



For Immediate Release

## **The Hong Kong ICT Awards 2011: Best Lifestyle Awards Launching Ceremony**

**Hong Kong's most popular and eloquent talk-show host, Mr. Albert Cheng runs “ Digital News Tease (數碼龍門陣) “ talk show with celebrity guests**

**Bloggers share their Favourite Gadgets**

**New Award Stream titled Learning, Living and Encouraging Lifelong Learning**

(26th November 2010, Hong Kong) The Hong Kong ICT Awards 2011: Best Lifestyle Awards launching ceremony was organised by the Hong Kong Information Technology Federation (HKITF) and supported by the Office of the Government Chief Information Officer (OGCIO), the Hong Kong Productivity Council (HKPC) and the Hong Kong Trade Development Council (HKTDC). The launch was officiated today at 4pm in Ocean Terminal, Harbour City, Tsim Sha Tsui.

The Hong Kong ICT Awards 2011 is one of the most prestigious information and communications technology awards that recognises, promotes and commends the excellent achievements of Hong Kong ICT professionals and organizations. There are ten different categories of ICT awards and the Best Lifestyle Awards is one of them. Three award streams are under the Best Lifestyle Awards category and they are: “Green, Healthy and Creative Living”, “Learning and Living” and “Social Community”. It is expected there will be many high caliber applications for the awards this year.

On this year’s officiating guest list there is Mr. Albert Jinghan CHENG, JP, Chief Judge of the Award and Chairman of Wave Media Limited, Mr. Ricky Wai-kay Wong, Chairman of CTI Telecom Limited, Dr William Wing-Yan LO, JP, Mr. Erwin Steve HUANG, Deputy Chairman of TSL Jewellery and Convener of the eLearning Consortium, Mr. Francis Po-Kiu FONG, President of HKITF and Ms. Winnie Yeung, Chairwoman of the Organizing Committee of the Award.

The president of HKITF, Mr. Francis Fong said in his officiating speech that: “HKITF is proud to be the leading organizer again this year for the award category on “Best Lifestyle” for the third time in a row. We are expecting more applications for 2011 intake than in previous years. Undoubtedly, technology plays an important role in every sphere of life. It has changed our business life, our home life and our relationships with others. It has also affected us in regards to education. The competition not only brings honor and prestige to the ICT community for their distinguished achievement and professional endeavor, and also promote the innovative use of ICT technology for the betterment of life.



Chairwoman of the Organizing Committee of the Awards, Ms. Winnie Yeung remarked during her introduction of the Award that: “This year we re-arranged the three award streams to match growing interest of the community. Besides of remaining stream of “Social Community” for social media creativity which is increasing popular, we combined “Green and Healthy” with “Creativity” streams into this year’s “Green, Healthy and Creative Living” stream and established a new “Learning and Living” stream in respond to Government Initiatives on e-learning at schools. We have invited Mr. Kenneth Chen J.P., Under Secretary for Education as our chief assessor for “Learning and living” stream to promote and create a culture of independent learning and lifelong learning. We are pleased to have Mr. Ricky Wong, Chairman of City Telecom (HK) Limited and Dr. William Lo, JP, to be the Chief Assessor of “Social Community” stream and “Green, Healthy and Creative Living” stream respectively. The applications are will be accepted from 1st of December till the 27th of January 2011. We would be more than happy to see more innovative applications to create the buzz and propagation of an ICT lifestyle.”

During today’s launch event, Mr. Albert Cheng, GBS, JP, Hong Kong's most popular talk-show host, ran a section of “Digital News Tease (數碼龍門陣)” and chatted with other celebrity guests including Mr. Ricky Wong, Dr. William Lo, JP and Mr. Erwin Huang. Mr. Huang is best known for his participation in the RTHK reality show “Millionaires Fight Poverty”. The guests enjoyed coffee and had chit-chats how they saw ICT and lifestyle trends. In addition, some local renowned bloggers were invited to share their favourite technology gadgets and tips on how to use technology to enhance lifestyle with the general public.



Officiating guests in the launching ceremony: Mr. Albert Jinghan CHENG, JP, Chief Judge of the Award and Chairman of Wave Media Limited, Mr. Ricky Wai-kay Wong, Chairman of CTI Telecom Limited, Dr William Wing-Yan LO, JP, Mr. Erwin Steve HUANG, Deputy Chairman of TSL Jewellery and Convener of the eLearning Consortium, Mr. Francis Po-Kiu FONG, President of HKITF and Ms. Winnie Yeung, Chairwoman of the Organizing Committee of the Award.



Mr. Albert Cheng ran “ Digital News Tease (數碼龍門陣) “ new talk show together with other celebrity guests, Mr. Ricky Wong, Dr. William Lo, JP and Mr. Erwin Huang, had a chat over a cup of coffee and shared their insight on ICT and lifestyle trends.





Some local renowned bloggers were invited to come with their favourite technology gadgets and share their tips on how to use technology to enhance lifestyle with the general public.



Local bloggers shared their funs and experience about playing blog with Mr. Francis Fong.

**About the Best Lifestyle Awards:**

The HKICT Awards 2011 are held to promote greater use of ICT in the community by encouraging creative software development and to educate the public about the importance of ICT in their daily lives. The widespread use of the winning entries would lead to greater and better use by our community for betterment of our future lifestyle.

There are three streams of awards in the Hong Kong ICT Awards 2011. The Hong Kong ICT Awards 2011: Best Lifestyle (Green, Healthy and Creative Living) Award, Hong Kong ICT Awards 2011: Best Lifestyle (Learning and Living) Award and Hong Kong ICT Awards 2011: Best Lifestyle (Social Community) Award. This year's competition will select the best lifestyle information and resources from areas such as health, interests, leisure, learning, social networks communities and the best local websites, technology applications and gadgets. 18 years or above adult content



websites, applications or products are not eligible to apply. All streams of awards are accepting applications starting from 1st of December until 27th of January 2011. For more information, please call the secretary on 2788 6085 or visit

<http://bestlifestyle.ictawards.hk>

### **About the Hong Kong Internet Technology Federation (HKITF)**

The Hong Kong Information Technology Federation was founded in 1980 as a non-profit, non-political trade association to provide a forum in which the IT-related business in Hong Kong can work together for the benefit of the industry and to maintain a high level of business practice amongst the members. Over the years, HKITF has developed into a dynamic and highly respected organization working closely with the Government to promote the development of the local IT industry.

<http://www.hkitf.org.hk>

The sponsors for the Hong Kong ICT Awards 2011: Special thanks goes to the Office of the Government Chief Information Officer HKSAR, the Hong Kong Productivity Council, and the Hong Kong Trade and Development Council for their full support. Sponsors for Best Lifestyle Awards are CSL Limited and Microsoft Hong Kong Limited, media sponsors include CMRS Digital Solutions Limited, DT Communications Asia Pacific, Mobile Radio HK, TechNow. Other sponsors included: i character Ltd, Zizsoft Limited; Tse Sui Luen Jewellery (International) Limited for sponsoring the trophies and a special mention of thanks to Harbour City for their venue sponsor, and Coffee Lovers Hong Kong sponsor for the coffee and gifts in this event.

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This press release draft is distributed by DT Communications Asia Pacific on behalf of the HKITF.

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