

H K E T A Symposium 2015



香港電子科技商會
Hong Kong Electronics & Technologies Association

M2M in IoT: Impacts and Opportunities

Monday, 24th August 2015
9:00am to 5:00pm

Charles K. Kao Auditorium
Hong Kong Science Park, Shatin



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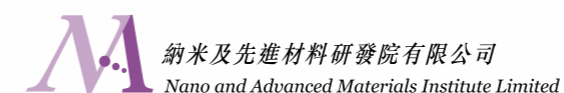
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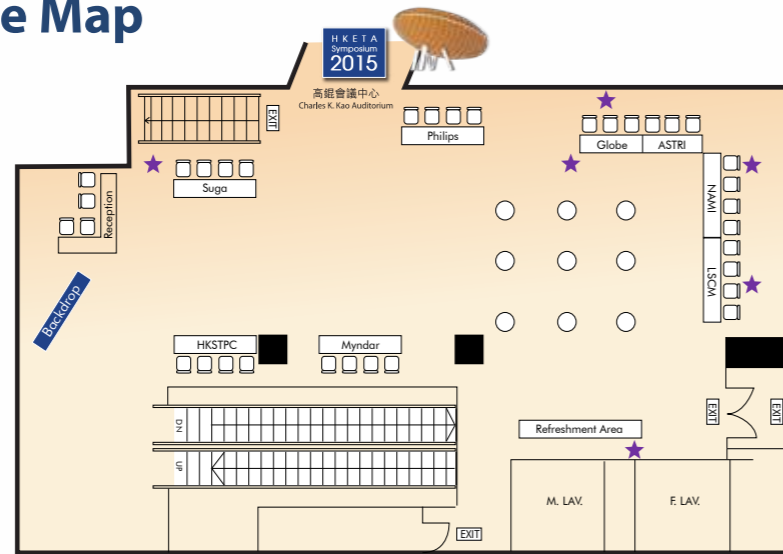
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Showcase Map



Legend: ★ Location of 13AMP power socket

Direction to Luncheon Restaurant



mTray

Improving the Sales Coaching Experience



The revolutionary mTray by **Myndar** is a diverse tool for use throughout the retail experience driving better sales, comprehensive customer information and enhanced management capabilities.

The mTray logs customer interactions by tracking when items are viewed by a customer including duration and correlation between categories, sizes, collections, etc. The information is associated with customer details including gender, age and reason for purchase. Once the data is consolidated, patterns can be drawn and predictions made within an individual store or across the entire business.

While the mTray can enhance a business's understanding of their customers, it can also be used as a powerful management tool and sales tool for improving retail staff performance.

Today, sales staff is often given a standard training program and coached based on a sample set of observed behavior. With the mTray in place, management will be able to judge how many customers their staff have approached determining their true conversion rate. Management will also be able to monitor the demographics of who the staff is speaking with and what items they are being shown. Staff's abilities or tendencies to perform better with a specific customer group can be examined in more detail and training can be tailored to target these areas accordingly.

The touchscreen enabled mTray can also be programmed to assist with sales performance directly. Special promotions or festive reminders can also be displayed enhancing communication between customers and staff. Similar items, including those in the same collection or price range, can be associated together enabling helpful prompts for staff to show other products. These helpful reminders and suggestions can be shown to the customer facilitating easier cross selling or upselling opportunities improving sales performance.

The mTray continues to display its versatility as a tool designed to help retailers improve their business through a multitude of different channels.

www.myndar.com

Welcome Speech



Ir Victor Ng
Chairman of Hong Kong Electronics & Technologies Association

First of all, good morning and a warm welcome to you all!

On behalf of the Organizing Committee and HKETA, I must thank our Guest of Honour, the Hon Nick Yang, who takes time out of his very busy schedule to support our function and deliver his Opening Key Note for this Symposium. We are also grateful to our key note speaker, Mr. Allen Ma, for his speech and the support of HKSTP as the Co-organizer of the Symposium.

Leaving my thanks to the speakers, moderators, panelists, sponsors and supporting organizations for now, I wish to talk about our theme this year for this Symposium.

The global market of Internet of Things (IoT) is expected to reach US\$1.9 trillion in 2020 and up to US\$6.2 trillion by 2025. With M2M be the largest sector of IoT and the industry expects chosen over 50 billion connected devices anticipated by 2020! Thus we have chosen the theme of "M2M in IoT: Impacts and Opportunities" this year.

"Trends and Opportunities in M2M" will be addressed by the talks and followed by a panel discussion in the morning session. While for the afternoon session, we will focus on "Public Impact and Ability of M2M to Improve Society".

The Symposium is not possible without the talks by our expert speakers. So my big thank to all the speakers! And the Symposium is not an one-way communication channel and our panel discussion is an important integral part. My special thank also go to the two moderators, Mr. MY Wong and Mr. Simon Wong, and the panelists including Ir Dr. Hon WK Lo and Mr. Eric Fan.

