

**International IT Fest Trade Chamber Series:  
The Trend of Digital Media and Marketing**
**國際 IT 匯商會呈獻：數碼攻略全接觸系列 - 「返客為主」數碼媒體及營銷新趨勢**

Date 日期	: 15/4/2015 (Wednesday 星期三)
Time 時間	: 11am – 12:30pm
Venue 地點	: Seminar Room, Hall 3FG, Hong Kong Convention and Exhibition Centre 香港會議展覽中心 展覽廳 3FG 研討室
Language 語言	: English (with simultaneous interpretation in Putonghua) 英語 (設普通話即時傳譯)
Organisers 主辦機構	: Hong Kong Trade Development Council, Federation of Hong Kong Industries & Hong Kong Electronics Industry Council 香港貿易發展局, 香港工業總會 及 香港電子業總會
Co-organisers 協辦機構	: The Hong Kong Electronic Industries Association & Hong Kong Electronics & Technologies Association 香港電子業商會 及 香港電子科技商會

**Programme 程序表**

10:45am – 11am	<b>Registration 登記</b>
11am – 11:05am	<b>Welcoming Remarks</b> by Dr CH Ng, HKEIC Chairman 香港電子業總會主席 吳自豪博士致歡迎辭
11:05am – 11:25am	<b>Topic: Disruptive Omni-channel Innovation</b> Mr Jason Chiu, CEO of Cherrypicks Ltd. 創奇思行政總裁 趙子翹先生 To introduce the latest Omni-channel marketing. Omni-channel approach is used to track customers across all channels, not just one or two. The speaker will also touch upon a number of areas including wearables, smart retail, etc.
11:25am – 11:45am	<b>Topic: Internet of Things (IoT) Technology Review and Trends</b> Dr Alan Lam, CEO, Sengital Ltd. 行政總裁 林曉鋒博士 The Internet of Things (IoT) brings a new kind of instrumented, interconnected and intelligent devices and entities, which disrupt our ways of living, interacting and learning. The advanced connectivity of devices, systems and services enables new applications in energy grids, transportation, manufacturing, smart home, medical, and data analysis. The IoT will soon become the largest device market in the world. It is predicted that there will be more than 30 billion devices wirelessly connected to the IoT by 2020. Therefore, it is important to learn about the technology and market trend so as to identify the business opportunities. The speaker will present an introduction of IoT and discuss the existing technology, current market situation, future market trend, and some applications of IoT.
11:45am – 12:05pm	<b>Topic: Marketing through Digital Media</b> Ms Jacqueline Chong, Chief Marketing Officer of Green Tomato Limited Green Tomato 有限公司市場總監 莊芷坤小姐 The speaker will introduce the marketing strategy through digital media including O2O (online to offline) customer journey, how mobile technology helps to drive online sales, lead customers in, take action in-store, and more.
12:05pm – 12:30pm	<b>Panel Discussion and Q&amp;A Session 專題討論及問答環節</b> Moderator 主持: Mr Steve Chuang, HKEIC Vice Chairman 香港電子業總會副主席 莊子雄先生

Remarks 備註:

\*Admission is Free. Seats are granted on a first-come-first-served basis. 免費入場。座位有限。先到先得。

 \*The Organisers reserve the right to alter the topics, contents, time and speakers of the programs without prior notice.  
主辦機構有權更改研討會講題、內容、時間及主講嘉賓。而毋須作事前通知

\*Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。

**Mr Chiu Tsz-kiu, Jason 趙子翹先生**  
**Chief Executive Officer, Cherrypicks 創奇思 行政總裁**



Being a visionary of mobile innovation as an indispensable part of everyday life, Jason Chiu founded Cherrypicks in 2000 with the philosophy of “combining creative ideas, great design and advanced technologies to develop the best user experience”. As its CEO, Mr Chiu led the company to partner with global enterprises such as HSBC, Unilever, Prudential, LVMH, MTR and Hong Kong Jockey Club.

Cherrypicks launched several mobile application platforms with disruptive user experience and innovative business model. Its iButterfly, a gamified coupon entertainment platform, has taken 11 Asian and European countries by storm with nearly 300 million coupons distributed and over 200 paying clients. iButterfly has also become a marketing case in several business books and University textbooks.

Cherrypicks is an iconic industry leader in both the Information, Communications and Technology (ICT) and Digital Marketing industries and has represented Hong Kong and China on the world stage. Cherrypicks has won over 100 international and local technology and marketing awards, including the UN’s World Summit Mobile Award Global Championship 2013, Winner of Asia-Pacific ICT Award for past three years and Enabling Technology Company of the Year in Mobile in Asia-Pacific by Mobile Marketing Association.

