. Stakeholders cover a wide range of Healthcare providers including Hospital Authority, Department of Health, private hospitals, private healthcare service groups and members coming from Hong Kong Medical Association and Hong Kong Doctors' Union.

eHC has conducted two surveys, in June and July 2009 respectively, to understand more about the clinic computerization of Private Medical Practitioners (PMPs) and, the first of its kind, of Chinese Medicine Practitioners (CMPs). The results showed that many of the PMPs and the CMPs adopt a positive attitude towards clinic computerization and would support the electronic medical development launched by the Government.

Since April 2009, as part of OGCIO's Sector-Specific IT Training Programme (SSP), eHC has helped iProA to organize a series of eHealth training lectures for 200 CMPs and hands-on workshops for 260 CMPs, with very positive feedbacks. The target is for this program to train up, by April 2010, another 150 IT-skilful CMPs on eHealth concepts and its development trend so as to help promote using eHealth in their own industry. The bigger objective is to help uplift their IT capability and enhance their readiness to participate in the Territory Wide eHealth Record Sharing System.

In October, eHC has sponsored, together with Hospital Authority, the "eHR Shipshape – Symposium on HL7 & Health Data Standards" organized by the eHealth Record Office and HL7, Inc. It was a full house with 150 participants, aiming to promote the understanding of HL7 and other health data standards and to share ideas on the management and implementation of HL7 and other health data standards in Hong Kong.

Also in October 2009, eHC has successfully organized the eHealth Forum 2009 themed “We Care, We Share: Creating our eHealth Future” which was a great success graced by the attendance of over 700 elite scientists, top government officials, key executives of major corporations, healthcare and IT practitioners and guests from all over the world. We are certainly pleased with the enthusiasm, momentum established and network built by the Forum for the advancement of eHealth.

With the LegCo’s approval in July 2009 on FHB’s application to invest HK\$702 Millions in the coming 5 years for the first stage of the eHR (Electronic Health Record) Development Program and the establishment of a dedicated eHR Office, awareness on the eHealth development further increased.

I sincerely thank HKSMI, Hong Kong Medical Association, Hong Kong Doctors Union, the Association of HK & Kowloon Practitioners of Chinese Medicine, Sin Hua Herbalists’ and Herb Dealers’ Promotion Society, the eHealth Forum’s Co-organizers (FHB, HA, DH, OGCIO, Chinese Hospital Information Management Association), Sponsors, Exhibitors and 46 Supporting Organizations, and members of the eHealth SIG team Mr. Ray Cheung, Mr. Charleston Sin, Mr. Kenny Chien, Ms. Grace Au, Mr. Happy Lee and Mr. LC So for their paramount support on these worthwhile projects.

iProA will continue to strive for further development of eHealth in support of the Government’s policy to build a healthy tomorrow. We look forward to having the on-going supports from our friends in our forthcoming events.

## **2. Green ICT Consortium**

With a vision to enhance a green sustainable environment in Hong Kong through more efficient and more competitive ICT industry practices, and to reduce carbon emission and pollution in public and private sectors through the use of green ICT, iProA has taken on the initiative in founding the Green ICT Consortium (“Consortium”).

The Consortium is formed by seven non-profit organizations, namely Internet Professional Association (iProA), Communications Association of Hong Kong (CAHK), Energy Saving Concern Alliance (ESCA), Hong Kong Software Industry Association (HMSiCA), Monte Jade Science and Technology Association Hong Kong (Monte Jade), Hong Kong Computer Society (HKCS) and Hong Kong Information Technology Joint Council (HKITJC).

The Consortium receives strong support and endorsement from the Government. Mrs. Rita Lau, Secretary for Commerce and Economic Development and Mr. Edward Yau, Secretary for the Environment of the HKSAR Government are the Consortium's Joint Patron, and Mr. Gregory So, Under Secretary for Commerce and Economic Development, is the Consortium's Honorary Advisor.

