



The Electronic Newsletter of the Hong Kong Information Technology Federation -  
October 2005

## News

### IT Solution Directory

HKITF has received support from the SME Development Fund administered by the Trade and Industry Department (TID), HKSAR Government to launch an IT Solution Directory project in November 2002. The Hong Kong Productivity Council is responsible for project implementation. This Directory has captured solutions from all IT solution providers in Hong Kong. We are accepting registration from IT Solution Providers. Please visit <http://www.itsolutiondirectory.org.hk> or <http://www.itsolution.org.hk> sign up. Enquiry, please contact Ms. Rachel Wong (Tel: 3101-8197, Fax: 3007-4728 or email: [rachel.wong@hkitf.org.hk](mailto:rachel.wong@hkitf.org.hk)) Mr. Sam Lin (Tel: 2788-5839, Fax: 2788-5959 or email: [samlin@hkpc.org](mailto:samlin@hkpc.org))

## Events

### HKITF Delegation to The 1st Guangzhou Modern Service Project Exchanging Conference (12-13 October 2005) at Guangzhou Garden Hotel

The 1<sup>st</sup> Guangzhou Modern Service Project Exchanging Conference (中國.廣州現代服務業項目洽談會) to be held on 12-13 October 2005 (Wednesday to Thursday) at the Guangzhou Garden Hotel. It is organized by China Council for the Promotion of International Trade Guangzhou Sub-Council (CCPIT).

The seminars during the Conference will focus on service/product related to Information Science & Technology, Logistics, Hotel & Hospitality, Banking & Finance and Medical Services.

Same as previous years, the HKITF delegation can present their services and products during the conference. Those who are interested in presenting their company, services and products will be given a 15 min time slot each. These will be provided free of charge. Since time slots are limited, if you are interested in joining the delegation and presenting at the Conference, please complete and return the reply slip to Ms. Rachel Wong on or before 9 September. HKITF and CCPIT reserve the right to determine the final allocation. You are responsible to arrange your own transportation and accommodations.

Please be informed that the presentation is scheduled on 13 October morning. For the latest details and agenda of the Conference, please visit: [http://www.hkitf.org.hk/links\\_dl.html](http://www.hkitf.org.hk/links_dl.html). For enquiries, please email to [rachel.wong@hkitf.org.hk](mailto:rachel.wong@hkitf.org.hk) or call 3101-8197.

### Free Exhibition in 2006 Outsourcing World Summit (US) - Application

The Hong Kong Information Technology Federation (HKITF) has successfully obtained funding from the SME Development Fund to implement a campaign for Hong Kong IT companies to do overseas outsourcing business. Under this government-funded project, a Hong Kong Pavilion will be established in overseas outsourcing exhibitions to promote Hong Kong IT outsourcing services. We are now inviting local IT companies to participate in 2006 Outsourcing World Summit (Feb 20-22, 2006 in Florida of US) (<http://www.corbettassociates.com/content/10/85/276/>) **FREE-OF-CHARGE**.

#### **A company will be eligible to apply if:**

- It is incorporated in Hong Kong under Companies Ordinance (Cap. 32)
- It has substantial connection with Hong Kong. This means that it should have a significant proportion of its research, design, development, production, management or general business activities located in Hong Kong
- Its primary business focus on software development, information or communications technologies

#### **Selection process:**

1. HKITF and HKPC will promote and recruit participants via email, fax and industry associations.
2. A vetting committee comprising industry experts and advisers will be established to select qualified participants for the overseas exhibitions.

3. Interested parties can complete the application form (as attached) and submit it to HKPC for consolidation by Oct. 15, 2005.

4. The vetting committee will assess the applications and make recommendations on their approval (by Oct. 31, 2005) Selected companies can participate in these exhibitions free-of-charge (travelling and accommodation expenses of individual companies will not be covered)

To capture global outsourcing opportunities, please complete the application form on/before Oct. 15, 2005 and return it either by fax (2788 5860) or email ([itf\\_vickyf@hkpc.org](mailto:itf_vickyf@hkpc.org)). For any enquiries, please call Ms. Vicky Fung at 2788 5598.

### **3G Cyberport Training: Effective Mobile User Interface Methodology**

WTIA, HKWDC and HKPC are jointly organizing an "Effective Mobile User Interface Design Methodology" training. As one of the supporting organization, HKITF is pleased to invite you to attend the training. It will be held on 5-7 October 2005 at Hong Kong Productivity Council and Hong Kong Cyberport. For more details and registration, please refer to the attached file and following information. For details, please contact Mr. Frederick Lee at 2788-5795 or Mr. KW Au at 2989-9164. For enrolment, please contact Ms. Yuen at 2788-5789.

