

**Mobile Insight 2010 - Biz@Smartphone App Conference 2010****流動新趨勢 2010 - 智能電話商業應用論壇 2010**

Mobile and wireless applications, services and devices have been playing ever-growing roles in all aspects of enterprises and SMEs, for improving their communication, information access, business performance, productivity and working efficiency. Furthermore, the recent accelerating development of Smartphone App makes companies irresistible to making mobile and wireless applications fulfill their business needs

- The mobile commerce market will grow to \$119 billion in 2015, representing 8 percent of the total e-commerce market. (ABI Research)
- Mobile web will overtake desktop in five years (Morgan Stanley)
- 1.2 billion workers will be using enterprise mobility tools by 2011 (IDC)
- Sixty percent of non-mobile marketers plan to launch mobile advertising efforts in 2010 (Millennial Media)
- Overall app store revenues will be \$6.8 billion in 2010, up from \$4.2 billion the previous year. (Gartner)
- Money transfer applications, location-based services and mobile search will reign among the top 10 mobile application categories of 2012 (Gartner)
- Our gross merchandise value from mobile commerce activities topped \$600 million at the end of 2009, up 200 percent year-over-year. (eBay)
- Smartphones now yield half of our ad requests in USA (AdMob)

The Biz@Smartphone Conference 2010, concurrently held with International ICT Expo 2010, will attract local and overseas business people from different types of businesses who are looking for the answers to the critical question “How Smartphone App can benefit our companies?” The Conference intends to reflect the latest market and industry trends at the cutting edge of this evolving Smartphone App domain.

**Organizer 主辦機構**

Hong Kong Wireless Technology Industry Association 香港無線科技商會

Hong Kong Wireless Development Centre 香港無線發展中心

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The Chinese Manufacturers' Association of Hong Kong (CMA)  
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The Hong Kong Advertisers Association (HK2A) - TBC  
The Hong Kong Institution of Engineers (HKIE)  
The Professional Validation Centre of Hong Kong Business Sector (PVCBS) - TBC

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**Date 日期** : 14 / 4 / 2010 (Wednesday 星期三)  
**Time 時間** : 09:30 – 17:00 (Registration from 09:20)  
**Venue 地點** : Meeting Room S421, Hong Kong Convention and Exhibition  
Centre, Wan Chai 灣仔香港會議展覽中心會議室 S421  
**Language 語言** : English 英語

## Event Programme

### Morning Session 上午時段

Time 時間	Presentation Topics and Speakers 演講題目及講者
09:20 – 09:40	<b>Registration 登記</b>
09:40 – 09:45	<b>Welcome Address 歡迎辭</b> Mr. Ken Fong, Chairman, Hong Kong Wireless Technology Industry Association (WTIA) 香港無線科技商會(WTIA)主席 方健僑先生
09:45 – 09:50	<b>Opening Remarks 開幕致辭</b> Representative from Office of the Government Chief Information Officer, HKSAR Government 香港特別行政區政府資訊科技辦公室代表

09:50 – 10:00	<b>Souvenir Presentation and Group Photo</b> 致送紀念品及嘉賓合照
10:00 – 10:45	<b>Keynote Speech 主題演講</b> <b>Global Market Outlook of Smartphone App: Types of Application, Market Performance and Penetration</b> 智能電話應用的全球發展趨勢：應用類別、市場表現及滲透率  Mr. C W Cheung, Consulting Director, Ovum 歐文文司亞太區諮詢總監 張智華先生
10:45 – 11:20	<b>Benefits of Building Apps for Smartphone</b> 開發智能電話 Apps 的優勢  Dr. Henry Wong, SVP – Strategic Mobile Technology, Wireless Business, PCCW Limited 電訊盈科有限公司無線業務流動通訊策略科技高級副總裁 黃錦恆博士
11:20 – 11:35	<b>Refreshment Break 休息</b>
11:35 – 12:10	<b>Connect and Collaborate to Your Business Wherever You Are</b> 業務聯繫無間斷  Mr. Zane Moi, Regional Director, Asia Pacific, Research In Motion Research In Motion 亞太區區域總監 梅可毅先生
12:10 – 12:55	<b>Panel Discussion: How to Take Advantage of Smartphone App for Your Business?</b> 專題討論：怎樣利用智能電話商業應用提升公司業績及營運效率？  <u>Moderator 主持</u> Mr. Ken Fong, Chairman, Hong Kong Wireless Technology Industry Association (WTIA) 香港無線科技商會(WTIA)主席 方健僑先生
12:55 – 13:00	<b>Lucky Draw 抽獎環節</b>

