

# H K E T A

# Symposium 2014 on Innovation and Technology

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

INNOVATIVE  
TECHNOLOGIES  
FOR  
SMART LIVING

### 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



www.icmaster.com.hk



### Supporting Organizations



Department of Electrical and Electronic Engineering  
電機電子工程系



Department of Electronic Engineering



ASTRI  
HONG KONG APPLIED SCIENCE AND TECHNOLOGY RESEARCH INSTITUTE COMPANY LIMITED  
香港應用科技研究所有限公司



Hong Kong Critical Components Manufacturers Association  
香港關鍵元件製造商協會



香港電子業商會  
The Hong Kong Electronic Industries Association



Hong Kong Electronics Industry Council  
香港電子業總會



HONG KONG INSTITUTE OF ENGINEERS  
香港工程師學會



The Chinese University of Hong Kong  
香港中文大學  
Department of Electronic and Information Engineering  
電子及資訊工程學系



LSOM  
Hong Kong R&D Centre for Light-emitting and Supply Chain Management Enabling Technology  
香港發光及供應管理輔助技術研發中心



WTIA  
香港無線科技商會



Internet Society  
Hong Kong 香港互聯網協會



Member of VTC Group  
VTC 職訓機構



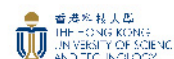
納米及先進材料研發院有限公司  
Nano and Advanced Materials Institute Limited



Technology 科技網絡  
Incubation Network



香港中文大學  
The Chinese University of Hong Kong  
Department of Electronic Engineering



香港科技大學  
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY



電子及資訊工程學系  
ELECTRONIC & INFORMATION ENGINEERING

# Programme Rundown

Programme Language: English

HKETA reserves the rights to modify this programme rundown at any time without prior notice.

		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	

## Target Audience and Participants

Senior Management and Head of Engineering / IT Department of business and institution.  
ICT vendors, system integrators, technologies providers and general public who want to get up-to-date information on innovative technologies on smart living.

## Intended Benefits for Participants

Our goal is to provide a linkage between users, business, research institutions and government institutions. Throughout the symposium, audience will get updated information on Innovative technologies for smart living and how to get access to these technologies. Panel discussion sessions would produce useful dialogue leading to decision making and development of relationships between different organizations.

## REGISTRATION

### **TICKETS ARRANGEMENT**

**HKETA Member and Supporting Organization:** HK\$400 early bird / HK\$500 normal rate.

**Non-member:** HK\$500 early bird / HK\$600 normal rate

Ticket includes full day seminar, lunch and coffee break

**Early bird deadline:** 11th August 2014      **Normal deadline:** 25th August 2014

### **Payment method:**

**By cheque:** Payable to HK ELECTRONICS & TECHNOLOGIES ASSOCIATION LTD  
and mail to our Secretariat: 11/F Lockhart Centre, 301 Lockhart Road, Wanchai.

**Direct deposit:** Standard Chartered account number: 959-1-030832-3  
and email the bank-in slip to our Secretariat: admin@hketa.org.hk as a proof.

**IMPORTANT:** Seat will ONLY be secured when your payment is received.

**Queries:** please contact our Admin Executive Salina Ng at 5498 7817 or email her admin@hketa.org.hk

---

**Online registration please visit [www.hketa.org.hk](http://www.hketa.org.hk)**

Title:  Professor  Dr.  Ir.  Mr.  Ms.

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Member of HKETA ?  YES  NO

**If you are member of HKETA, please state your membership type:**

Honorary member  Patron member  Corporate member  Individual member

**Are you member of any supporting organization to this Symposium:**

If yes, please provide the name of the organization: \_\_\_\_\_

I do not want to receive marketing communications from HKETA in the future and  
HKETA cannot use my personal data which is provided in the application form.

**Please send your completed form to our Secretariat by email:**

admin@hketa.org.hk or fax to 3547 8017 as soon as possible.

\*\* Please contact admin@hketa.org.hk if you don't receive a confirmation email in 2 days.