

# H K E T A



# Symposium 2014 on Innovation and Technology

# SUMMARY



29 August 2014 (Friday)  
9am to 5pm  
Charles K. Kao Auditorium  
Hong Kong Science Park, Shatin

Co-organizer



Hong Kong 香港科技園  
Science & Technology Parks

Sponsoring Organizations  
Gold and Luncheon Sponsor



信佳國際集團有限公司  
Suga International Holdings Limited

Gold Sponsors



Bronze Sponsors



Logo listed in no particular order

## OBJECTIVES AND TARGET AUDIENCE

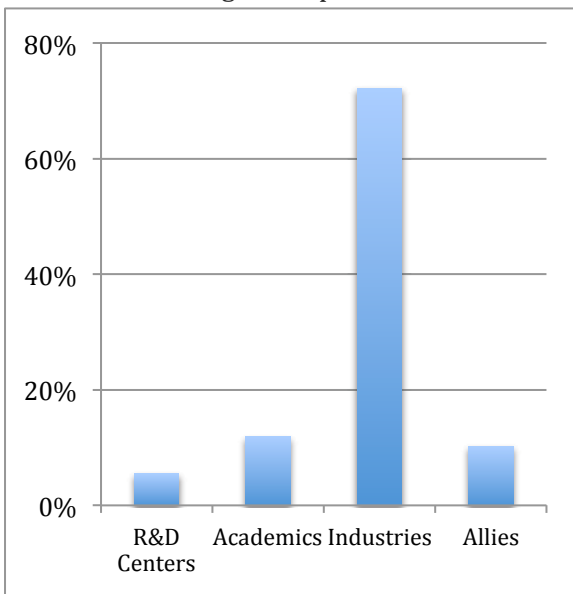
The HKETA Symposium 2014 is a first step for **our objective to establish a platform among industry** (users and solution/technology providers), **research institutions and academics** to work together on identifying the topics and directions of applied R&D so to enhance the competitiveness of Hong Kong.

**Target audience includes senior management from local and oversea companies, senior management from research centers i.e. ASTRI, NAMI and LSCM, department heads from universities, and key decision makers in smart technologies and ICT industries.** We have received strong supports from sponsors, co-organizer and supporting organizations and 200-250 people were expected to joining the event.

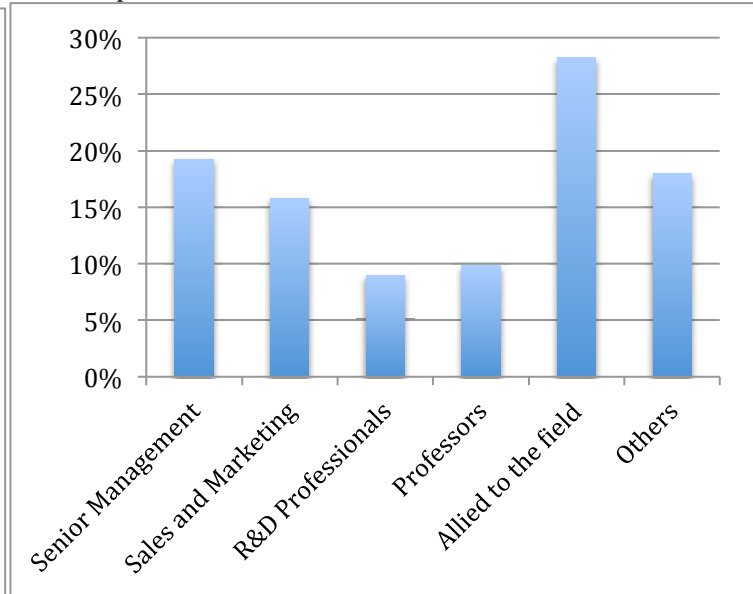
## EXECUTIVE SUMMARY

The HKETA Symposium 2014 was successfully held on 29th August 2014 (Friday) at the Charles K. Kao Auditorium of Hong Kong Science Park, We have received strong sponsorship support from the industry with one co-organizer and eight sponsors from local and multinational companies. And with the support of seventeen organizations from industries, research centers and universities, we have received a total of **235 registration with 218 (over 90%) of them attending** the event.

Attendands' background profiles:



Level in position:



"How Hong Kong's Technology moving Forward?" is a question frequently asked. We have addressed it from different perspectives with the key notes and talks and followed by a panel discussion in the morning session.

The global market of Internet of Things (IoT) is expected to reach US\$1.9 trillion in 2020. With M2M be the largest sector of IoT, the industry is excited with the opportunity, We have thus focused on IoT in the afternoon session with four talks and a panel discussion.

The Symposium was held successfully according to the programme rundown and ended at 5:30pm.