In the spirit of innovation, Mr Chiu reinvested about 15% of the company’s revenue into R&D, resulting in disruptive mobile and online-to-offline (O2O) innovation. To date, it has applied 13 patents on augmented reality; ultrasonic communications for presence detection, indoor positioning, loyalty and commerce; and transparent-LCD. Cherrypicks is also a Harvard Business School case.

In June 2014, a strategic merger between Cherrypicks’ solution division and technology leader in China NetDragon was announced, and it represented a new business model for technology leaders in China and Hong Kong to partner for global competitiveness. Mr Chiu continues to lead the company after the merger.

Keen to share his start-up experience, Mr Chiu speaks at over 40 conferences annually about innovation and entrepreneurship, which inspires many young people. He is a Task Force member under the Government’s Digital 21 Strategy Advisory Committee and a founding member of the Wireless Technology Industry Association. He is also a mentor and angel investor for some technology startups and incubators in Hong Kong. He is committed to serving the community and has led an initiative to drive large companies such as HSBC and MTR to enable mobile accessibility for visually impaired users. He has also actively participated in a number of local schools, church communities and charities.

Mr Chiu believes that Hong Kong can no longer rely solely on financial services and properties development for its future, Hong Kong needs manufacturing and technology for a balanced development. He envisions the success of Hong Kong as a bright spot in the ICT industry.

趙子翹預見創新流動通訊科技勢必成為日常生活中不可或缺的一部分，早於 2000 年成立創奇思，並秉持「以創新意念、完善設計及尖端科技帶來非凡用戶體驗」的理念。在行政總裁趙子翹的帶領下，創奇思與滙豐銀行、聯合利華、保誠保險、LVMH 集團、港鐵公司及香港賽馬會等多間國際企業達成合作。

創奇思憑藉顛覆市場的用戶體驗及創新商業模式推出不同流動應用程式，其中遊戲化優惠券娛樂平台 iButterfly 風靡亞太區及歐洲 11 個國家，優惠券下載量接近三億張，參與的付費商戶超過 200 個。iButterfly 也曾被不少商業參考書及大專教科書刊載成市務研究個案。

創奇思成為資訊、通訊及科技業界及數碼化市場推廣的知名領導品牌，於國際層面曾成為香港及中國行業代表。創奇思獲得超過 100 個國際及本地的科技和市場推廣獎項，包括聯合國 2013 世界信息峰會移動大獎移動商務類別總冠軍、連續三年奪得亞太資訊及通訊科技大獎，以及由 Mobile Marketing Association 頒發的亞太區 Enabling Technology Company of the Year in Mobile 大獎等。

為了貫徹創新理念，趙子翹將公司約 15% 收入投資於研發項目，以推出顛覆市場的線上對應線下（O2O）創新流動科技及平台。目前創奇思已擁有 13 項有關擴增實境、聲頻傳訊感測、室內定位、客戶關顧與商務，及透明液晶顯示等技術的專利申請。創奇思亦曾成為美國哈佛大學商學院研究個案。

創奇思的解決方案業務與內地科技巨擘網龍於今年 6 月進行策略性合併，實踐內地及香港科技龍頭並肩進攻國際市場的嶄新商業模式。趙子翹也於策略性合併後繼續帶領公司發展業務。

趙子翹熱衷分享其創業經驗，每年於超過 40 個活動中分享他對創新流動科技及創業的前瞻見解，激勵無數年青人。他現為香港政府數碼 21 資訊科技策略行業促進專責小組成員及香港無線科技商會創會會員，同時身兼多間創業公司及科技培育公司的投資者及導師。趙子翹致力履行社會責任，服務社群。他帶領公司推動滙豐銀行及港鐵公司等大企業為視障人士於流動程式上加設無障礙功能，同時活躍於本地學校、教會及慈善團體。

趙子翹深信，香港的長遠發展不能單單依賴金融服務及房地產業務，有需要進一步發展工業及科技以取得平衡，並期望資訊科技業的發展，能為香港未來寫下光輝的一頁。

**Dr Alan Lam 林曉鋒博士****CEO; Sengital Ltd. Sengital Ltd 行政總裁**

Dr. ALAN LAM received his B. Eng. and M. Phil. degrees from the Department of Mechanical and Automation Engineering of The Chinese University of Hong Kong (CUHK) in 1999 and 2001, respectively. He obtained his Ph.D. degree from CUHK in August 2004, specializing MEMS sensing systems. In the past years, many academic papers were published in key robotics, automation and sensor technology and Patents in different countries were also obtained. Besides academic success, Dr. Lam showcased his research in an exhibition in the last year of his Ph.D. degree (i.e. 2003) and he met Prof. Hugh Thomas from the Faculty of Business Administration there. Dr. Lam was encouraged by Prof. Hugh Thomas to participate in a business plan competition and he won 3 business plan competitions in the same years. One of them was an international business plan competition (Moot Corp Competition) and it was the first time that a Hong Kong team had been awarded. In addition, Dr. Lam won several business competitions as well such as the Winner of YDC Entrepreneurs' Challenge 2004 Business Plan Competition; the Second Runner-up of My Favourite Inventions for Quality Living Competition 2005; the First Runner-up of Startup@Singapore 2005, etc. On the other hand, Dr. Lam met Mr. Viveik Saigal in another exhibition who was the owner of a factory which produced a large amount of accessories of video game. Then, they co-founded Sengital Limited.