I must also thank all the sponsors and the supporting organizations for making the Symposium sustainable!

Last, but not least, I would like to thank all the participants for your invaluable support! Thank you and enjoy the program to-day!

Opening Key Note

M2M in IoT: Impacts and Opportunities



The Hon Nicholas W Yang
Member of the Executive Council,
Chairman of Advisory Committee on Innovation and Technology

Aged 59, Mr Yang graduated from the California Institute of Technology in the United States in 1977 with a Bachelor of Science in Electrical Engineering and Applied Mathematics, followed by a Master of Science degree in Electrical Engineering and a Master of Business Administration degree from Stanford University in 1978 and 1982 respectively. Mr Yang worked as a senior design engineer for Intel Corporation in 1978 and subsequently as a strategic management consultant for Bain & Company. He returned to Hong Kong in 1983 and pursued his career as the Executive Director and Deputy Group Managing Director of Shell Electric Mfg. (Holdings) Limited. He became senior consultant and director of several venture capital and private equity investment firms in 2002. Mr Yang was appointed as the Chief Executive Officer of the Hong Kong Cyberport Management Company Limited in 2003. He was the Executive Vice President of the Hong Kong Polytechnic University from 2010 to February 2015.

Abstract

We are entering the Age of Internet of Things (IoT) and Machine-to-Machine (M2M) solutions. To stay at the forefront of developing and commercialising the technologies for social and economic benefits, Hong Kong needs a vibrant innovation and technology ecosystem. Developing such ecosystem requires continued commitment and investment and collaboration among the Government, industry, academic, and research sectors.

Key Note Speech

M2M Ecosystem/Trends and opportunities of M2M in IoTs



Mr Allen MA

CEO of Hong Kong Science and Technology Parks Corporation

Allen was appointed CEO of Hong Kong Science and Technology Parks Corporation (HKSTP) in July 2013. In this role, he leads and manages Hong Kong Science Park, InnoCentre and three Industrial Estates that are entities within HKSTP, reinventing the Corporation from a facility-focused institution to a support-based provider of value-added services covering R&D, design and advanced manufacturing along the value chain.

Allen believes innovation and technology plays a key role in fuelling Hong Kong's economic transformation. Hence, he is committed to providing world-class infrastructure and comprehensive supporting services, as well as fostering connection and collaborations so as to enhance the competitiveness of Hong Kong as a regional hub for innovation and technology while building ever stronger collaboration with Mainland China.

Over the past 30 years, Allen has held senior executive positions with a number of multinational corporations primarily in the information and communications technology sector. In his most recent role, Allen worked for British Telecom Plc as President, Asia Pac where he led the team to rebuild BT's presence in the region to a profitable scale and strengthen

its capability in serving the needs for networked-IT services of multinational corporations. In 2006, he executed an aggressive regional expansion programme which included two major acquisitions in India and Singapore and a joint venture in Japan.

Between 2001 and 2005, Allen worked for Motorola Inc. Global Telecom Solutions Sector as VP & General Manager of Asia where he coached a team to win many customer contracts worth hundreds of million US dollars, riding on the growth in demand for cellular services in emerging South and Southeast Asia markets. Through a "Choose to be Chosen" strategy, an improved understanding of customer needs and an uncompromised dedication to customer satisfaction, his team trebled the amount of sales revenue and achieved leading market share in many countries.

Prior to that, Allen worked for C&W Hong Kong Telecom in a number of senior executive positions. They include: Executive Director responsible for the multi-media arm rolling out city-wide broadband internet services and e-commerce applications; Managing Director for CSL mobile services, achieving market leadership in Hong Kong through strong service differentiations and innovative branding; and

Marketing Director for fixed network services, successfully defending Hong Kong Telecom's market share during the first phase deregulation of the fixed line market.

Allen holds a MBA from the University of Toronto and is a fellow member of both the Chartered Institute of Management Accountants, UK and the Association of Chartered Certified Accountants, UK. He is also a Certified Management Accountant of Canada.

Abstract

Machine to Machine (M2M) is considered an integral part of the Internet of Things. It generally refers to technologies that allow both wireless and wired systems to communicate with other devices of the same type. It has a wide range of applications from automobile, energy, health care, industrial automation to logistics, transportation, security, sales and payment. In the keynote, M2M applications will be shared to demonstrate how daily life is transformed amid the setup of a Smart City, quality of life being improved for the ageing population, and the advancement in robotics and automated manufacturing.