## SUPPORTING ORGANIZATIONS



## KEY NOTE SPEAKERS



Hon. Charles MOK  
Legislative Councilor  
representing the Information  
Technology Functional  
Constituency of HKSAR



Mr. WONG Wai-kay, Ricky  
Chairman  
Hong Kong Television Network Limited

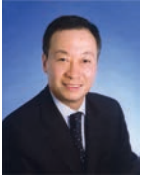
## SPEAKERS



Ir. Allen TB YEUNG  
Vice President  
Business Development and Technology  
Support  
HK Science & Technology Parks  
Corporation



Mr. Matthew MAN  
Founder and CEO  
Megabyte Limited



Mr. Fred SHEU  
Director, Converged Infrastructure  
Solutions  
APJ Presales  
HP Enterprise Group



Dr. Alfred NG  
Assistant to Managing Director  
Suga International Holdings Limited



Prof. Amine BERMAK  
MIT Consortium, Department of  
Electronic and Computer Engineering,  
Hong Kong University of Science and  
Technology



Prof. Chi-ying TSUI  
MIT Consortium, Department of Electronic  
and Computer Engineering  
Hong Kong University of Science and  
Technology



Dr. Sun TAM  
Director of Engineering  
Optiled Lighting



Dr. Paul NG  
Business Development Manager  
Embedded Processing Business Unit China  
Texas Instruments



Drs. Joen van DRIEL  
Country Manager  
North Asia  
Google Enterprise

## MODERATORS



Mr. M Y WONG, BBS, JP  
Chairman  
Hong Kong Applied Science and  
Technology Research Institute



Mr. Simon WONG  
Chief Executive Officer  
Hong Kong R&D Centre for Logistics and Supply  
Chain Management Enabling Technologies

## PANELISTS



Prof. P C CHING, BBS  
Pro-Vice Chancellor/Vice President  
Director, Shun Hing Institute of  
Advanced Engineering  
Professor of Electronic Engineering  
Chinese University of Hong Kong



Mr. Marcus TAECK  
Director, Building Solution  
Schneider Electric



Prof. K. F. TSANG  
Professor of Electronic Engineering  
City University of Hong Kong