#### **Part 1: Two-day training on Mobile UI Design**

This two-day workshop is for you to learn UI design methodology to make your mobile systems easier to use, maintain and sell. It is led by the world renowned UI expert and researcher, Mr. Aaron Marcus, who had designed successful consumer-oriented UIs for industry giants including Nokia, Samsung, Motorola, Siemens, Microsoft, Adobe, Apple Computer, BMW, AT&T, Autodesk, Cisco, Fujitsu, IBM, Oracle, 3Com, and many others. See [http://www.amanda.com/people/staff/aaron\\_marcus.html](http://www.amanda.com/people/staff/aaron_marcus.html) for his biography. This workshop has been presented in many world-class conferences such as APCHI, CHI, HCII, SIGGRAPH, UPA, IWIPS.

\* Date: 2005 Oct 5-6

\* Time: 9:00am - 5:00pm

\* Venue: HK Productivity Council

\* Course outline:

- Cultural models and examples from the Web
- Applying Cultural Models to UI Design
- Culture and Corporate Website Design
- Developing Best-of-Breed Culture Dimensions
- Group exercises on cultural dimensions, UI components, screen design
- Mobile UI Design
- 12 Myths of Mobile UI Design
- Case Study of Phone/PDA UI
- Vehicle UI Design and Culture Dimensions
- Making Music Metadata Management Fun in Consumer Electronics

#### **Part 2: Half-day Business forum on Mobile Usability**

This forum is for you to share the latest technologies on mobile usability. Speakers being invited will include famous phone manufacturers, operators, mobile application developers and tools providers.

\* Date: 2005 Oct 7

\* Time: 10:00am - 1:00pm

\* Venue: HK Cyberport

You can download the event detail from: HKWDC website: [http://www.hkwdc.org/3g\\_training.html](http://www.hkwdc.org/3g_training.html)

HKTraining Online:

<http://www.hktrainingonline.com/eng/training/detail.cfm?itemcode=40023056&navid=3&sort=0&idnav=99>

Enrolment fee:

- HK\$ 3,000, includes one seat of Part 1 and two seats for Part 2.
- 5% early bird for enrolment on or before 23-September 2005

### **Intellectual Asset Management Workshop on 12 October (Wednesday)**

**Intellectual Asset Management WORKSHOP**

**"CAN THE PEARL RIVER DELTA BECOME A KNOWLEDGE ECONOMY"**

Speaker: Mr. Stephen Selby

Director, Intellectual Property Department, HKSAR Government

**“INTANGIBLE ASSETS: THE MISSING LINK BETWEEN INTELLECTUAL PROPERTY AND CREATING VALUE”**

Speaker: Dr. Gordon McConnachie, Chairman Scottish Intellectual Assets Centre

**Introduction**

Within the context of China and the PRD, Hong Kong is a service economy and high value-added business centre. To continue to be successful, Hong Kong companies cannot rely on cost advantages of the PRD forever. Indeed, Mr Donald Tsang, Chief Executive pointed out to a group of industrialist on 15 September 2005 that there is no room for complacency. "Our products are climbing up the value added ladder from the low end, labour-intensive type to high IP-content, brand name products. Manufacturing has moved on from OEM to ODM and we are now venturing into OBM as well. I encourage you to keep up with these efforts. The Government will continue to do what we can to facilitate your endeavours", said the CE.

**Outline of Stephen Selby's speech :**

- Why should China protect intellectual property?"
- Without IP protection, will China escape the pull of OEM/ODM gravity?
- IPD work in the PRD.
- **Brand-building and brand-management as means to moving up the value chain.**
- **Strategies for managing their intellectual assets as a way to develop from being a 'bottom feeder' and move up the value chain.**
- Circles of 'knowledge'.
- Pre-conditions for moving up the value chain to a knowledge economy.

**Outline of Gordon McConnachie's speech :**

- A short description of how IA converts Knowledge and IP into Value.
- A discussion of what is value: to a company, to a university, to society.
- A re-visit of how the IA actually makes the link in each of these situations.
- A discussion of what the IA is then worth: value in context and multiple simultaneous value streams.
- The different perceptions of value: value depends on your perspective as well as context and time frame.
- A discussion: why the knowledge based economy makes effective use of IA a pre-requisite of success for many.
- A snapshot: IA across the world in 15 minutes. What is happening today.
- A discussion of where the future is going to lead us and opportunities for Society in Hong Kong and Guangdong Province.