HKETA Symposium 2015 Programme Rundown

Time	Events
08:30 - 09:00	Reception
09:00 - 09:10	Welcome Speech Ir Victor Ng, Chairman of Hong Kong Electronics & Technologies Association
09:10 - 09:30	Opening Key Note The Hon Nicholas W Yang, Member of the Executive Council, Chairman of Advisory Committee on Innovation and Technology
09:30 - 09:50	Key Note Speech M2M Ecosystem/Trends and opportunities of M2M in IoTs Mr Allen Ma, CEO of Hong Kong Science and Technology Parks Corporation
09:50 - 10:00	Souvenir Presentation and Group Photo
10:00 - 10:25	From Machine-type Communications to Internet of Things Dr Nim Cheung, Board of Director of Suga International, Former CEO of ASTRI
10:25 - 10:45	Morning Networking Coffee Break and Showcase Tour
10:45 - 11:10	IoT in Asia/Pacific: Moving Beyond the Hype or Back to the Drawing Board? Mr Charles Reed Anderson, Vice President, Head of Mobility & IoT, IDC Asia/Pacific
11:10 - 11:35	Big Data's Customer Equity Management is Replacing the Traditional CRM in Retail Industry Mr Matthew Man, CEO of Megabyte Limited
11:35 - 12:05	Panel Discussion and Q&A Trends and Opportunities inM2M Moderator: Mr M Y Wong, JP, Chairman of ASTRI Panelists: Ir Dr Hon W K Lo, Legislative Councillor and speakers
12:05 - 13:30	Lunch
13:30 - 14:00	Showcase Tour
14:00 - 14:25	Growing M2M Communication Technologies for IoT Dr Xinyi LIU, Director of Communications Technologies Group of ASTRI
14:25 - 14:50	Lighting Solution Beyond Lighting – Indoor Positioning and Application Mr Vincent Chow, Senior Marketing Manager, Philips Lighting Hong Kong & Macau
14:50 - 15:15	Smart Visibility Solutions in M2M for One Belt One Road Mr James W. Davis, CEO of Globe Tracker International, ApS
14:50 - 15:45	Afternoon Networking Coffee Break and Showcase Tour
15:45 - 16:10	M2M on Wearables and Connected Car Technologies Mr Michael Wong, Director, Business Development (Asia Pacific Region) of Qualcomm Incorporated
16:10 - 16:35	IoT Devices for Asset and Environment Monitoring Prof CH Cheng, Associate Professor, Chinese University of Hong Kong
16:35 - 17:05	Panel Discussion and Q&A Public Impact and Ability of M2M to Improve Society Moderator: Mr Simon Wong, CEO of LSCM R&D Centre Panelists: Mr Eric Fan, Chairman of PISA and Speakers
17:05 - 17:10	Group Photo
17:10 - 17:15	Closing Speech Mr Andrew Ip, Chairman of Organizing Committee, HKETA Symposium 2015

Talk 1

From Machine-type Communications to Internet of Things



Dr Nim Cheung

Board of Director of Suga International, Former CEO of ASTRI

Dr. Nim Kwan Cheung is an independent non-executive director of Suga International Holdings Limited. He was formerly Chief Executive Officer of the Hong Kong Applied Science and Technology Research Institute (ASTRI). He is an Honorary Professor of the Chinese University of Hong Kong, and a member of the Research Grants Council of the Hong Kong SAR Government. Prior to working in Hong Kong, Dr. Cheung has held different research and management positions at AT&T Bell Labs, Bellcore, and Telcordia Technologies in the United States. He was president of the IEEE Communications Society, Editor-in-Chief of the IEEE Communications magazine, and Chairman of the IEEE Fellow Committee. Dr. Cheung received his B.Sc. degree from the University of Hong Kong, and M.S. and Ph.D. degrees from the California Institute of Technology.

Abstract

The Internet of Things (IoT) has the potential to dramatically impact every consumer and industry sector of business. The number of new machine-to-machine (M2M) connections that will be added worldwide is estimated at 50 billion per year over the next decade. This is the most significant near term business opportunity in information and communications technology. The key enabling technologies for IoT are machine-type communications, wireless mobility, cloud computing, and data analytics. The combination of these technologies plays a key role in driving IoT applications across different vertical markets. The presenter will give a survey of prevailing technology and standards in M2M and IoT. Examples of recent IoT deployments in some of these vertical markets will also be presented.

Talk 2

IoT in Asia/Pacific: Moving Beyond the Hype or Back to the Drawing Board?



Mr Charles Reed Anderson

Vice President, Head of Mobility & IoT, IDC Asia/Pacific

Charles Anderson leads the Mobility & Internet of Things (IoT) practice for IDC Asia/Pacific and serves as a strategic advisor to CXO's as their companies address the opportunities and challenges posed by the industry's move to the 3rd Platform, which involves the emergence and interdependency of mobility, cloud services, big data and social media.

Based in Singapore, Charles leads a team of regional analysts that utilize a consultative-based approach to advise technology vendors, enterprise customers and government institutions on the impact emerging technologies will have on their current and future business models. Charles' extensive experience working for and with vendors across the Mobility ecosystem provides customers with valuable insights not only into the opportunities created by mobile technologies and solutions, but also the potential pitfalls they may encounter as they attempt to "mobile-enable" their operational and business processes.