The Green ICT Consortium Press Conference and Inauguration Ceremony were successfully held at Harbour Grand Hotel Hong Kong on 26th November, 2009. The Consortium had the great honour of having Mr. Gregory So, Under Secretary for Commerce and Economic Development attended the Consortium Inauguration Ceremony as the Officiating Guest of Honour. Mr. Joe Locandro, Director of Group Information Technology, CLP, guest speaker of the occasion shared his insights and their experiences in green innovations. The Ceremony was well attended by over 100 ICT industry players, distinguished guests, community leaders, environmental group members and friends.

In the press conference, the Consortium released key findings from a survey conducted in October 2009 with 303 company samples. One overarching conclusion from the survey is that the Hong Kong market is still in the development stage towards Green ICT, while the US and Canada market is far ahead of us. To heighten public awareness, it is essential to conduct more educational activities and awareness programmes in Hong Kong. With better understanding of the importance or application of Green ICT, we can then expect more Hong Kong companies to be willing to invest more on energy efficient technologies.

The Consortium has recommended 13 strategies to be considered to begin with for the Government to explore opportunities for the implementation of Green ICT to meet the economical and environmental challenges. In addition, the Consortium is planning to launch a series of programmes to promote Green ICT in Hong Kong including but not limited to: Awareness Promotion Activities; Solution Focus Workshops; Pilot Studies on Green ICT Audit Standard; Promotion of Green ICT Best Practices; and Technical Training for ICT Professionals.

I would like to extend my most sincere thanks to Dr. Elizabeth Quat to initiate the founding of the Consortium and the dedication of work by Mr. Gabriel Leung and Mr. Happy Lee for the Consortium.

### **3. e-Education Alliance**

With a vision to uplift the quality of our education and students via developing and leveraging on diversified e-Education resources, solutions and applications, four professional non-profit organizations including iProA, Hong Kong Information Technology Joint Council (HKITJC), The Hong Kong Association for Computer Education (HKACE) and British Computer Society (Hong Kong Section) (BCS-HK) have joined together in founding the e-Education Alliance.

The Alliance has charted out the missions as follows:

- to promote, and improve e-Education in Hong Kong;
- to establish cross-sector collaboration for e-Education development;
- to enhance the overall and long-term competitiveness of Hong Kong students, and
- to create opportunities for ICT industry in supporting education in Hong Kong.

The e-Education Forum cum Inauguration Ceremony of e-Education Alliance was successfully held on 19 November 2009 with the massive support from over hundreds of guests and interested parties. Both invited speakers and audience found the discussion fruitful and positive towards the development of e-Education in Hong Kong.

The Alliance believes that the quality, accessibility and effectiveness of education services would be enhanced via the use of ICT. The Alliance shall function as the platform to bring together policy makers, the professionals of related fields, as well as the stakeholders from the community, to advise and promote the use of ICT in achieving the goal of providing better education services for our society.

I would also like to express my sincere thanks to Mr. Gary Yeung for his leadership and Professor Simpson Poon and Dr Elizabeth Quat as Advisor of the Alliance.

### **4. Digital Economy**

Digital Economy Committee was formed in August this year and it aims to promote the development of Digital Economy with the participation of different industries. The key objectives are to develop a platform to assist small and medium enterprises to transform into high value-added businesses, create regional employment opportunities and increase public awareness to information and communication technology which plays an important role to our economy.

Digital Economy Committee has organized a press conference on 20 October 2009 to response to the Chief Executive's policy address regarding the new direction of the six dominant industries. The committee welcomes the suggestion of putting Innovation Technology as one of the key dominant industries and urged the Government to speed up the plan in helping Information and communications technology companies to develop the market in Mainland China. The Committee also stated that the Government strategy on ICT is the key to open up the domestic market and it should be tie up with innovation and technology policies so as to establish close partnership with China Government and jointly promote the "big market, small government" digital economy.