Dr. Lam is a young entrepreneur and he is currently working as the Chief Executive Officer. He led Sengital Ltd. to join HKSTP Incubation Program successfully and moved to Science Park in Sept 2004, to receive the Innovation and Technology Fund (SERAP) from ITC, Hong Kong Government in April 2005 and to join the Design Alliance Program of Free scale Semiconductor Inc. Sengital graduated from the HKSTP Incubation Program and became the STEP talent in Science Park. Sengital had won the Second Runner-up of My Favourite Inventions for Quality Living Competition 2005, Bronze Awards of Hong Kong ICT Awards 2006 and 2007 - Wireless Technology (Innovative Technology) and Best Ubiquitous Networking (Mobile Enterprise Solution), Certificate of Merit of 2007 Hong Kong Awards for Industries -Technology Achievement, Silver Award of 2011 Hong Kong ICT Awards - Best Ubiquitous Networking(Mobile Learning & Publishing), Certificate of Merit of 2011 Hong Kong ICT Awards - Best Ubiquitous Networking (Best LBS Application - Mobile Learning & Publishing), Grand Award and Gold Award of The14th HKEIA Award for Outstanding Innovation and Technology Products - Consumer Electronics, Innovation and Creativity Award and Technological Achievement Award of 2013 Hong Kong Awards for Industries, Gold Award of 2014 Hong Kong ICT Awards - Best Mobile Apps (Mobile Information), etc. Sengital was reported by more than 100 newspaper articles and Dr. Lam represented Sengital to provide talks and seminars to public. Similar to all startup companies, Sengital was faced with different challenges. Dr. Lam restructured Sengital to be a group company which has three spin-off companies. He has continued to lead the team to successful achievement with many innovative ideas. Sengital grew from a small business to a major enterprise.

In industrial side, Dr. Lam is the member of different industrial organizations/ associations and he is the Board of Directors and ICT R&D Centre Technology Review Panel of ASTRI, ITSP Assessment Panel(Electronics) of Innovation and Technology Commission, Honorable Advisor of ISM-PRD, Steering Committee Member of HKPKI Forum, Ordinary Member of ITJC, Committee Member of HKETA, Member of HKIE, etc to contribute to the Hong Kong industry. He also established an association called "Technology Incubation Network" (TIN) which provides a platform for collaboration among the Hong Kong industrial associations and he is the Chairman of TIN. Besides, Dr. Lam is active in academic in Hong Kong.He teaches and provides trainings to a lot of students starting from his Master degree, even now. Also, he supported many researches in universities and the thesis of the university graduates. He supervised over 300 students over past 10 years and currently is the Adjunct professor and Advisory Board Member of Department of Electronic Engineering of City University of Hong Kong, Advisory Board of the Faculty of Engineering of The Chinese University of Hong Kong, Sponsoring Body Manager of CUHK FAA Thomas Cheung School, Alumni Manager of Christ College, Program Board Member of Department of Electronic and Information Engineering, IVE (ST), Member of City University of Hong Kong Business and Industrial Club, Knowledge Transfer Office, etc. Moreover, Dr. Lam is the judge of Entrepreneurs' Challenge Business Plan Competition organized by YDC since 2005. Apart from the above, Dr. Lam has made a lot of contributions to his alma mater (CUHK) and departments, such as being the President of Mechanical and Automation Engineering Alumni Association, President of Automation and Computer-aided Engineering Alumni Associations, Vice-President of Shaw College Alumni Association and so on. He even becomes the 37th President of The Federation of Alumni Associations and one of the outstanding alumni of CUHK.