In addition to Mobility, Charles drives IDC's IoT research and thought leadership related to Industrial IoT, Smart Cities, Smart Homes and Consumer Wearables. Charles' unique insights help vendors, enterprises and governments understand and navigate the evolving IoT ecosystem, identify potential solution vendors and partnership opportunities, develop go-to-market strategies and messaging, define and evaluate emerging IoT-enabled business models, and assess the financial

and operational impact IoT will have on their organizations.

Charles is a leading Mobility and IoT industry evangelist with over 25 years' experience in Asia Pacific, Europe and the US advising companies on how to leverage technology to drive operational, business and industry transformation. For the past 15 years, he has specialized in driving the adoption of value-added fixed and mobile services in Europe and Asia while working for leading telecoms firms, including Vodafone, O2/Telefonica, and BT Global Services.

Charles has an MBA from the Rotterdam School of Management and graduated with a Bachelor of Science in Finance and a Minor in Economics from Northern Illinois University.

Abstract

As the hype around the Internet of Things continues to grow, vendors and customers alike a struggling not only to understand how these new solutions will change their industries in the future, but also what they need to do today to prepare for it. During this presentation, IDC will attempt to "demystify" the Internet of Things by exploring the consumer, government and enterprise solutions that will drive the industry forward. In addition, we will examine how companies today are leveraging the power of IoT to generate new business models and opportunities. While many of these companies are traditional industry players that are looking to drive operational efficiencies, we will also examine the new industry entrants that are utilising IoT solutions to aggressively enter new industries and market segments.

Talk 3

Big Data's Customer Equity Management is Replacing the Traditional CRM in Retail Industry



Mr Matthew Man
CEO of Megabyte Limited

Matthew is the CEO and Founder of Megasoft Ltd., a leading provider of retail technology, mobile and IoT solutions. The company's most innovative solution, Myndar, a next generation intelligent retail management system, has transformed the jewelry and fashion industries globally.

Educated and lived in the United Kingdom over 19 years, with over 30 year experience in the IT industry, Matthew has a strong background in R&D and Sales & Marketing, with in-depth knowledge of the electronics, manufacturing, logistics management and retail industries.

He is also the Chairman of an investment company, Mega Gold Holdings Ltd. which is funded by angel investment and venture capital and the CEO of Megabyte Ltd., under his leadership, his R&D teams have innovated many top award-winning IoT products, which have revolutionized these industries. He is also an active member of Industry & Technology Committee of Hong Kong General Chamber of Commerce and Hong Kong Electronics & Technologies Association.

Abstract

The traditional CRM system is limited to only providing you with basic customer details and a snapshot of customer purchases; it fails to interpret the customer's emotional buying behavior to read the customer's 'heart and mind'. CRM is no longer a matter of technology and should not only be regarded as a customer database used to match a specific product offering. Used more intelligently, by leveraging the "Big Data" collected via omni-channel marketing and O2O (online to offline) interactions offered by M2M in retail industry, Myndar has created a MyndCEM – the new generation of Customer Equity Management (CEM). Consisting of three key drivers of Value Equity, Brand Equity and Relationship Equity, MyndCEM creates a new dimension to the customer's relationship with the brands or retailers. The CEM's relationship is no longer just a static database based on a snapshot of contacts - it is a "live" ubiquitous two ways interaction in real time. By utilising the technology of "Artificial Intelligence" in this context, MyndCEM turns consumers into fans of a brand or retailer, then goes even one step further to turn these fans to become loyal devotees of the brands.

Moderator

Trends and Opportunities inM2M



Mr Wong Ming Yam
JP, Chairman of ASTRI

Mr. M. Y. Wong is currently the Chairman of InnoLink Investment Limited. He is also the Director of a number of technology companies. Prior to this, he was the CEO of Elec & Eltek Display Technology Limited and Senior Vice President of Royal Philips Electronics where he has gained over 35 years of experience in global industrial operations, supply base and technology development.

Mr. Wong has served as a member of several Government Boards and Committees for more than 35 years. He was a Member of Innovation and Technology Fund Vetting Committee. Member of Assessment Panel of SERAP of ITC Hong Kong SAR. Director of Hong Kong Standards and Testing Centre. Council Member & Deputy Chairman of Hong Kong Productivity Council (HKPC). Director of the Hong Kong Industrial Estates Corporation. Member of the working group on Intellectual Property Trading of Intellectual Property Department. Director of Hong Kong Science & Technology Parks Corporation (HKSTP). Member of Advisory Committee of Innovation and Technology of HKTDC. ex-officio Member of the Steering Committee on Innovation and Technology of Hong Kong SAR. At present, he is the

Honorary Chairman of Hong Kong Electronics & Technologies Association (HKETA). Honorary Advisor of Hong Kong Critical Components Manufacturers Association (HKCCMA). Fellow Member of Hong Kong Green Strategy Alliance (HKGSA). Chairman of Advisory Committee of the Department of System Engineering and Engineering Management of the Chinese University of Hong Kong (CUHK). Member of EE Departmental Advisory Committee of City University of Hong Kong (CityU). Board Advisor of International Intellectual Property Commercialization Council (IIPCC). Member of Panel on Promoting Testing & Certification Service in Environmental Protection Trade of HKCTC. Chairman of the Create Smart Initiative (CSI) Vetting Committee of Create Hong Kong. ex-officio Member of the Advisor Committee on Innovation and Technology of Hong Kong SAR. And Chairman of Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI).

