Hong Kong Electronics and Technologies Association
HKETA Symposium 2015
M2M in IoT: Impacts and Opportunities

Executive Summary Report

HKETA Symposium
M2M in IoT: Impacts and Opportunities
August 24th, 2015

Overview

Our goal for organizing HKETA Symposium is to provide such a platform for industry, research institutions and academia in Hong Kong. Unexpected Opportunities will arise through collaboration and trust building. Participants could meet new people beyond their normal circle, communicate and exchange ideas and information, so to enhance the competitiveness of Hong Kong.

During 1 day event, over 260 resignations with over 230 attendees examined and explored the following:
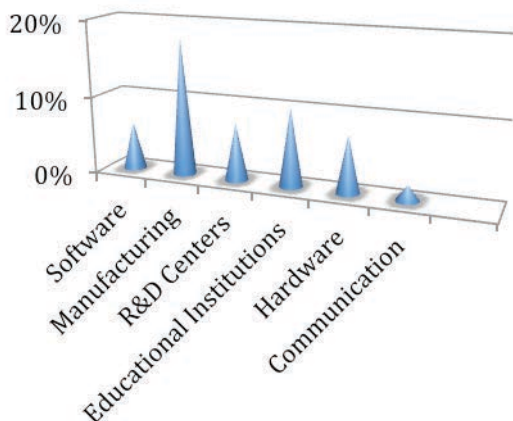- 2 sessions in M2M
- 2 Keynotes
- 8 talks
- 2 panel discussions
- 1 Showcase ares from R&D centers and industries

Target audience includes senior management from local and oversea companies, senior management from R&D centers, department heads from universities, and key decision makers in high tech industries.
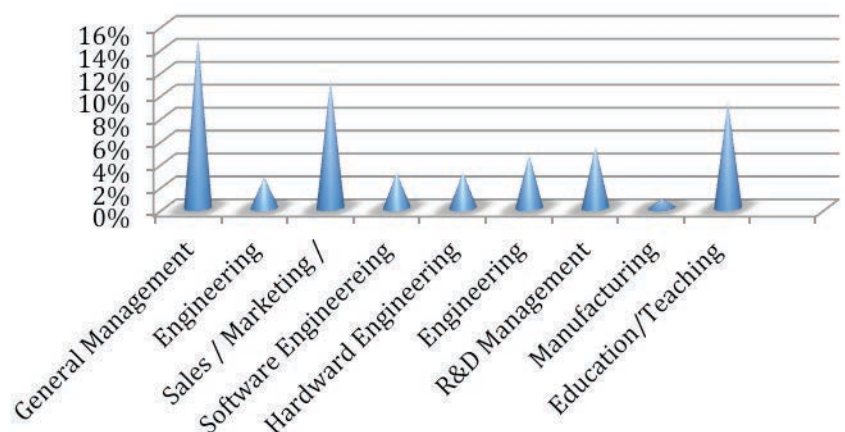
The HKETA Symposium 2015 was successfully held on August 24th, 2015 at the Charles K. Kao Auditorium of Hong Kong Science Park. We have received strong supports from co-organizer, 8 sponsors, and 20 supporting organizations and our members.

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Opening Key Note by the Guest of Honour
The Hon Nicholas W Yang
Member of the Executive Council, Chairman of Advisory Committee on Innovation and Technology
M2M in IoT: Impacts and Opportunities

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 Speaker
Mr Allen Ma
CEO of Hong Kong Science and Technology Parks Corporation
M2M Ecosystem/Trends and opportunities of M2M in IoTs

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.

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Speaker
Dr Nim Cheung
Board of Director of Suga International, Former CEO of ASTRI
From Machine-type Communications to Internet of Things

ABSTRACT   The Internet of Things (IoT) has the potential to dramatically impact every consumer and industry sector of business. The number of new machineto-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 machinetype 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.

Speaker
Mr Charles Reed Anderson
Vice President, Head of Mobility & IoT, IDC Asia/Pacific
IoT in Asia/Pacific: Moving Beyond the Hype or Back to the Drawing Board?

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.

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Speaker
Mr Matthew Man
CEO of Megabyte Limited
Big Data's Customer Equity Management is Replacing the Traditional CRM in Retail Industry

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.

Speaker
Dr Xinyi Liu
Director of Communications Technologies Group of ASTRI
Growing M2M Communication Technologies for IoT

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. Machineto-machine (M2M) ommunication 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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Speaker
Mr Vincent Chow
Senior Marketing Manager, Philips Lighting Hong Kong & Macau
Lighting Solution Beyond Lighting – Indoor Positioning and Application

ABSTRACT   Lighting is more than just illuminating the dark. Light can be used to enhance people's lives. The transformative power of light could made people safer – providing quality light in public spaces and at home. Light could made 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 position is one of the latest innovation which demonstrating how the magic could work.

