



The Electronic Newsletter of the Hong Kong Information Technology Federation - September 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) Mr. Sam Lin (Tel: 2788-5839, Fax: 2788-5959 or email: samlin@hkpc.org)

Events

CMM Support Programme Project De-briefing Forum on 13 September

The Hong Kong Information Technology Federation (HKITF) in collaboration with Hong Kong Computer Society (HKCS), the Hong Kong Quality Assurance Agency (HKQAA) and the Information and Software Industry Association (ISIA) has launched CMM Support Programme for Hong Kong Software SMEs since March 2003. The programme is to assist the SMEs in the software industry to acquire the internationally recognized standards Capability Maturity Model Integration (CMMI). Organizations that implement a software process improvement programme according to the standard will be able to develop better quality software, resulting in the enhancement of competitiveness and business opportunities for the organization globally. The project was funded by Trade and Industry Department (TID).

A series of CMM executive briefing seminars, overview workshops, and implementation workshops were held and completed successfully during these two years. We have also conducted a study on the demand of CMM in Hong Kong. As one of the tasks in the project, the project team will organize a de-briefing session to the general public, summarizing the experience learned, feedback of the participating companies, future trends in CMM and software process improvement. This seminar aims to provide information and insights for companies planning to implement CMM and other software process improvement initiatives. You are most welcome to join this free forum and share with us your views. To register, please fill out and return the attached reply slip to HKITF by email to info@hkitf.org.hk or fax to 3007-4728.

Date & time: 13 September 2005 (Tuesday) 2:30pm to 5:00pm

Venue: Lecture Theatre, First Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

Language: Cantonese with English terminology

Admission: Free-of-Charge

Enquiries: Ms. Rachel Wong - Email: rachel.wong@hkitf.org.hk or Tel: 3101-8197

Rundown

2:15-2:30 Registration

2:30-2:40 Opening speech by Ms. Judy Leung, Vice President of HKITF

(Background of the project, importance of quality and improvement in software industry)

2:40-3:10 Journey to CMM by Dr. Oliver Yau, Managing Director of Objective Solutions Limited

(OSL's participation in the project and subsequent achievements in implementing CMM)

3:10-3:40 Quality and the Future by Mr. Patrick Chiu, Chief Operating Officer, EPRO Systems (HK) Ltd

3:40-4:00 Project Achievement and CMM Demand in Hong Kong by Ms. Judy O, Senior Consultant of HKPC

4:00-4:30 Future of CMM and Quality Improvement by Mr. Roy Ko, Principal Consultant of HKPC

4:30-5:00 Open Discussion

Conference (12-13 October 2005) at Guangzhou Garden Hotel

The 1st 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. For enquiries, please email to rachel.wong@hkitf.org.hk or call 3101-8197.

Invitation to attend ITAC Ontario's IT Partnering Forum - Who's Who in IT - 13 September 2005

ITAC Ontario's IT Partnering Forum which will be held on 13 September 2005 (Tuesday).

At last year's IT Partnering Forum, the audience size was approximately 300 Canadian and international IT executives representing 160 companies. This year they're expecting these numbers to increase. A list of companies that attended is found on their website at:

<http://www.itaontario.com/whos-who/2004/04att-cdn.htm> They also posted attendee comments at: <http://www.itaontario.com/whos-who/2004/04comments.htm>.

Highlights of their morning program: breakfast with members of the Boards of Directors of ITAC and ITAC Ontario; a "Doing Business With .." Power Panel of senior representatives from multinational companies, who will discuss what they look for when seeking partners.

Panelists confirmed to date

include: Frank Maw, President, Motorola Canada Limited, and Hubert Kelly, President & CEO, NexInnovations Inc. The City of Mississauga will be launching their 2005 ICT study, and thirty exhibiting companies that have received industry recognition, will be making "one-minute" pitches about their company's products/services.

Highlights of our afternoon program: Export Café where Canadian delegates attending the forum, can meet one-on-one with Canadian trade commissioners from around the world to help them export their products and services. Their Partnering Café is where event exhibitors and/or representatives from the "Doing Business With .." Power Panel companies can meet one-on-one with attendees. International attendees are invited to the International IT Program organized by Ontario Exports Inc. (OEI). Last year, OEI encouraged international distributors to meet with two leading IT companies in Ontario.