Panelist

Trends and Opportunities in M2M



Ir Dr the Hon LO Wai Kwok
Legislative Councillor

Ir Dr the Hon LO Wai Kwok, SBS, MH, JP, is Member of the Legislative Council of the Hong Kong Special Administrative Region, representing the Engineering Functional Constituency.

Dr Lo is very active in the community and has served many government organizations, professional bodies and trade associations. He was President of the Hong Kong Institution of Engineers in the session 2007/08 and was a Sha Tin District Councillor for many years. He is currently Chairman of the Hong Kong Quality Assurance Agency, member of the Hong Kong Science & Technology Park Board of Directors, the Housing Authority, the Hospital Authority, the West Kowloon Cultural District Authority, and member of the Hong Kong Certification and Testing Council. He is Vice Chairman of the Business and Professionals for Hong Kong, Chairman of the Hong Kong Green Strategy Alliance, and President of the Hong Kong Professionals and Senior Executives Association.

Dr Lo's expertise and areas of service cover infrastructure, town planning, environment, housing, technology, industry, education and community service. He has over 30 years of working experience in engineering, industrial management, technology innovation and market

development, and has held top management positions in multinational technology groups in the past.

Dr Lo holds an Engineering Doctorate degree of the University of Warwick. He is Honorary Fellow of the Hong Kong University of Science and Technology, Industrial Fellow of the University of Warwick, Honorary Fellow and Visiting Professor of the Hong Kong Vocational Training Council, Honorary Professor of the Open University of Hong Kong, and Adjunct Professor of the City University of Hong Kong.

Dr. Lo was awarded "Ten Outstanding Young Persons" and "Young Industrialist Awards of Hong Kong" in 1992. He was awarded Medal of Honour (MH) by the Chief Executive of the HKSAR Government in 2001, appointed as a Justice of the Peace (JP) since July 2004, granted Bronze Bauhinia Star (BBS) award in 2009 and Silver Bauhinia Star (SBS) award in 2015.

Talk 4

Growing M2M Communication Technologies for IoT



Dr Xinyi Liu
Director of Communications Technologies Group of ASTRI

Dr. Xinyi Liu is Director of the Communications Technologies Division at Hong Kong Applied Science and Technology Research Institute. She leads the development of an end-to-end LTE network platform (WIP: Wireless Innovation Platform) and is responsible for collaboration with industries.

Dr. Liu has previously held positions at Nortel, Sorrento Networks, and ZTE USA in design and analysis of mobile and optical network architecture and products for carrier-grade systems. She was very experienced as a standard expert in ITU-T, ANSI, and WiMAX Forum. She has delivered many technology/strategy presentations in conferences, seminars, and standard meetings.

Dr. Liu received her Ph.D. degree in Electrical and Computing Engineering from Queen's University in Canada, and the M.S. and B.S. degrees in Telecommunications Engineering from Beijing Jiaotong University, China.

Abstract

The Internet of Things (IoT) is driving productivity, cost savings, and transforming the way we live and do business, such as smart city, health monitoring, supply chain tracking and tracing, and intelligent manufacturing, etc. Machine-to-machine (M2M) communication is one of key enabling technologies for IoT applications and innovation. This presentation provides an introduction to the M2M communication technologies including challenges and trends. Some of the technologies for optimizing the IoT applications will be presented. ASTRI's R&D effort in the M2M communication area will also be introduced.

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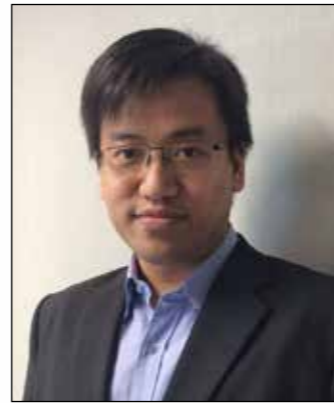
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Talk 5

Lighting Solution Beyond Lighting – Indoor Positioning and Application



Mr Vincent Chow

Senior Marketing Manager, Philips Lighting Hong Kong & Macau

Vincent is currently the senior marketing manager for Philips Lighting Sector in Hong Kong and Macau. Born in Hong Kong, obtained a master degree in Engineering Business Management at The University of Warwick, England, Vincent worked in ABB and Schneider Electric before joining Philips, gained extensive knowledge in both consumer and professional businesses in Lighting and Electrical Engineering industries having product and marketing roles in China as well as Asia Pacific.