I would like to extend my most sincere thanks to our Vice-President Mr. Eric Cheng and Stanley Cheung to initiate the founding of the Committee and the dedication of work by our executive committee members Ms. Grace Au and Mr. Kenny Chien..

## **5. 慶祝國慶六十周年 - 中國國情及信息科技發展研修班**

「慶祝國慶六十周年 - 中國國情及信息科技發展研修班」於 2009 年 6 月 20 日 至 24 日假北京中央社會主義學院圓滿舉行。今年參加人數比往年多，超過二十位，大部份均是來自資訊科技業界的行政總裁及高級行政人員。

承蒙北京中央社會主義學院及中央人民政府駐港聯絡辦公室教育部協助統籌，是次研修班不但增進了學員對中國國情及信息科技發展的認識，更是一次寶貴的交流經驗。導師們擁有豐富的知識及經驗，學員除了可以獲得有關專題領域的知識外，更能於課堂上與導師們有著深入的交流及討論。

特別多謝團長夏淑玲女士的帶領，令學員能透過了解內地政府架構、國家宏觀經濟形勢、創意產業及文化產業、信息產業、互聯網產業及電子健康技術發展，親身感受到中港兩地文化之差異，當中學員對國內電子健康技術發展特感興趣，該課題由中國衛生部專家親臨教授，其經驗豐富及課題內容極具啟發性，令學員獲益良多。

本會將繼續與各單位緊密合作，舉辦更多促進中港兩地資訊科技交流的活動。

## **6. Hong Kong, Mainland and International Events and Conferences Participated**

During 2009, iProA has co-organized, participated, and contributed in the following Hong Kong, mainland and international events:

### *January 2009*

- Hong Kong Innovation Project Conference
- Hong Kong Social Enterprise Challenge 2008 Grand Final Presentation
- 沙田區家長教師會聯會週年大會
- ISACA Annual Dinner 2008
- Inauguration Ceremony of Information Systems Association
- 2008 Hong Kong Awards for Industries - Awards Presentation Ceremony cum Gala Dinner

### *February 2009*

- IT Square - Editors' Choices 2008: Award Presentation Ceremony
- HKICT Awards 2008: Best Public Service Application Awards Presentation Ceremony
- 中央政府駐港聯絡辦港島工作部新春酒會
- IT Sector Spring Dinner 2009

### *March 2009*

- Top e-Filers' Award Presentation Ceremony
- Seminar on How to Stand Out in the Business World
- 2009 年葵青區青少年暑期活動統籌委員會第一次會議
- Opening Ceremony of "Cloud Computing In Secondary Schools"
- Cyberport, New Zealand Government and iProA - Memorandum of Understanding (MOU) Signing Ceremony
- Hong Kong Mobile Film Production Contest Award Presentation Ceremony
- 《CAPITAL》 x 《CAPITAL WEEKLY》中小企從科技突破困局之道研討會

### *April 2009*

- The Best of The Best Awards
- 第二屆《法制先鋒》法律常識問答比賽之多媒體宣傳及網上問答比賽
- HKTDC International ICT Expo
- The ICT Networking Cocktail Reception
- Hong Kong - Taiwan Inter-City Forum
- BCS Wine Tasting Networking Hours
- OFTA Public Education Talk
- HKIE ITD 2009 Annual Dinner

### *May 2009*

- HKIE END Annual Dinner
- World Telecommunication and Information Society Day 2009 in Hong Kong
- Creative Industry in the Digital Era
- 「資訊科技界」午餐交流會
- British Computer Society (Hong Kong Section) Annual Dinner 2009
- Hong Kong Services Promotion Mission led by the Financial Secretary to Moscow and St. Petersburg, Russia

