

Hong Kong's ICT Industry to Showcase Innovation and Creativity at Expo 2010 Shanghai

Together with other industry organisations, Hong Kong Cyberport leads the way on the four-day ICT Week@Expo delegation tour

(Hong Kong – 26 August 2010) – A delegation of local industry experts and young creative talents will showcase Hong Kong's latest ICT developments and promote creative digital lifestyles during ICT Week@Expo, which is being organised by the Hong Kong Cyberport Management Company Limited (Hong Kong Cyberport).

The four-day programme, from 13 to 16 September, will include the ICT Elite Forum and the Hong Kong Digital Entertainment Showcases (HKDES), at which Hong Kong's ICT industry leaders and practitioners will hold in-depth exchanges with Mainland and Shanghai counterparts. Corporate networking and a visit to the World Expo Park are also planned.

In addition, Hong Kong Cyberport will announce its latest Memorandum of Understanding (MoU) with the Knowledge and Innovation Community (KIC) on 14 September, aiming to strengthen the collaboration of ICT enterprises between Shanghai and Hong Kong.

ICT Elite Forum

To be held on 14 September, the ICT Elite Forum will provide a platform for Hong Kong industry elites to exhibit their accomplishments and to network with peers from around the region. ICT leaders from Hong Kong and the Mainland will be invited to share and exchange their innovative and creative concepts, knowledge and expertise during the Forum.

Distinguished participants will include Rita Lau Ng Wai-lan, JP, the Secretary for Commerce and Economic Development, Hong Kong SAR Government; and Liu Chuanzhi, founder, President and CEO of the Lenovo Group.

They will be joined by over 200 participants from business, government and professional organisations, as well as students and young professionals from Hong Kong and Mainland China, to discuss Hong Kong and Shanghai collaboration opportunities, green ICT, and other industry topics, in particular the development of digital entertainment.

"This programme is exceedingly important for Hong Kong's ICT industry," said the Hon. Samson Tam, the Legislative Councillor representing the Information Technology functional constituency and Delegation Leader. "Creativity is the essence of this industry, so it is fitting that Hong Kong will be able to exhibit its digital creativity to the world via the Shanghai Expo. Our local ICT talent will also get the chance to meet and exchange ideas with other experts from around the region. I hope this event can lead to more partnerships between the Hong Kong and Shanghai ICT industries."

Hong Kong Digital Entertainment Showcases (HKDES)

The HKDES on 16 September is being organised by Hong Kong Cyberport, and comprises two competitions – "Amazing Cities" and the "Hong Kong Digital Game Development Competition 2010".

The showcase is co-organised by MAYAN: Hong Kong Maya User Group, the Internet Professional Association, and Hong Kong Digital Game-based Learning Association.

The HKDES will serve as a good ground for Hong Kong's young ICT practitioners to showcase their talent in Shanghai and to foster greater collaboration with other professionals from Hong Kong and the mainland of China.

The winners from a six-month competition will present their winning creative works at the final show of the ICT Week@Expo on 16 September.

"ICT Week@Expo is a fantastic opportunity to promote the development of Hong Kong's ICT industry," said Herman Lam, CEO of Hong Kong Cyberport and Chairman of the organising committee of the Hong Kong ICT Delegation Tour to Shanghai Expo. "As Hong Kong's digital hub, Cyberport is deeply committed to cultivating the local ICT ecosystem, fostering Hong Kong's ICT and creative digital talent, and elevating the status of our ICT industry in the region and worldwide. I am confident that the events in Shanghai will play a significant role in helping us achieve these goals."

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About Cyberport

Cyberport is a US\$2 billion (HK\$15.8 billion) landmark project managed by Hong Kong Cyberport Management Company Limited, and wholly owned by the Hong Kong SAR Government. Focusing on enterprise and professional development, Cyberport helps commercialise creative ideas and incubate start-ups. We have an energetic cluster of creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and we are Hong Kong's unique Creative Digital Community. Interconnected by a state-of-the-art broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, a retail entertainment complex and about 2,800 deluxe residences. Go to <http://www.cyberport.hk> for details.

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