Vincent spent 6 years in China markets and 5 years in Asia Pacific Region, now is focusing on domestic market; his experience includes 6 years in Electrical Engineering business, 5 years in Lighting business and 3 years in manufacturing business.

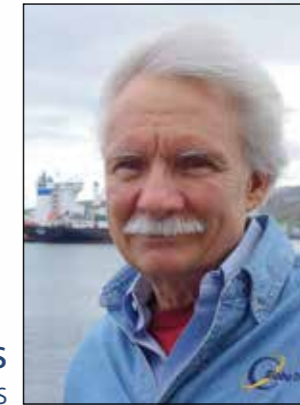
Abstract

Lighting is more than just illuminating the dark. Light can be used to enhance people's lives. The transformative power of light could make people safer – providing quality light in public spaces and at home. Light could make people happier – light that can dazzle, delight, inspire, inform and entertain; as well as make cities more livable and satisfy people's daily needs. Lighting could help make people more productive – providing the right light for the right task; light to help people to concentrate better; lighting that saves energy and reduces the cost of maintenance, light that helps improve decision making, even light that can help you to locate a product in a supermarket.

Driven by the society's shift to digital technology (IoT, PoE, etc.) and the rise of LED lighting, lighting solutions can now be connected, software integration opening up new functionality, systems and services. Lighting is way more than just illuminating now. Indoor positioning is one of the latest innovations which demonstrate how the magic could work.

Talk 6

Smart Visibility Solutions in M2M for One Belt One Road



Mr James W Davis
CEO of Globe Tracker International, ApS

James W. Davis is the Co-founder and Chief Executive Officer of Globe Tracker International, ApS. Jim has had both a successful corporate career at companies like IBM and Intel, as well as success in a number of smaller ventures and start-ups.

More about James W. Davis

With more than 15 years of experience developing asset tracking strategies, technologies and solutions, Jim Davis and his partners at Key West Technologies conceived of the unique data exchange network architecture that constitutes the bedrock of the Globe Tracker solution. Globe Tracker's technology-independent or agnostic solution architecture breaks down the barriers between the different tracking technologies and their associated corporate standards or proprietary database solutions found around the world.

Jim founded Key West Technologies in early 1999, an international business consulting partnership advising clients around the world with regard to a broad range of cutting-edge technologies, business development and management. Jim remains a partner with Key West Technologies.

Jim served as Director of Intel Corporation's Home Computing Laboratory, which was responsible for developing Intel's consumer-focused Pentium platform and strategy. Prior to his time with Intel, Jim served in the mid-1990s as Chief Executive Officer of Interaxx Television Network, an interactive television content aggregator and

distributor, and in the late 1990s as Chief Executive Officer of MRT micro, ASA, a communications software and hardware company headquartered in Oslo, Norway.

Jim was with International Business Machines Corporation for 25 years, where he served as a Senior Technical Staff Member, a member of IBM's Academy of Science and Technology, and ultimately as Chief Technical Officer of the IBM PC Company Premium Brands. He was a principal member of a small industry group that created the U.S. EPA Energy Star Program and evangelized this U.S. program around the world. He conceived of and drove the development of IBM's "Green" Machine, which won the Best-of-Show award at Comdex in 1992 and was dubbed the "Dream Machine" by PC Week magazine.

Jim is the recipient of several industry awards, including the Electric Power Research Institute Innovators Award and, at the time of its presentation, IBM's largest individual Outstanding Technical Achievement Award. Design News recognized him as one of the Top 50 R&D Scientists in the US in 1993. Jim was a principal investigator of the Differential Cascode Voltage Switch Logic Technology and its related Silicon Compiler.

Jim is a member of the National Association of Corporate Directors and has served on the Boards of Directors and Technical Advisory Boards for a number of private and public companies around the world, including Micro-to-Mainframes

Inc., @Road Inc. and Trustix AS. In his Director's capacity, he has served on both audit and compensation committees, as well as on special operational and governance committees.

Jim has lectured at a number of universities around the world on a broad range of business and technical topics at institutions including Duke University, Florida Atlantic University, the University of California Berkeley, the University of Miami, Trondheim University in Norway and the University of Iceland. Jim was a Visiting Research Scholar at the Communications Technology Center at Florida Atlantic University.

Abstract

In this presentation, we will present how M2M technologies can be applied to guarantee efficiency, provide visibility, enhance security and promote trade growth under the One Belt One Road initiative.

Areas to be covered in this presentation as illustrations include:

- how can M2M technologies make Containers smart
- how can M2M technologies make Rail smart
- how can M2M technologies make Terminals smart
- how can M2M technologies make Vessels smart ...

With an ecosystem of connected devices, we will explore how we can bring the One Belt One Road routes to peak efficiency and help to manage the rapid growth of the trade lane.

