

Digital Innovation for Urbanisation
“Carbon Efficiency & Sustainability - Best Practices in Real Estate”

智在創城 · 減排節能

「碳效率和可持續發展 - 房地產行業的實踐」

B4B Challenge 2021-22 Award Ceremony cum 2022 Conference
B4B 大數據應用挑戰賽 2021-22 頒獎禮 暨 2022 研討會

Date 日期	: 14 / 10 / 2022 (Friday 星期五)
Time 時間	: 11:00am – 12:30pm
Venue 地點	: The STAGE, Hall 1E, Hong Kong Convention and Exhibition Centre 香港會議展覽中心展覽廳 1E The STAGE
Guest of Honor 主禮嘉賓	: Mr Victor Lam, JP., Government Chief Information Officer, OGCIO 政府資訊科技總監辦公室政府資訊科技總監 林偉喬先生, JP
Language 語言	: Cantonese 粵語 (No simultaneous interpretation will be arranged 不設即時傳譯服務)
Co-organizer 協辦機構	: 

Programme 程序

Time 時間	Rundown 內容
11:00-11:40	Welcome Remarks 歡迎辭 Mr Francois Lee, Founder and Director, B4B Challenge B4B 大數據應用挑戰賽創始人兼董事李振業先生
	Address by Guest of Honour 主禮嘉賓致辭 Mr Victor Lam, JP., Government Chief Information Officer, Office of the Government Chief Information Officer, HKSAR 政府資訊科技總監辦公室政府資訊科技總監林偉喬先生, JP.
	Opening Remarks 開幕辭 Dr Toa Charm, Principal Advisor, B4B Challenge B4B 大數據應用挑戰賽首席顧問湛家揚博士

Remarks 備註:

- (1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀
- (2) The Organiser reserve the right to alter the time, topics, contents and speakers of the programs without prior notice.
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<p>11:40-12:30</p>	<p>1. Innovation: Discover Value with ESG Speaker 講者: Mr Andrew Lau, Director, ESG Advisory - Asia Valuation & Advisory Services, Colliers International (Hong Kong) Limited 高力集團有限公司亞洲環境、社會及管治諮詢服務董事劉德安先生</p> <hr/> <p>2. What's next Speaker 講者: Mr Francois Lee, Founder and Director, B4B Challenge B4B 大數據應用挑戰賽創始人兼董事李振業先生</p> <hr/> <p>3. RTE for Metaverse: Tech & Application Ecosystem of the World of Future Speaker 講者: Dr. Cynthia Yang, Senior Director of Ecosystem Operations Center, Agora Agora 生態運營中心負責人楊慧博士</p> <hr/> <p>4. ESG / MetaTech: How will Big Data Evolve in Metaverse? Speaker 講者: Mr Herbert Chia, JP, Honorary Chairman and Principal Mentor, B4B Challenge B4B 大數據應用挑戰賽名譽主席和首席導師車品覺先生, JP</p>
<p>12:30 pm</p>	<p>End of Ceremony 頒獎禮結束</p>

For more Sharing Sessions, please visit B4B Website: www.b4bchallenge.com



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Speakers' Profile 講者簡介

Mr. Andrew Lau, Director, ESG Advisory - Asia Valuation & Advisory Services, Colliers International (Hong Kong) Limited

高力集團有限公司亞洲環境、社會及管治諮詢服務董事劉德安先生



Andrew leads the ESG Advisory Services in Asia with more than 18 years of experience in ESG advisory, management, and delivery for investors, landlords, occupiers, and corporates. His experience covers office buildings, retail and hospitality, logistics and data centre assets across Asia. Andrew is passionate about PropTech – applied technology in the real estate industry. He has been working with University professors and start-ups on feasibility studies and proof-of-concept projects since 2009. With his advanced research experience, he has helped many clients to deploy state-of-the-art technology solutions, such as AIoT, and achieved significant carbon reduction.

As one of the pioneers in Performance Contracting in Asia, Andrew has led carbon reduction projects with guaranteed savings, axing more than 30,000 tonnes of CO2 without clients spending capital budget.

Andrew is a Chartered Engineer and a member of CIBSE and HKIE. He is also a Registered Energy Assessor, Certified Energy Manager, Certified Building Commissioning Professional, LEED AP and WELL AP.

Mr. Francois Lee, Founder and Director, B4B Challenge

B4B 大數據應用挑戰賽創始人兼董事李振業先生



Francois is a business expert with over 25 years track record in entrepreneurship and innovation. In 2015, he founded Innobator in Hong Kong and Shanghai with other 5 partners from Hong Kong to provide incubation for start-ups and young entrepreneurs targeting Mainland China market. He worked with more than 200 start-up projects in first 18 months and set a record to raise angel funding for one of them in 44 days. A group of start-ups from Shanghai were brought to Entrepreneur Day, organized by HKTDC, in May 2016 to facilitate communication between start-ups from two cities.