Additional details are found on their website at: <http://www.itaontario.com/whos-who/>. For enquiries, please email to afaccaro@itac.ca

Professional Diploma in Quality Project and Service Management in September and October 2005

Professional Diploma in Quality Project and Service Management in Sept and October 2005. It's a collaboration program between Sun Microsystems and ABRs. It focuses on project and service management which will be held in September and October 2005. For more info, please visit: www.abrs.com.hk or call 2116-1039.

Fixed-Mobile Convergence Forum (22 Sept 2005) - Over 400 Registrations Received. Limited Seats. First-come-first-served

Fixed-Mobile Convergence Forum will be held on 22 September during 2:00pm-5:20pm at HKPC. It's **FREE**. First-come-first-served. For more info and registration, please visit: [www.hkwtia.org/wtia/Fixed-Mobile%20Convergence%20Forum%20\(22%20Sept\)%20v2.pdf](http://www.hkwtia.org/wtia/Fixed-Mobile%20Convergence%20Forum%20(22%20Sept)%20v2.pdf)

Monternet Application Services Training - WTIA, HKWDC and ASPire

HKWDC, WTIA and ASPire Technologies (Shenzhen) Limited will jointly organize a 2-day "**Monternet Applications Services Workshop**" from 20 Sept 2005 to 21 Sept 2005 at Shenzhen. It is a golden opportunity to get an in-depth understanding on its market trend; technology development with industry testing specification and launching of mobile application and VAS services associated on Monternet platform. Besides, it has a networking session to foster partnership with SP/CP in Mainland China. Please refer to program leaflet for detail. Seats are limited and enjoy the early-bird registration (15% discount) on or before 9 Sept 05. For enquiries, please call 2989-9163 or email to contact@hkwdc.org

「香港商協會中秋交流同樂日」 on 24 September (Saturday) 2:30pm-10:30pm

To facilitate the collaboration and friendship between Hong Kong associations, AHKEA would like to take initiative in organizing an event 「香港商協會中秋交流同樂日」 on 24 September Saturday afternoon in Tai Po Hong Lok Yuen Country Club, the program will include a *Digital Photography Workshop, Tennis Friendship Competition, Swim Pool Side BBQ Buffet, IT Application Talks and Networking*, etc.

As one of the supporting organizations, HKITF is pleased to invite you to join this event. For more details and online registration, please visit: www.ahkea.org/content/events/0924AssoDay.html Please be informed that member rate of HK\$300 per person is offered to HKITF members. For any questions, please feel free to email to stephen.pong@ahkea.org

The 8th Efficient Consumer Response (ECR) Asia Conference (26-29 Sept)

The 8th Efficient Consumer Response (ECR) Asia Conference -The Key to meet Consumer Satisfaction

HK hosts the Annual Regional Supply Chain Management Event

(3 August 2005, Hong Kong) The event organizers for *The 8th Efficient Consumer Response (ECR) Asia Conference* – ECR Asia, ECR Hong Kong, and GS1 Hong Kong (new name of Hong Kong Article Numbering Association) – are proud to announce this year's event will again be held in Hong Kong between 26 – 29 September 2005, at the Hong Kong Convention and Exhibition Centre. The ECR Asia Conferences are a focal annual meeting venue for representatives from all industry sectors in APAC to meet and discuss important developments, applications on latest information technologies, supply chain best practices and the use of Efficient Consumer Response techniques related issues to improve efficiency and effectiveness of a company. It has always been issues to Asian industries especially the retail industry to get Efficient Consumer Response (ECR) in order to cope with the trend of market globalization and being responsive to meet customer expectations.

This year's Conference theme is "**Adding Magic to the Supply Chain,**" facilitating the industry to achieve the magical results and optimize the visibility of the Supply Chain Management, with the aid of evolving technologies such as Electronic Product Code (EPC), Radio Frequency Identification (RFID) and Global Data Synchronization (GDS) etc and the best practices derived from the experience of visionary pioneering companies, supported by global standards to make the underlying business process more efficient.