Talk 7

M2M on Wearables and Connected Car Technologies

Mr Michael Wong

Director, Business Development (Asia Pacific Region) of Qualcomm Incorporated



Michael Wong is a Director of Sales at Qualcomm. In this role, he heads the company's China and Southeast Asia semiconductor sales organization with specific focus in the "Internet of Everything" and "Wireless Infrastructure" market segments. Previously, Michael was a Director of Business Development for the Asia Pacific region, primarily focusing on attaching wireless connectivity technologies such as WLAN and Bluetooth into handsets and computing devices. Michael joined Qualcomm as part of the company's acquisition of Atheros Communications where he led various Business Development and Applications engineering operations for the company. In his early years as a systems and software engineer, Michael also made important contributions to the development of the 802.11 WLAN protocols and algorithms.

He currently holds a Master of Science degree in Electrical Engineering from Stanford University, and MBA degrees from Northwestern University's Kellogg School of Management and from Hong Kong University of Science and Technology. He also holds a Bachelor of Applied Science and Engineering degree from University of Toronto.

Abstract

With a 30-year heritage in creating wireless connections and ecosystems, Qualcomm is already at the heart of the Internet of Everything (IoE). Qualcomm provides technologies to connect billions of devices and things. And today, their continuing innovations in connectivity, computing, and cognitive technologies will not just enable tens of billions of devices and things to become part of the IoE, they will bring new levels of intelligence to the equation, and enable new ways of interacting.

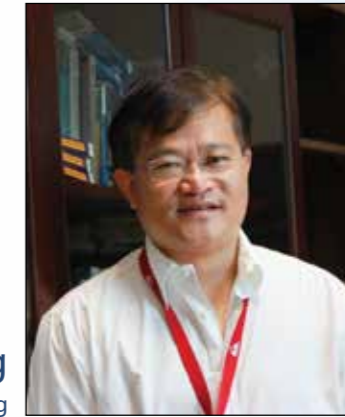
This presentation takes a deeper look into the various technologies that Qualcomm believe will be key in powering the future of IoE, with specific focus on the wearable and connected cars applications.

Talk 8

IoT Devices for Asset and Environment Monitoring

Prof CHENG, Chun Hung

Associate Professor, Chinese University of Hong Kong



Professor C.H. Cheng obtained his B.S.Sc from the Chinese University of Hong Kong, and his M.Sc. in Computer Science, M.B.A. and Ph.D. from the University of Iowa. He conducts research in computer and information technology, and logistics and operations management. His recent work contributes to the fields of facility location and layout, transportation logistics, and service operations, RFID deployment, applications of tracking and sensing technologies, etc. He also serves in 7 international journals as either an associate editor or a member of the editorial boards.

Abstract

In this talk, we would like to report recent IoT R&D work at the Chinese University of Hong Kong. Specifically, various IoT devices for asset and environment monitoring will be introduced. Applications in airport, distribution and logistics center, and museum will be discussed.

Moderator

Public Impact and Ability of M2M to Improve Society

Mr Simon K Y Wong
CEO of LSCM R&D Centre



Mr. Simon K. Y. Wong is the Chief Executive Officer of the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre). It was established in 2006 by the HKSAR Government and charged with the mission to research and develop relevant technical solutions to serve the logistics industry in the Hong Kong and Pearl River Delta region.

Mr. Wong has more than 30 years of working experience in the commercial sector. Before joining the LSCM R&D Centre, Mr. Wong held a number of technology development and management positions in Hong Kong and Taiwan. He worked at the General Electric Company between 1996 and 1999 and from 1999 to 2004, he was the President of GE Appliances Asia. He

joined Johnson Electric in 2004 as the President of JE Trading Limited. He was highly involved in developing supply chain solutions for customers and exploring new business models. He held this position until 2010.

Mr. Wong holds a master degree in Electrical Engineering and Computer Science from the University of California, Berkeley, United States.

Panelist

Public Impact and Ability of M2M to Improve Society

Mr Eric Fan Kin Man
Chairman of PISA



Eric Fan is currently working in UDomain Web Hosting Company Limited as the Head of Technical Department. He has more than ten years of experience in the Information and Technology industry and leading the development of UDomain to become one of the market leaders in the web hosting industry. He is also the Director of New Sky Internet Ltd and leading the company to award the Fast Growing Company in Hong Kong Network and Top System Engineer in 2010 Award by Juniper Network. He is involved in the leading-edge information technologies and architectures which include information security, network monitoring and management, storage, virtualization, Internet architecture and network solutions for Enterprises and Service Providers.

Eric has recently become the honoree of (ISC)2 2015 Asia-Pacific Information Security Leadership Achievements (ISLA) - Information Security Practitioner Category. He is also holding a number of public offices, including Chairman of Professional Information Security Association (PISA), Board of

Directors of Hong Kong Internet Registration Corporation Limited (HKIRC), Convenor of Information Security and Councilor of Hong Kong Information Technology Federation (HKITF), Vice Chairman of Hong Kong Internet Service Providers Association (HKISPA), member of co-opt Members of OGCIO Working Group on Cloud Security and Privacy (WGCSP) under The HKSAR Government, volunteer of Hong Kong Network Operators Group (HKNoGs) and Technical and Engineering Sub-Committee member of Senior Citizen Home Safety Association (SCHSA). He strives to promote wireless security and protect SMEs in Hong Kong from cyber-attack.