**Date:** 12 October 2005 (Wednesday) **Time:** 2:30 pm Registration  
3:00 - 5:30pm workshop

**Venue:** Intellectual Property Department **Fee:** FREE OF CHARGE  
Room 2501, 25/F  
Wu Chung House  
213 Queen's Road East, Wanchai  
Hong Kong

**CPD Credit Hours:** 2½ hours **Language:** English

**Closing Date:** 7 October 2005 (Friday)

For registration and further information, please contact the Branch: Tel: 2845-4982, E-mail: aia@aiahkbranch.com.

**The 5th Anniversary WTIA Gala Dinner on 14 Oct 2005**

**The 5<sup>th</sup> Anniversary WTIA Gala Dinner**

**Cum Prize Presentation of The 1<sup>st</sup> Hong Kong Wireless Technology Excellence Awards**

From 2001, Hong Kong Wireless Technology Industry Association (WTIA) has accomplished many significant achievements to facilitate industry growth and business partnership by establishing Hong Kong Wireless Development Centre (HKWDC), collaborating with government / local & overseas counterparts, organizing many popular / admired events and implementing technology research development.

***First-come-first-served. For Details and Registration, please visit***

<http://www.hkwtia.org/wtia/WTIA%20Gala%20Dinner.pdf>

Details: 14 October 2005 (Friday) from 7:30pm-10:00pm at Crystal Ballroom, Holiday Inn Golden Mile Hong Kong, Nathan Road, Kowloon. For enquiries, Please call Mr. Michael Kan at 8203-8013 or

[michaelkan@hkwtia.org](mailto:michaelkan@hkwtia.org)

## **2005 Xi'an BPO International Forum on 26-27 October 2005**

2005 Xi'an BPO International Forum will be held in Xi'an, China on 26-27 October 2005. It is a second annual international business conference focused on opportunities created by global outsourcing of back-office support services. It's free-of-charge.

### **Agenda**

*26 October (Wednesday)*

*Morning Theme: Opportunities Created by Global Business Process Outsourcing*

*Afternoon Theme: BPO Practices in China*

*27 October (Thursday)*

*Theme: BPO in China's Insurance Industry*

As the supporting organization of the event, HKITF is pleased to invite you to participate in this brilliant forum. For more details and agenda of the forum, please refer to the attached file. For registration, please fill out and return the attached registration form to Organization Committee by fax to 86-29-8766-9418 or email to [zhangxib@mail.xjtu.edu.cn](mailto:zhangxib@mail.xjtu.edu.cn) or [bpo@xasoftpark.com](mailto:bpo@xasoftpark.com)

For enquiries, please call 86-29-87669503 or email to [zhangxib@mail.xjtu.edu.cn](mailto:zhangxib@mail.xjtu.edu.cn)

## **Global IT Outsourcing Summit 2005 in Shanghai - 10-11 November**

Please note that Global IT Outsourcing Summit 2005 will be held in Shanghai during 10-12 November.

Background info as below. For details and registration, please visit <http://www.cnoutsourcing.com>

### **THEME:**

- Fully demonstrate integrated advantages of Shanghai in trusted outsourcing services
- Construct a 'Great Shanghai' base for outsourcing business synergized with the Yangtse Delta Area
- Make a breakthrough in European and American outsourcing market
- Transfer Shanghai as first-choice contact point of outsourcing business and software trading center
- Discover new opportunities in the service and outsourcing market
- Build a bridge for matched partnerships between customers and service providers

Shared experiences through successful case studies

### **FEAFURE:**

- Internationalization - Active involvement of world famous companies and organizations
- Professionalization - Penetrating analysis from top experts and deep investigation on key outsourcing issues
- Informative - Latest and first-hand data showing real development trends and patterns

Trade-Oriented - An ideal platform for facilitating discovery of satisfied trade partners and opportunities

### **WHY PARTICIPATE:**

The next 5 years are expected to be the important period when the international software & IT outsourcing markets continue to develop dramatically. It is an opportunity for China but it's a challenge as well. Mr. Bo Xilai, Minister of Commerce, emphasized the importance of the software industry in developing service trade. That "How to expand the share in the international market?" is what the software export companies have to be confronted by.

- Knowledge of updated information and policies
- Experience of international practices
- First hand information on offshoring projects home & abroad

Overview of competitive providers in China

### **WHO PARTICIPATE:**

Software develop & design companies, outsourcing management & provider, association & institution, software parks, information consulting, network / IT consulting, college & government representatives

- Important clients home & abroad in outsourcing
- General manager, CEO and COO
- CTO and software designer
- Strategic research director and PR director
- Project chief and professor / scholar of software schools

- General manager / marketing & merchandise or administration chief of software parks

### **Chongqing IT Expo - Hong Kong Pavilion (Nov 12-14, 2005)**

With Chongqing (重慶) to be the first gateway to the western part of China and the fourth investment hotspot in China, a population of 30 millions but only 134 manufacturers that have computerized, 80 government departments that have 30 millions but only laid down IT infrastructure, an exploring tour (including a 3mx3m booth and a time slot in an end-user seminar) in just HK\$9,500 is quite worthy for your consideration.