In 2003, Francois built his corporate consultancy business in Shanghai serving international clients, including Knight Frank (Europe), Weight Watchers (USA), Cornes (Japan), DermaLab (Swiss), & Cosway (Malaysia). Being the corporate advisor for a start-up online realtime ticketing agent, Travelzen, he joined them in 2009 and built up a 20,000 strong travel agents network within China and managed 100 sales personnel with 7 regional offices across the nation in 24 months. He established Touchbase Travel Logistics to actualize his Online to On Ground (O2O) perception towards the gap between online automated system and traditional travel logistics services in a new dimension and acquired Miss Universe China (July 2011) and Sapphire Now Beijing (Nov 2011) as event client by providing housing and airfare services to more than 14000 attendees.

李振業先生是一位擁有超過 25 年創業與創新經驗的商務專家。他於 2015 年與五位香港伙伴共同在香港及上海

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創立 Innobator 伊諾倍德創新與孵化中心，為有意開拓大陸市場的初創企業和青年創業家，提供合乎需要的「孵化」服務。在 Innobator 成立的頭 18 個月，李先生已經與超過 200 個初創項目合作，並創下在 44 天內為一個初創項目完成天使輪投資的記錄。在 2016 年 5 月，李先生帶領多個上海的初創團隊來到香港，參加由香港貿發局舉辦的「創業日」展覽會，增進滬港初創企業之間的交流。

在 2003 年，李先生在上海創立一家企業諮詢公司，為國際客戶提供專業服務，客戶包括 Cornes (日本)、Cosway (馬來西亞)、DermaLab (瑞士)、Knight Frank (歐洲) 和 Weight Watchers (美國)。李先生在 2009 年加入真旅網，一家經營網上實時票務代理的初創企業。作為真旅網的企業顧問，他在 24 個月期間在中國建立一個擁有 2 萬間旅行社代理的網絡，並管理國內 7 個地區辦事處的 100 位銷售人員。其後李先生成立了 Touchbase Travel Logistics，實現了他對 Online to On Ground (O2O) 理念在旅遊業應用的願景，將自動化在線系統以及傳統旅遊業務結合起來。公司的活動客戶包括有環球小姐中國區大賽 (2011 年 7 月) 和 Sapphire Now Beijing (2011 年 11 月)，向超過 1 萬 4 千名出席者提供住宿和機票服務。



Dr. Cynthia Yang, Senior Director of Ecosystem Operations Center, Agora

Agora 生態運營中心負責人楊慧博士

Dr. Cynthia Yang, Ph. D, Senior Director of Ecosystem Operation Center at Agora, is dedicated to building a leading RTE (Real-Time Engagement) ecosystem. Formerly as the CEO Assistant at TalkingData, and the Executive President of TalkingData University, she has been focused on strategic management and corporate governance. Prior to that, Cynthia successively worked at Detecon China and Accenture China, in the field of TMT industry strategy consulting.

Dr. Yang has been constantly concentrated on the Internet, led and participated in several state-level researches, publications including The Whitepaper of RTE Industry; The New Maker in the Era; The Era: New Strategic Landscape under Internet; and Experiencing the New Thinking of the Internet.

She was a Postdoc at the Department of Management, Chinese University of Hong Kong, and achieved her Ph. D in Strategic Management from the School of Business, Renmin University of China in 2010.

楊慧 (Cynthia Yang) · 現任 Agora 生態運營中心負責人。曾任 TalkingData CEO 助理 · TDU (騰雲大學) 執行校長 · 全聯房地產商會數字社區分會副秘書長 · 中關村大數據產業聯盟數字生態行研中心首席研究員 · DT 大數據產業創新研究院 (DTii) AI 研究中心主任 · 中關村大數據產業聯盟人才中心副理事 · “大數據 AI 產業創新與投資百人會(BDAI100)” 成員 · 中國人民大學商學院企業管理系 2010 級管理學博士 · 香港中文大學管理學系博士後 · 研究方向為戰略管理、公司治理。曾先後供職於德電諮詢、埃森哲 (中國) 有限公司 · 方向為 TMT 行業戰略諮詢。

楊慧博士多年關注即時互動互聯網、大數據、AI 等領域，針對實時互動產業上下游，聯動合作夥伴力量，共同推進行業發展。2022 年，楊慧博士以專家身份參與中國信通院《實時互動產業發展研究報告 (2022 年)》的編寫。目前她的出版物有《互聯網時代的新創客》、《互聯網時代·新戰略全景-New Strategic Landscape under Internet》、《體驗互聯網新思維》、《智慧數據時代：企業大數據戰略與實踐》、《數據科學實戰指南》。同時，專業領域的報告包括《數據賦能 智慧無限》、《數據智慧行業生態報告》、《專業數據人才教育行業報告》、《實時互動場景創新生態報告》等。

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Mr Herbert Chia, JP, Honorary Chairman and Principal Mentor, B4B Challenge

B4B 大數據應用挑戰賽名譽主席和首席導師車品覺先生, JP

Mr. Herbert Chia, JP., is currently Venture Partner of Sequoia Capital China Fund. With over 10 years of experience in data strategy and analytics, he has formed his own unique way of data-thinking and data-management, and has original insights in the future of big data. Herbert has led Alibaba's data team to make a series of significant achievements in the practical field of big data, including establishing a business and decision-making analytics framework for Alibaba Group's business groups, developing intelligent data products, creating an operation team

contributing to the datamation of the group, successfully launching the public and proprietary Data Asset Management systems, and releasing the Data Protection Pact and so on.