Education:

Bachelor of Science (Hons) of Information System, Staffordshire University.

Professional Qualifications & Honors:

Honoree, (ISC)2 2015 Asia-Pacific Information Security Leadership Achievements (ISLA) - Information Security Practitioner Category, 2015

Top System Engineer, Juniper Network, 2010

Juniper Network Associate

Microsoft Certified IT Professional & Microsoft Certified Professional

Positions:

Chairman (2014); Vice Chairman (2013), Professional Information Security Association (PISA)

Board of Directors, Hong Kong Internet Registration Co. Ltd. (HKIRC) and Hong Kong Domain Name Registration Co. Ltd. (HKDNR), 2014-2016

Convenor of Information Security, Councilor, Hong Kong Information Technology Federation (HKITF), 2015

Assistant Chairman, Hong Kong Internet Service Providers Association (HKISPA), 2014-2015

Technical and Engineering Sub-Committee member, Senior Citizen Home Safety Association (SCHSA), 2015-2106

Member of co-opt Members, OGCIO Working Group on Cloud Security and Privacy (WGCSP), The HKSAR Government, 2014-2016

Professional Consultant (2013-2014), Hong Kong Wireless Technology Industry Association (WTIA) & Convenor (2011-2013), WTIA Mobile and NGN Security Specialist Group

Volunteer, Hong Kong Network Operator Group (HKNoGs), 2014-Present

Advisor, VTC IT Discipline Alumni Association, 2013-2016

Radio Spectrum and Technical Standards Advisory Committee (SSAC), Office of the Communications Authority (OFCA), 2011-2014

Core Volunteer, TED x Kowloon, 2013

Promotion Director, Hong Kong Computer Conference, 2009, 2010



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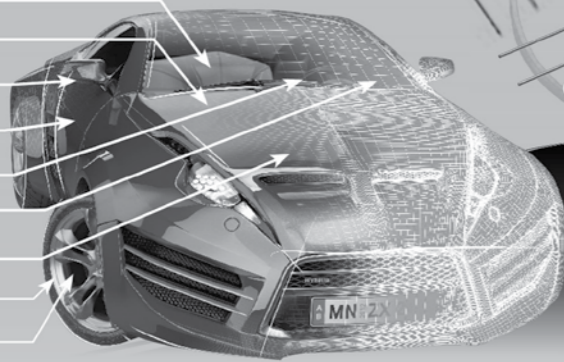
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Closing Speech

Acknowledgement



Mr Andrew Ip

Chairman of Organizing Committee, HKETA Symposium 2015

Dear Colleagues, Ladies and Gentlemen,

Good evening. It is my pleasure to join all of you today at the HKETA Symposium 2015 "M2M in IoTs: Impacts and Opportunities"

Couples of weeks ago, I was able to watch a video about opportunities. The video was about how to make opportunities happen, it certainly caught my attention. The speaker was Kare Anderson who is a columnist for Forbes, she brought out that when people work closer together, more opportunities will arise. Instead of waiting, we can create opportunities. These opportunities makers usually keep honing their key strengths, they are pattern seekers who deal with people outside their normal circle in order to find wider patterns. They also communicate and make connections. Similar to our goal for organizing HKETA Symposium, we aim to provide such platform for opportunities seekers in Hong Kong. Unexpected opportunities will

arise through collaboration and trust building. Participants could meet new people beyond their normal circle, to communicate and exchange ideas and information. We do believe that HKETA Symposium could serve all the above purposes.

This year, our theme is M2M in IoTs. M2M is not just about connecting machine to machine. Humans are also the key element within this process, from development through execution. Our symposium had shown how M2M technology helped improving human experience includes retails, smart cities, wearable devices, and automobile even though there are some challenging areas, such as privacy, data protection and security. According to many marketing researches, M2M market is expected to grow exponentially during the next decade. If you don't take part now, you might not be part of the future opportunities.

So I would like to take this opportunity to thank our Guest

of Honor, the Hon Nick Yang for Opening Key Note. Mr Allen Ma for his Key Note. M.Y. Wong JP and Simon Wong to be our moderators. Ir Dr. Hon WK Lo and Mr Eric Fan as our panelists, and all speakers today. Their presence have been invaluable and have helped the event to be a successful one. We greatly appreciate the support from our co-organizer, sponsors and supporting organizations. We are also grateful for all those people who have been involved in organizing this event, especially our Chairman Ir Victor Ng and the organizing committee. May I also thank you for all the participants who have spent time to join us here, we look forward to seeing you in the future HKETA events.

With these remarks I would like to close HKETA Symposium 2015. Thank you to all.



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