### *June 2009*

- 政務司司長與廣東省深圳市領導之座談會
- 「互聯網教育運動」
- Welcome Dinner of President of China Software Industry Association
- EMC TechAcademy 2009
- Asia Pacific Privacy Authorities Meeting - Public Forum on "Electronic Health Record Sharing System from a Privacy Perspective"
- IT in Transportation Round Table Discussion
- Promotional Symposium & Luncheon of the 13th China International Fair for Investment & Trade
- Panel on Health Services - Special Meeting on 19 June: Development of a territory-wide electronic healthcare record sharing system
- 「現代傳說之旅網上激答」(2008-2009) 頒獎典禮
- 《淫褻及不雅物品管制條例》研討會
- Roundtable on E-commerce Transaction: Legal Liabilities and Rights Protection

### *July 2009*

- e- brand Awards 2009 ceremony
- 澳門通訊展暨數碼生活嘉年華
- 政務司司長宴請廣東省及九市領導

### *August 2009*

- The 6th Anniversary Celebration Dinner for The Society of Operations Engineers (Hong Kong Region)
- HKLIA Annual Dinner 2009
- 電腦「潮」代 – 專才社區就業計劃「師友導航」服務啟動典禮
- Asian Developing Bank Business Opportunities Workshop
- 「慶祝中華人民共和國成立六十周年暨香港青年聯會第十七屆會慶及會董就職典禮及香港青聯交流基金第十三屆理事會就職典禮」

### *September 2009*

- 2009 HK IT Industry Chairman's Cup Golf Tournament
- CAHK's 26th Anniversary Cocktail
- 「做個智 Net 的」互聯網教育活動啟動儀式

- 政務司司長座談會・深圳
  - 香港專業及資深行政人員協會 - 慶祝中華人民共和國成立六十周年暨本會創會三周年誌慶
  - World Summit on Internet and Multimedia 2009
- October 2009*
- REE Asia 2009
  - Cocktail Celebration for the Establishment of ISACA China Hong Kong Chapter
- November 2009*
- Constitutional Development Consultation Forum
  - 電腦「潮」代 - 義工大聯盟
  - Logistics Awards Hong Kong 2009
- December 2009*
- 2009 博鰲青年論壇(香港)
  - ISACA China Hong Kong Chapter Annual Dinner 2009
  - 「資訊科技界」午餐交流會
  - 「深港科技社團聯盟」成立典禮晚宴

## **7. Conferences and Events Co-organized and Supported**

iProA continued to support meaningful ICT related events during 2009. iProA has co-organized 7 events and actively participated in 59 events in a supporting role.

### **Conferences and Events Co-organized**

#### *March 2009*

- Selling professional services - How to make intangible assets more visible?

#### *May 2009*

- IT seminar for SME

#### *July 2009*

- Cloud Computing Solutions for the Creative Digital Industry cum InterGrid-Cyberport Marketing Collaboration Agreement Signing Ceremony
- Venture Capital and New Business Development Talk Series: "Managing through Uncertainty"

#### *September 2009*

- HKCS Forum on Six Key Industries + ICT = New Economy

#### *October 2009*

- 檢討《個人資料(私隱)條例》公眾諮詢研討會

#### *November 2009*

- 2009／2010 秋冬上環假日行人坊開幕典禮暨中西區資訊科技展機械人設計比賽頒獎典禮

## Events Supported

### January 2009

- 「香港電腦節 2008—資訊科技大匯展」慶功宴
- PC3 Platinum Brand Election 2008

### February 2009

- NetMission Ambassadors Program
- HKICT Awards 2008: Best Professional Development Award
- Judging Panel for Hi-Tech Weekly, The Best of The Best Awards
- Electronic Product Code™/ RFID Technology in Modern Logistics with Live Test Case Program

### March 2009

- 《PCM 電腦廣場》香港 I.T.至專大獎 2008
- HKCS Forum on 2009-2010 Budget
- Digital Entertainment Leadership Forum 2009
- Job Fair - Press Lunch
- Building Multimedia E-learning Classrooms in Sichuan

### April 2009

- Mobile Security Conference 2009
- 香港青年聯會 Job Fair
- PC3 Platinum Brand Election 2008