林曉鋒博士分別於 1999 及 2001 年在香港中文大學機械與自動化工程學系接受了他的學士及碩士學位。他於 2004 年 8 月更取得了香港中文大學博士學位，發展 MEMS 傳感系統。在過去的幾年中，他發表了許多學術論文，主要談及機器與自動化及傳感器技術，同時也得到了不同地方的專利。除了學術上的成功，在林曉鋒的博士研究第三年(即最後一年-2003 年)中，他在一個展覽會中展示自己的研究成果時，認識了工商管理系的譚安厚教授。林曉鋒博士受到譚教授的鼓勵參加一個創業計劃書比賽，並於同年贏了三個創業計劃書比賽，而其中一個更是國際創業計劃書比賽 (Moot Corp Competition) 首次香港隊伍有獲獎項！另外，林博士也奪得了多項商業比賽的獎項如 2004 年青年企業家發展局舉辦的「E 挑戰杯 2004」創業計劃比賽冠軍、2005 年我最喜愛的創意生活發明比賽季軍及 2005 年 Start-up@Singapore 亞軍等等。另一方面，林曉鋒在另一個展覽會中認識了當時生產大量電視遊戲機配件的工廠老闆 Mr. Viveik Saigal，共同創辦 Sengital Limited。

林博士是一個年輕的企業家，目前擔任公司的行政總裁。Sengital 成功於 2004 年加入香港科技園並參加其培育計劃，於 2005 年 4 月獲授予香港政府創新及科技基金 (SERAP)，然後加入了飛思卡爾半導體公司的設計聯盟計劃，Sengital 於 2007 年於香港科技

園公司培育計劃畢業並成為其園內公司租戶。公司於 2005 年取得我最喜愛的創意生活發明比賽季軍、2006 年和 2007 年分別奪得香港資訊及通訊科技獎 - 無線技術(創新科技)銅獎和最佳無間斷網絡(流動企業應用方案)銅獎、2007 年香港工商業獎 - 科技成就優異證書、2011 年香港資訊及通訊科技獎 - 最佳無間斷網絡(流動學習及出版)銀獎及最佳無間斷網絡(傑出定位應用 - 流動學習及出版)優異證書、2012 年第 14 屆香港電子業商會創新科技產品大獎及消費電子產品金獎、2013 年香港工商業獎 - 創意獎和科技成就獎、2014 年香港資訊及通訊科技獎 - 最佳流動應用程式(流動資訊)金獎等。Sengital 曾被超過 100 項報章雜誌訪問，林博士也經常代表 Sengital 出席提供講座和研討會。與所有的初創企業一樣，Sengital 面對不同的挑戰，而林博士繼續利用許多創新的想法帶領著團隊邁向成功。他更把 Sengital 重組為一個集團，並組成了三間分公司。Sengital 由一間小企業發展成為現時大型而有規模的公司。他現時負責公司營運，帶領團隊在不同範疇作出不同科技發明及應用。

在業界，林博士參與多個業界團體的會員，他是香港應用科技研究院董事局和資訊及通訊技術研發中心科技評審委員、創新科技智創新及科技支援計劃(電子組別)評審委員會委員、珠三角採購供應專業協會榮譽顧問、香港公匙基建論壇督導委員會成員、香港資訊科技聯會會員、香港電子科技商會執行委會及香港工程師學會會員等，為香港業界出一分力，他更於 2012 年成立了科培網絡並成為會長，目的在於聯合香港科技機構。除了活躍於業界，他亦積極參與香港學術界活動，由他的碩士助教時期，到博士畢業創立公司至今，一直都在培訓教導學生，更在成立公司至今，一直支助不少大學研究及大學大專畢業生論文項目，學生人數超過 300 人，他目前是香港城市大學電子工程學系客席教授及諮詢委員會委員、香港中文大學工程學院諮詢委員會委員、香港中文大學校友會聯會張煊昌學校辦學團體校董、基督書院校友校董、香港專業教育學院(沙田)電子及資訊工程系委員會委員及知識轉移處城大工商協進會會員等等。另一方面，林博士自 2005 年起已是青年企業家發展局舉辦的「E 挑戰杯」創業計劃比賽的評審。除了以上對學術界的付出外，林博士對母校香港中文大學及其學系都作出了不少貢獻，他身兼機械與自動化工程校友會會長、自動化與計算機輔助工程校友會會長、逸夫書院校友會副主席等，更成為校友會聯會第三十七屆會長，成為中文大學其中一位傑出校友。

**Jacqueline Chong 莊芷坤**  
**Chief Marketing Officer, Green Tomato Limited**  
**Green Tomato 有限公司 市場總監**

Ms Jacqueline Chong is the Chief Marketing Officer of Green Tomato Limited and co-founder of TalkBox Limited. She's responsible for developing business strategies and promoting the company and its mobile products to audience around the world. Jacqueline holds her master's degree from the University of Warwick in Creative and Media Enterprises. She played business development and marketing roles at Monster.com and Macmillan Publishers. She also participated in the judging of SiTF mobile awards.



莊芷坤小姐擔任 Green Tomato 有限公司的市場總監，並且是 TalkBox Limited 的創始人之一。她主要負責制定公司業務策略及公司和其移動產品的市場推廣工作。畢業於英國沃里克大學並獲得企業創意媒體碩士學位。曾於 Monster.com 和麥克米倫出版擔任業務開發和市場營銷的角色。