For more conference details, you are welcome to visit the official website at <http://www.ecrasia2005.org/>. A 10% discount on admission fee is offered to HKITF members.

HKPC: Software Quality Training Series

Introduction to Capability Maturity Model Integration (CMMI®)

Version 1.1. – Staged and Continuous Representations

28 – 30 Sep 2005

Capability Maturity Model® Integration (CMMI®) models are tools that help organisations improve their ability to develop and maintain quality products and services. CMMI® models are an integration of best practices from proven discipline - specific process improvement models, including the CMM® for Software, EIA 731, and the Integrated Product Development CMM®.

This three-day course introduces systems and software engineering managers and practitioners, appraisal team members, and engineering process group (e.g., SEPG, EPG) members to CMMI® fundamental concepts. For further details, please click in the following URL:

<http://www.hktrainingonline.com/eng/training/detail.cfm?itemcode=40033899>

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>

Innovation Festival 05 (29 September to 2 October)

Innovation Festival 05, a three-month programme spearheaded by Innovation and Technology Commission (ITC) to build public awareness and cross-sector synergy in nurturing Hong Kong into a City of Innovation, was officially kicked-off on 9 July 2005. For more information, please visit:

http://www.itc.gov.hk/en/publication/press_09072005.htm.

As one of the supporting organization of the event, HKITF is pleased to invite you to participate in the Innovation Expo 05. It will be held at Hong Kong Convention & Exhibition Centre during 29 September to 2 October 2005. Attractive discounts are available for early bird registration for the Innovation Expo with confirmation on or before 22 July 2005. For more information, please visit: www.innotech.gov.hk

Meanwhile, ITC is inviting local inventors or any parties interested in innovative inventions to contribute their inventions to join the "My Favorite Inventions for Quality Living" Competition. The Competition aims to recognize outstanding inventions and encourage the general public to create more inventions that can benefit the community. Champion can win a HK\$10,000 cash award and trophy and the prize presentation will be at the Innovation Expo on 29 September in HKCEC. Please visit:

http://www.innotech.gov.hk/en/myfav_invent/index.html and download the application form for consideration. Deadline for submission of entries is 6 August 2005.

For enquiries, please feel free to contact Innovation Festival 05 Secretariat at 2234-6424 or email to innofest@bbluesky.com.

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 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

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

PSTM Government Technology Forum 2005 - 5 October 2005 in Singapore

The 5th Anniversary WTIA Gala Dinner on 14 Oct 2005 (Friday) at the Crystal Ballroom of Holiday Inn Golden Mile Hong Kong, Tsimshatsui. Interested parties please visit:

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

PSTM Government Technology Forum 2005 is an opportunity for senior public sector officials from around the region to meet face-to-face and discuss the technology issues that challenge them. It's a day of roundtable discussions held behind closed doors in front of a director-level audience of regional officials to provide an effective platform for a frank exchange of ideas and genuine peer learning. Delegates to PSTM Government Technology Forum 2005 will benefit from interacting with seven roundtable discussions. Each roundtable features leading government officials and opinion-formers from around Asia Pacific. For more information and programme, please refer to attached file or please visit: <http://www.pstm.net/forum05/>.

The forum will be held on 5 October 2005 (Wednesday) 8:30am to 7:30pm at Ballroom 2, The Fullerton, Singapore. **FREE delegate pass** (Director-level & above) is offered to HKITF members. For registration, please fill out the attached form and quote your HKITF membership code for identification. For enquiries, please feel free to email to Mr. James Smith at james.smith@pstm.net

The 5th Anniversary WTIA Gala Dinner on 14 Oct 2005

The 5th Anniversary WTIA Gala Dinner

Cum Prize Presentation of The 1st 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

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.

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 Hogn 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 or contact Ms. Carmen Lai at 2248-4822 or email to 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) 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.

Welcome for new members

Full Member

Beenet Y5 Ltd
FLAG Telecom Asia Ltd
ITP China Limited
Winet Ltd

Affiliate Member

Mr. Andrew Tsang
Mr. Robert Siu

Suggestions on how to improve this newsletter are welcome.

Suggestion:

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