Herbert joined Alibaba in August 2010 and served as the Vice President of Alibaba Group and the Chairman of its Data Committee. During his tenure, the team awarded "China Excellent IT Team" in the 2014 "Excellent Chinese CIO" selection. In addition, Herbert was also rated as 2017 "China Top 10 Most Influential Big Data Entrepreneurs" by the State Information Center. In 2018, he won the "China Big Data Technology Leader Award". He is the author of the best-selling books "The Big Data", "The Nature of Big Data" and "Data Reinvention" and translated into "Engaging Communities Through Data-Smart Governance". Now, as a globally recognized pioneer of big data, Herbert attributes his success to the passion for innovation and the understanding of the needs of industrial data.

Herbert was born in Hong Kong and he received Western education in the United Kingdom and Australia. He also engaged in advanced studies at world first-class universities such as the University of New South Wales, INSEAD, and Tsinghua University.

車品覺先生是紅杉資本中國基金專家合夥人，擁有十多年豐富的數據實戰經驗，並在實踐中形成了獨特的數據化思考及管理方式。他親自領導阿里數據團隊在大數據實踐領域取得了一系列重要成果，包括為阿里建立集團各事業群的業務及決策分析框架，開發智能化的數據產品，成立了驅動集團數據化的營運團隊，成功發起了公共與數據資產管理體系，還發布了數據安全規範等。車先生 2010 年 8 月加入阿里巴巴，曾任阿里巴巴集團副總裁兼首任數據委員會會長。2014 年在任職阿里期間領導阿里數據團隊獲得 Top CIO 評選為中國最佳信息化團隊，2017 年被國家信息中心選為中國十大最具影響力大數據企業家。2018 年，榮獲“中國大數據科技領軍人獎”著有：暢銷書《決戰大數據》、《數據的本質》及《數循環》。並譯有《數據驅動的智慧城市》。車品覺先生生於香港，是香港致公協會成員。在英國、澳洲等地接受西方教育，曾於新南威爾士大學、INSEAD 商學院及清華大學經管學院等世界一流學院進修。

Current position :

- Venture Partner of Sequoia Capital China
- Chief Data Advisor of JD Finance
- Chief Advisor of TalkingData
- Member of Hong Kong Zhigong Association Ltd
- China Information Society 50 Forum
- Independent Non-Executive Director of Chow Tai Fook Jewellery Group
- Adjunct Associate Professor of HKU SPACE Senior Executive Academy

現任 :

- 紅杉資本中國基金專家合夥人
- 京東金融首席數據顧問
- TalkingData 首席顧問
- 香港致公協會成員
- 中國信息社會 50 人論壇成員
- 周大福珠寶集團獨立非執行董事
- 香港大學專業進修學院客席副教授

HONG KONG SPECIAL ADMINISTRATIVE REGION :

- The Governance Committee of Hong Kong Growth Portfolio
- Board of Director of Hong Kong Science and Technology Parks Corporation
- Committee of Advisory Group on Digital Economy and Information Technology of Consumer Council
- Committee on Innovation, Technology and Re-industrialization
- Committee on Professional Development of Teachers and Principals
- Innovation and Technology Advisory Committee of The Hong Kong Trade Development Council
- Convener and Founding Vice Chairman of The Institute of Big Data Governance
- Vice-Chairman of Hong Kong Society of Artificial Intelligence and Robotics
- Chairman of Committees of Smart City Consortium
- Facilitating China-Hong Kong Big Data Flow Responsibility Task Force (Hong Kong Expert Group Leader)

香港特區公職 :

- 香港未來增長基金治理委員會成員
- 香港科技園公司董事局成員
- 香港特區消費者委員會科技及資訊委員
- 香港特區創新科技及再工業化委員會委員
- 香港特區教師及校長專業發展委員會委員
- 香港特區貿易發展局創新科技委員會委員
- 香港大數據治理公會召集人及創會副主席
- 香港人工智能及機器人學會副理事長
- 香港智慧城市聯盟數據產業主席
- 促進國內香港數據流通責任小組 (港方專家組長)

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MAINLAND CHINA :

- Big Data Advisory Group of Beijing Government
- Expert of Shanghai Bureau of Justice Big Data Laboratory
- Adjunct Professor of the Alibaba Business School
- Adjunct Professor of School of Management of Zhejiang University
- President of Youedata Research Institute
- Consultant of Guiyang Big Data Committee
- Shanghai Institute for Science of Science Invited Researcher
- The advisor of Guiyang Big Data Committee

國內 :

- 北京市大數據推進小組諮詢專家
- 上海市公共數據專家委員會顧問專家
- 阿里巴巴商學院特聘講座教授
- 浙江大學管理學院兼職教授
- 國信優易數據研究中心院長
- 貴陽市大數據委員會顧問
- 上海科學學研究所特邀研究員
- 貴州省國家大數據綜合實驗區委員會成員

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