### May 2009

- InfoSecurity Summit 2009 – HK
- 「創意創業大賞 2009」開幕典禮
- 10th Info-Security Conference 2009
- Career Path Roadshow – Enhancing Your Career in Information Security
- Environmental Protection and Friendly Business Award

### June 2009

- Data World Technology Submit 2009
- 「2009 年中國優秀軟件產品」香港區推選簡介會
- ITS Forum in Guangzhou
- Juniper Solutions Day 2009
- Ubiquitous City- HK Carnival 無所不在都市-香港同樂日

### July 2009

- Logistics and Supply Chain IT Executive Summit 2009
- 電腦「潮」代 – 專才社區就業計劃記者招待會
- Jiangmen 3G Application Industrial Base MoU Signing Ceremony & TD-SCDMA Innovative Applications Showcase
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### *August 2009*

- Information Security Showcase
- 8th session of Cyberport Speaker Series
- Hong Kong Software Quality Assurance (HKSQA) Conference
- 「香港電腦通訊節 2009」開幕典禮
- 4th Technology Economic Summit
- 「創意創業大賞 2009」頒獎典禮

### *September 2009*

- Pre-Incubation Programme
- 慶祝中華人民共和國建國六十週年國慶晚宴
- Digital Marketing Conference
- Digital Marketing Expo for SMEs 09 - InnoD Expo
- 2nd CIO Executive Summit 2009 - Hong Kong
- Business Intelligence Special Interest Division (BISID) Seminar
- The 3rd Hong Kong Mobile Film Festival

### *October 2009*

- Launching Ceremony of The 3rd Hong Kong Mobile Film Festival
- Discussion Forum on the Personal Data (Privacy) Ordinance Review
- Drucker Centennial Management Forum
- International Project Management Forum 2009
- 2009 Hong Kong IT Football Cup

### *November 2009*

- Hong Kong International Computer Conference 2009
- 「新界數碼生活嘉年華」
- BlogFest.Asia
- GS1 HK SCM Summit Nov 2009
- Annual eGovernment Summit 2009
- Cyberport Venture Capital Forum 2009
- Information Security Summit 2009
- SafeWiFi Campaign
- Blackberry Developer Challenge 2009
- Hong Kong RFID Awards 2009

### *December 2009*

- Wi-Fi 802.11n Seminar cum Networking Session: Adoption Showcase, Security, and Cost Effectiveness
- 第二屆深港知識服務業高峰論壇
- 「深港創新圈」兩地專家小組研究成果發布高峰會
- 健康網「樂」連線計劃

## **F. Members Activities**

### **1. iProA Annual Dinner 2009**

The iProA 10th Anniversary Dinner was held at the ballroom of the Mira hotel on 24 April 2009. The dinner was well attended by more than 400 guests, with 32 tables. Among the record breaking number of participants, there were ICT industry players, community leaders and guests from diverse industry sectors.

The Dinner was officiated by the Guest of Honor, Mrs. Rita Lau Ng Wai-lan, and Secretary for Commerce and Economic Development of the HKSAR Government. Her address was particularly meaningful for the occasion, as it nicely summed up our contributions and credibility we commend. The event was also graced by the attendance of many VIPs including a number of officials from HKSAR Government, members of the Legislative Council, representatives of the Liaison Office of the Central People's Government in the HKSAR as well as Hong Kong Deputies to the National People's Congress.

This year's theme, "Information Sharing Through Seamless Collaboration, Technology Improvement Creates Better Tomorrow", highlighted iProA's active role in promoting the vision of e-Inclusion through its collaboration with diverse stakeholders in the society and its encouragement for ICT industry players' continued commitment to advancing technology and innovation for a better future.

To celebrate our 10th Anniversary, a key milestone for iProA, the Dinner was kicked off by the upbeat atmosphere of lion dance performance, which also symbolized the invigorating energy of iProA in the past 10 years. Distinguished guests with our Founders, Council Members and Executive Committee Members hosted the celebration and toasting.