Speaker
Mr James W Davis
CEO of Globe Tracker International, ApS
Smart Visibility Solutions in M2M for One Belt One Road

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.

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Speaker
Mr Michael Wong
Director, Business Development (Asia Pacific Region) of Qualcomm Incorporated
M2M on Wearables and Connected Car Technologies

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.

Speaker
Prof CHENG, Chun Hung
Associate Professor, Chinese University of Hong Kong
IoT Devices for Asset and Environment Monitoring

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.

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<p style="text-align:center; color:blue;">PANEL DISCUSSION
MORNING SESSION
TRENDS AND OPPORTUNITIES IN M2M</p>

Moderator
Mr Wong Ming Yam
JP, Chairman of ASTRI

Panelist
Ir Dr the Hon LO Wai Kwok
Legislative Councillor

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PANEL DISCUSSION
AFTERNOON SESSION
PUBLIC IMPACT AND ABILITY OF M2M TO IMPROVE SOCIETY

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

Panelist
Mr Eric Fan Kin Man
Chairman of PISA

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**HKETA Symposium 2015
Programme Rundown**

This programme rundown is subject to change without prior notice
Medium: English

TIME	EVENTS
0830 - 0900	Reception
0900 – 0910	Welcome Speech **Ir Victor Ng, Chairman of Hong Kong Electronics & Technologies Association**
0910 – 0930	Opening Key Note **The Hon Nicholas W Yang, Member of the Executive Council, Chairman of Advisory Committee on Innovation and Technology**
0930 – 0950	Key Note Speech **M2M Ecosystem/Trends and opportunities of M2M in IoTs Mr Allen Ma, CEO of Hong Kong Science and Technology Parks Corporation**
0950 – 1000	Souvenir Presentation and Group Photo
1000 – 1025	**From Machine-type Communications to Internet of Things Dr Nim Cheung, Board of Director of Suga International, Former CEO of ASTRI**
1025 – 1045	Morning Networking Coffee Break and Showcase Tour
1045 – 1110	**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**
1110 – 1135	Big Data's Customer Equity Management is Replacing the Traditional CRM in Retail Industry **Mr Matthew Man, CEO of Megabyte Limited**
1135 – 1205	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**
1205 – 1330	Lunch
1330 – 1400	Showcase Tour
1400 – 1425	**Growing M2M Communication Technologies for IoT Dr Xinyi LIU, Director of Communications Technologies Group of ASTRI**
1425 – 1450	Lighting Solution Beyond Lighting – Indoor Positioning and Application **Mr Vincent Chow, Senior Marketing Manager, Philips Lighting Hong Kong & Macau**
1450 – 1515	**Smart Visibility Solutions in M2M for One Belt One Road Mr James W. Davis, CEO of Globe Tracker International, ApS**
1515 – 1545	Afternoon Networking Coffee Break and Showcase Tour
1545 – 1610	**M2M on Wearables and Connected Car Technologies Mr Michael Wong, Director, Business Development (Asia Pacific Region) of Qualcomm Incorporated**
1610 – 1635	IoT Devices for Asset and Environment Monitoring **Prof CH Cheng, Associate Professor, Chinese University of Hong Kong**
1635 – 1705	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**
1705 – 1710	Group Photo
1710 – 1715	Closing Speech **Mr Andrew Ip, Chairman of Organizing Committee, HKETA Symposium 2015**

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Morning session group photo

Morning session panel discussion

Afternoon session panel discussion

Afternoon session group photo

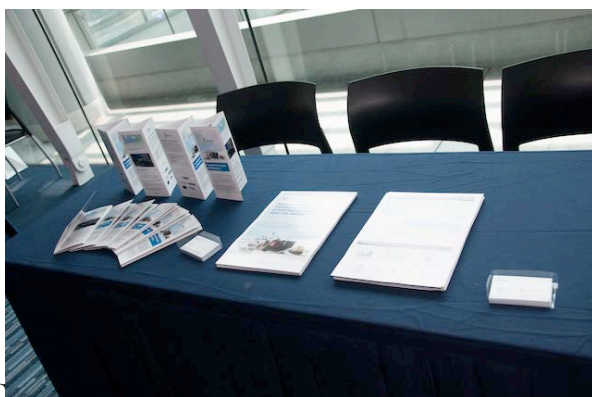Welcome note by Ir Victor Ng

Closing note by Mr Andrew Ip

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RECEPTION AND SHOWCASE

The showcase by exhibitors from sponsors and research and development centers at the Pre-function hall has enriched the symposium while participants were having their coffee break session. Participated booth includes Megabyte Limited, Philips Lighting Hong Kong & Macau, Globe Tracker International ApS, NAMI and LSCM.

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We greatly appreciate the support from our co-organizer, sponsors and supporting organizations.

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