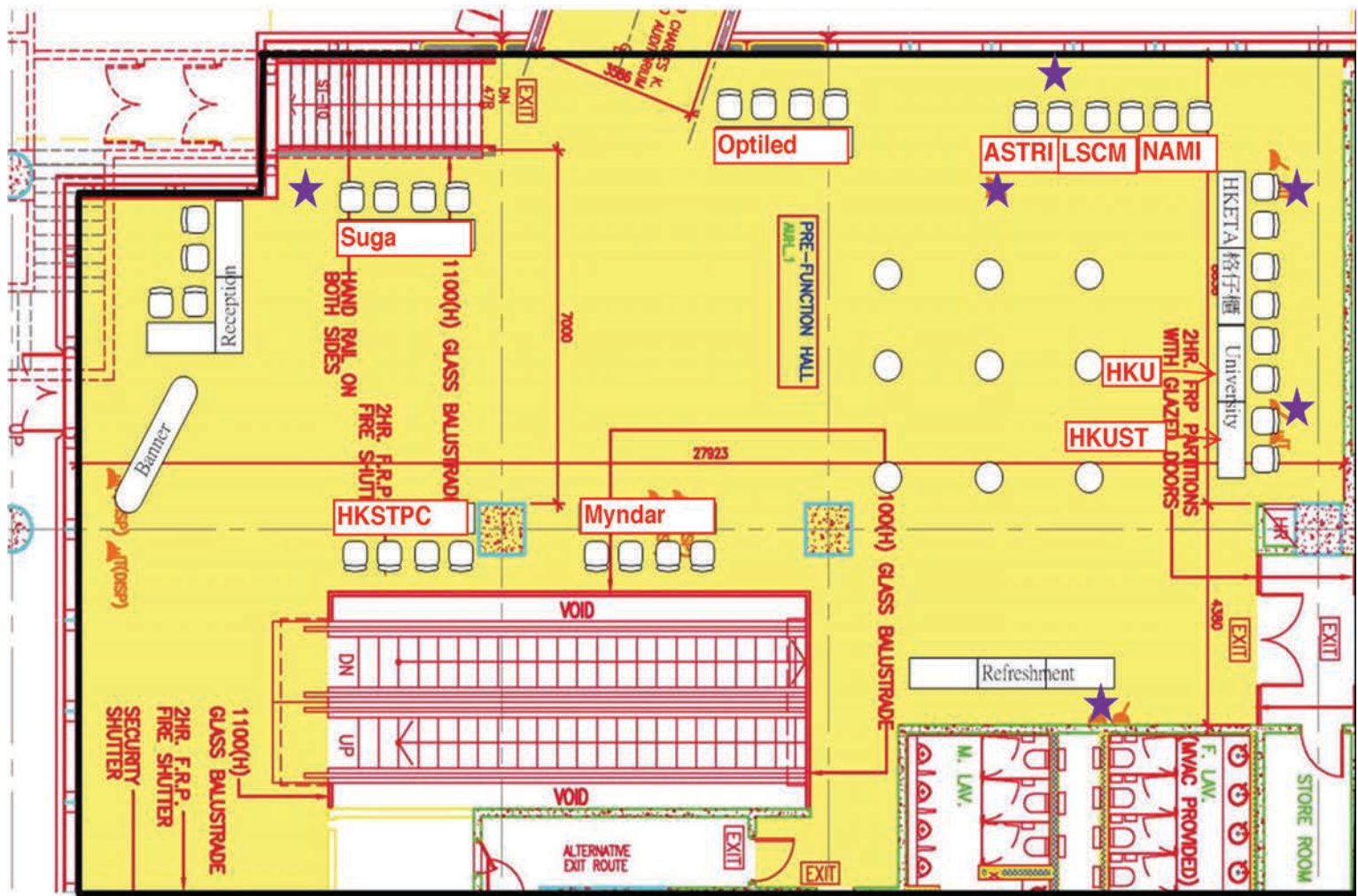
Titles		Guests/Speakers		ver.10
08:30 – 09:00	Reception			
09:00 – 09:10	Welcome Speech		Ir. Victor Ng Chairman Hong Kong Electronics & Technologies Association	
09:10 – 09:30	Key Note Speech 1	Innovation, Technology & Competitiveness – Hong Kong & Beyond	Hon. Charles Mok, JP Legislative Councillor (Information Technology) Hong Kong SAR	
09:30 – 09:50	Key Note Speech 2	Innovation in Hong Kong	Mr. Ricky Wong Chairman Hong Kong Television Network	
09:50 – 10:00	Souvenir Presentation and Group Photo			
10:00 – 10:30	Session 1/ Talk 1	Emerging Technology	Ir. Allen Yeung Vice President, Business Development & Technology Support Hong Kong Science & Technology Parks Corporation	
10:30 – 10:50	Morning Networking Coffee Break and Show Case Tour			
10:50 – 11:20	Session 1/ Talk 2	Changing Landscape of Retail with Big Data	Mr. Matthew Man Founder and CEO Megabyte Limited	
11:20 – 11:50	Session 1/ Talk 3	Unlock Insights by Embracing Big Data Analysis	Mr. Fred Sheu Director, Converged Infrastructure Solutions APJ Presales HP Enterprise Group Hewlett-Packard Asia Pacific and Japan	
11:50 – 12:20	Panel Discussion A	How Hong Kong's Technology Moving Forward	Moderator: Mr. M.Y. Wong, BBS, JP Chairman Hong Kong Applied Science and Technology Research Institute  Panelists: Prof. P.C. Ching, BBS Pro-Vice Chancellor/Vice President Director, Shun Hing Institute of Advanced Engineering Professor of Electronic Engineering The Chinese University of Hong Kong  & Speakers of the Key Note 1 and Talk 1 to 3	
12:20 – 13:40	Luncheon	IoT: New Challenges and Opportunities for Small and Medium-Sized Manufacturing Enterprises	Dr. Alfred Ng Assistant to Managing Director Suga International Holdings Limited	
13:40 – 14:00	Show Case Tour			
14:00 – 14:30	Session 2/ Talk 4	Sensor Interfaces and Wireless Platforms for Smart Green Buildings	Prof. Amine Bermak and Prof. Chi-Ying Tsui MIT Consortium, Department of Electronic and Computer Engineering Hong Kong University of Science and Technology	
14:30 – 15:00	Session 2/ Talk 5	LED Lights – More Than Lighting; They Are Part Of Your Intelligent System	Dr. Sun Tam Director of Engineering Optiled Lighting	
15:00 – 15:20	Afternoon Networking Coffee Break and Show Case Tour			
15:20 – 15:50	Session 2/ Talk 6	Wireless Technology & Latest Trend in IoT	Mr. Paul Ng Business Development Manager Embedded Processing Business Unit, China Texas Instruments	
15:50 – 16:20	Session 2/ Talk 7	Work the Way You Live – Staying Ahead with Innovative Cloud Technologies	Dr. Joen van Driel Country Manager, North Asia Google Enterprise	
16:20 – 16:50	Panel Discussion B	Internet of Things (IoT) for Smart City	Moderator: Mr. Simon Wong CEO Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies  Panelists: Mr. Marcus Taeck Director, Building Solution Schneider Electric  & Speakers of the Talk 4 to 7	
16:50 – 17:00	Souvenir Presentation and Group Photo			
17:00 – 17:05	Closing Speech		Mr. Andrew Ip Chairman, Organizing Committee Hong Kong Electronics & Technologies Association	

## SHOWCASE

The showcase by exhibitors from sponsors, research and development centers, universities and our members at the Pre-function hall has enriched the symposium while participants were having their coffee break session.

Participated booth includes

- Suga International Holdings Ltd
- Hong Kong Science & Technology Parks Corporation
- Megabyte Limited
- Optiled Lighting
- Hong Kong Applied Science & Technology Research Institute (ASTRI)
- Hong Kong R&D Centre for Logistics & Supply Chain Management Enabling Technologies Limited (LSCM)
- The Nano and Advanced Materials Institute Limited (NAMI)
- University of Hong Kong
- Hong Kong University of Science & Technology



Legend: ★ Location of 13AMP power socket



## RECEPTION



## BOOTHS



## COFFEE BREAK AND NETWORKING





# TALKS





## LUNCHEON



## THANK YOU EVERYONE TO MAKE IT HAPPEN!



## THANK YOU!

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