During the Dinner, iProA also presented four Appreciation Awards to the organizations who had made significant contributions to iProA during the past year. They were Innovation and Technology Commission, Vocational Training Council, eHealth Consortium and the Federation of Parent-Teacher Associations.

I would like to express my sincere gratitude to the 10th Anniversary Dinner 2009 Organizing Committee, especially the Function Chairman Dr. Eric Cheng for his leadership, and also the generous sponsorship of over 40 organizations. Their contributions have contributed to a successful and enjoyable event.

The Dinner was cheered on by the singing performances by Dr. Eric Cheng, Dr. Wong Chun Por, the Chairman of Hong Kong Society of Medical Informatics, Mrs. Patricia Lau, Deputy Head of Efficiency Unit and other Executive Committee Members. The iProA Annual Report 10th Anniversary Special Edition were distributed to every guest at the Dinner.

## **2. iProA Offline Club**

Since the successful launch of Offline Club in August 2008, it has been serving to provide a relaxing platform to members away from their hectic busy online schedule. Over the past year Offline Club has organized various off-hour and offline activities to refresh our busy executives, and to inspire and enrich our members through sharing the experience and vision of others. Eight events have been organized in the year 2009, namely:

- Evening Happy Hour Gathering - HK SAR Government Funding Options for Start-ups (8 May, 2009)
- Web Care Award 2009 and Offline Club – Evening Happy Hour Gathering (9 July, 2009)
- Net for the Nets African Night with African Drum Music, Wine & Happiness (31 July, 2009)
- 八月分享活動 - 太極拳，武術，與中國文化 (27 August, 2009)
- Free Search Engine Marketing Seminar for Website Owners and Marketers (8 September, 2009)
- Exhibition of "Peace and Harmony - The Divine Spectra of Manjusri enshrining the Wisdom of China with 108 pieces of Manjusri and related artifacts 祥和 - 中國智慧之光: 108 文殊菩薩尊像及相關文物珍藏展 (11-23 October, 2009)
- Starting Business in China (20 November, 2009)
- HKICT Awards 2009 : Best Innovation and Research Award Mentorship Program – Evening Happy Hour Gathering (1 December, 2009)

## **G. Moving forward**

iProA celebrated our 10th Anniversary in 2009 and this year has been a fulfilling and fruitful year for iProA. As reflected from the comments received in the industry and the community, it is obvious that we have achieved our objectives through constructive and direct actions which have made strong impact to the sustainable development of ICT industry and the community at large.

In the new decade, leveraging on the very solid foundation we have built over the past 10 years, I am confident that we shall continue to expand our efforts in the five major focuses of our initiatives, namely: i) to serve the community and build an inclusive harmonious society, ii) to explore and create opportunities for the industry, iii) to develop the next generation professionals, and iv) to develop and foster cross-industry and cross-border collaborations. With the new initiatives we introduced in 2009 including Green ICT Consortium and eEducation Alliance, we are very hopeful that our efforts will contribute to further narrowing the digital divide to build a harmonious knowledge-based society for Hong Kong.

With the more settling global economy in the backdrop, 2010 shall present to us definite opportunities making our efforts more influencing than ever if we were to prosper the development of the industry and Hong Kong as a whole. To do that, we rely on the participation and support from our Council and Executive Committee Members. With our ambition to strive for a better future, we also need to continue expanding our membership. I hope we may continue to work closely together and invite more new members to join our family. I trust that through the consolidated efforts among ourselves and the support from the government and our industrial allies, we will enable this public-private partnership to sustain the continuous growth of the ICT sector and contribute to the economic competitiveness of Hong Kong.

Finally, I like to extend my deepest gratitude to all the Council and Executive Committee Members for their vision and guidance for the Association, to members of the various committees and staff of iProA for their hard work and contributions, and to various professional organizations and Hong Kong SAR Government for their unrelenting support. With our shared vision, I look forward to working closely with all of you in the years ahead serving the needs of our fellow members and our community at large.

**Dr. Winnie Tang, JP**

**President**