### Afternoon Session 下午時段

Time 時間	Presentation Topics and Speakers 演講題目及講者
14:00 – 14:20	<b>Registration 登記</b>
14:20 – 16:00	<b>Smartphone App have been being widely used by Corporations and SMEs in order to increase their business opportunities and enhance working efficiencies.</b>  <b>The following speakers will share their Success Case Studies on how to use Smartphone App to help their clients in different industries to</b>  <ul style="list-style-type: none"> <li>- Perform Effective Marketing Campaign &amp; Brand Building (e.g. Augmented Reality, Geo Marketing, etc.)</li> <li>- Facilitate and Conduct Mobile Commerce</li> <li>- Add Values to Media and Publishing Industry</li> </ul>

	<p><b>For each Success Case Study, each speaker will present the Business Model, Market Performance, Key Success Factor and Future Development</b></p> <p>企業及中小企已運用智能電話商業應用以提升公司業績及營運效率，以下講者將分享為不同行業客戶達致下列目標的成功個案</p> <ul style="list-style-type: none"> <li>- 進行有效市場推廣及品牌建立計劃 (例子：擴增實景、定位市場推廣)</li> <li>- 促進及進行流動電子商務方案</li> <li>- 為傳媒及出版業增值</li> </ul> <p>講者會就每一成功個案，講解生意模式、市場表現、主要成功因素及未來發展。</p> <ul style="list-style-type: none"> <li>- Mr. Donald Chan, VP - Business Development, Cherrypicks (Cherrypicks 副總裁 - 業務拓展 陳甘泉先生)</li> <li>- Mr. Sunny Kok, CEO, Green Tomato Limited (綠蕃茄有限公司行政總裁 郭秉鑫先生)</li> <li>- Mr. Johnny Wong, Director, Hotmob Limited (Hotmob 公司董事 黃國明先生)</li> <li>- Mr. Wong Ming Wai, President, Business Development, MTel Limited (流動電訊網絡(控股)有限公司總裁 (亞太區業務發展) 黃明威先生)</li> <li>- Mr. Alex Kong, Director, SINO Dynamic Solutions Limited (SINO Dynamic Solutions Limited 董事 江慶恩先生)</li> <li>- Mr. Leo To, Project Consultant, Nuthon IT Solutions Limited (Nuthon IT Solutions Limited 董事 杜振康先生)</li> <li>- Mr. Hau Man Chow, Vice President, MotherApp Limited (MotherApp Limited 副總裁 周厚文先生)</li> </ul> <p>(listed in arbitrary order 排名不分先後)</p>
16:00 – 16:15	<b>Refreshment Break</b> 休息
16:15 – 16:55	<p><b>Panel Discussion: Business Opportunities &amp; Key Success Factors for Smartphone, Tablet &amp; Beyond</b> 專題討論: 智能電話、平板電腦及後續產品的商機及主要成功因素</p> <p><u>Moderator</u> 主持 Dr. Lawrence Cheung, Vice-Chairman, Hong Kong Wireless Technology Industry Association (WTIA) 香港無線科技商會(WTIA) 副主席張梓昌博士</p>
16:55 – 17:00	<b>Lucky Draw</b> 抽獎環節