

Mobile Cloud & Smartphone Forum 2012

Date: 13 April, 2012 (Friday)
 Time: 9:00 am – 4:55 pm
 Venue: Meeting Room S221, Level 2, Hong Kong Convention and Exhibition Centre, Wanchai
 Language: English

Programme Rundown

Morning Session

Time	Presentation Topics and Speakers
9:00am – 9:30am	Registration
9:30am – 9:35am	Welcome Address Dr. Lawrence Cheung, Vice-Chairman, Hong Kong Wireless Technology Industry Association (WTIA)
9:35am – 10:05am	The Challenges and Benefits of Mobile Cloudification Mr. Eric Ho, Head of IT and Service Platform, SmarTone Mobile Communications Limited
10:05am – 10:35am	BlackBerry Business Cloud Services Mr. Christopher Kwok, Senior Manager, Technical Solutions, BlackBerry
10:35am – 11:05am	iButterfly – a global award-winning mobile marketing platform Mr. Jason Chiu, Chief Executive Officer, Cherrypicks Limited Mr. Ken Matsumura, President, Media Palette Hong Kong
11:05am – 11:25am	Networking Session
11:25am – 11:55am	Best things come in small packages Mr. Tony McGinn, Founder and Executive Director, MCM Entertainment Group Ltd. and CEO Mvideo Pty Ltd. (Global alliance partner business with Microsoft Windows Azure)
11:55am – 12:25pm	Q&A and Panel Discussion <u>Moderator</u> Dr. Lawrence Cheung, Vice-Chairman, Hong Kong Wireless Technology Industry Association (WTIA) <u>Panelists</u> - Mr. Eric Ho, Head of IT and Service Platform, SmarTone Mobile Communications Limited - Mr. Christopher Kwok, Senior Manager, Technical Solutions, BlackBerry - Mr. Jason Chiu, Chief Executive Officer, Cherrypicks Limited - Mr. Tony McGinn, Founder and Executive Director MCM Entertainment Group Ltd. and CEO Mvideo Pty Ltd.
12:25pm – 12:30pm	Quiz Game with Prize

Afternoon Session

Time	Presentation Topics and Speakers
1:30pm – 2:00pm	Registration
2:00pm – 2:30pm	Building a Successful Developer Ecosystem in Hong Kong Mr. Gary Chan, Head of Ecosystem and Developers Experience North Asia, Nokia (H.K.) Limited
2:30pm – 3:00pm	App with No Boundary – Solutions Made Possible by Mobile Cloud Ms. Jacqueline Chong, Head of Marketing, Green Tomato Limited
3:00pm – 3:20pm	Refreshment Break (Coffee will be provided)
3:20pm – 4:20pm	Successful Business Case Sharing by App Developers (20-min presentation for each guest speaker) - Cloud@Mobile: Do you need that? Are you ready? Mr. Leo To, Director, Nuthon IT Solutions Ltd - How to Utilize Mobile Cloud on Mobile Apps Mr. Alex Kong, Commercial Director, SINO Dynamic Solutions Limited - Mobile Apps for the cloud: how it enhance marketing campaigns and promotion Mr. Willy Wong, President (Asia Pacific Operation), MTel Limited
4:20pm – 4:50pm	Q&A and Panel Discussion <u>Moderator</u> Dr. Lawrence Cheung, Vice-Chairman, Hong Kong Wireless Technology Industry Association (WTIA) <u>Panelists</u> - Ms. Jacqueline Chong, Head of Marketing, Green Tomato Limited - Mr. Andy Cheung, Architect Evangelist, Microsoft Hong Kong Limited - Mr. Leo To, Director, Nuthon IT Solutions Ltd - Mr. Alex Kong, Commercial Director, SINO Dynamic Solutions Limited - Mr. Willy Wong, President (Asia Pacific Operation), MTel Limited
4:50pm – 4:55pm	Quiz Game with Prize

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