Organized by the Chongqing Government, the captioned Expo on Nov 12-14 is the first of its kind in Chongqing. To assist Hong Kong IT companies in exploring this one of the 9+2 markets under CEPA, HKPC with support from HKITF is going to organize a Hong Kong Pavilion in the Expo. To highlight our strengths for the market there, "e-Government and IT for Manufacturers" is selected as the theme of the Pavilion. Attached please find the pamphlet for reference. For enquiry or registration, please feel free to contact Mary Chan at 2788-5870 or [chanmary@hkpc.org](mailto:chanmary@hkpc.org).

### **HKPC: Software Quality Training Series (November 2005)**

#### **Boot Camp for Software Quality**

**14 - 16 Nov 2005**

This is a foundation course for teaching IT quality concepts to participants. This course provides an excellent overview of the entire IT quality professional area. It further provides a macro introduction of the quality assurance area by introducing and reviewing the principles expounded by leading quality experts. This course similarly provides an exceptional review for those planning to pursue the Certified Software Quality Analyst (CSQA) professional designation.

This course also addresses the important aspects to consider for those organisations who desire to properly organise their quality initiative for improved productivity and organisational integrity.

For further details, please click in the following URL:

<http://www.hktrainingonline.com/eng/training/detail.cfm?itemcode=40030126>

#### **CSQA Exam Study Course**

**17 - 18 Nov 2005**

This Certified Software Quality Analyst (CSQA) Preparation Course has been designed specifically to help quality assurance professionals study and prepare for the CSQA examination. This course is presented in a way that reinforces current knowledge, re-introduces concepts that may not be used everyday, explains the rationale for use, and highlights sample questions, both multiple choice and essay type responses.

This course provides a background of the IT Quality fundamentals and also includes the more advanced concepts, which a Certified Software Quality Analyst must understand.

For further details, please click in the following URL:

<http://www.hktrainingonline.com/eng/training/detail.cfm?itemcode=40030134>

### **To Exhibit in the Innovation and Design Expo (IDE) (21-23 November)**

You are cordially invited to exhibit in the Innovation and Design Expo (IDE). This is the one of a kind world-class exposition in Hong Kong organized by the Hong Kong Trade Development Council and co-organized with Hong Kong Design Center and Hong Kong Science & Technology Parks.

IDE, running concurrently with the World SME Expo on 21-23 November 2005 at Hong Kong Convention and Exhibition Centre, is designated for technology solution providers and design-related industries to present their services and products to small and medium-size enterprises (SMEs) in Hong Kong, Mainland China and worldwide, who are looking for new technologies, design and ideas to enhance their productivity.

Through an extensive exhibition and a series of large-scale international conferences as well as networking and business matching activities, the Expo is a perfect platform for exhibitors to:

1. Showcase new practical technology of a company
2. Promote branding services and products of a company
3. Get in touch with manufacturers, traders, distributors, venture capitalists, investors and marketing people from different countries
4. Form partnership to enter the global market, in particular China

For detailed information, please feel free to visit the website [www.innodesignexpo.com](http://www.innodesignexpo.com) or contact Ms.

Carmen Lai at 2248-4822 or email to [carmen.km.lai@tdc.org.hk](mailto:carmen.km.lai@tdc.org.hk)

Please also be advised that IDE is an eligible activity under the SME Export Marketing Fund

[www.smefund.tid.gov.hk](http://www.smefund.tid.gov.hk)) granted by the Trade and Industry Department.

IDE is surely one golden opportunity that should not be missed out for extending business reaches to SMEs across the globe, and also further tapping into the huge markets in Mainland China.

## **Hong Kong International Computer Conference 2005 (23-24 November 2005)**

HKITF is pleased to invite you to attend the Hong Kong International Computer Conference 2005 will be held on 23-24 November 2005 at Hong Kong Convention and Exhibition Centre. Please note that HKITF member can enjoy the [HKCS member rate](#) and please book your seats before 15 October in order to enjoy the Early Bird Discount!. For enquiriese, please call Ms. Karman Lee at 2834-2228.

[http://www.hkcs.org.hk/hkicc2005/event\\_info.html](http://www.hkcs.org.hk/hkicc2005/event_info.html)

## **Welcome for new members**

### **Full Member**

CORE Consulting Ltd

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