

領袖分享：訊息工程的趨勢及香港的機會



Dr Winnie Tang, JP
Chief Executive Officer
ESRI China (Hong Kong) Ltd.

IE Leadership Camp 2010
June 22



What GIS means to me ...

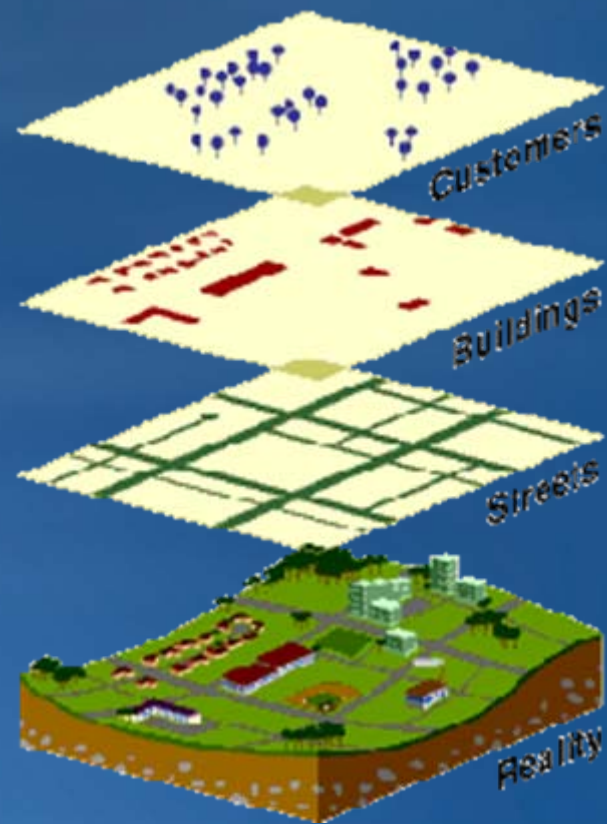
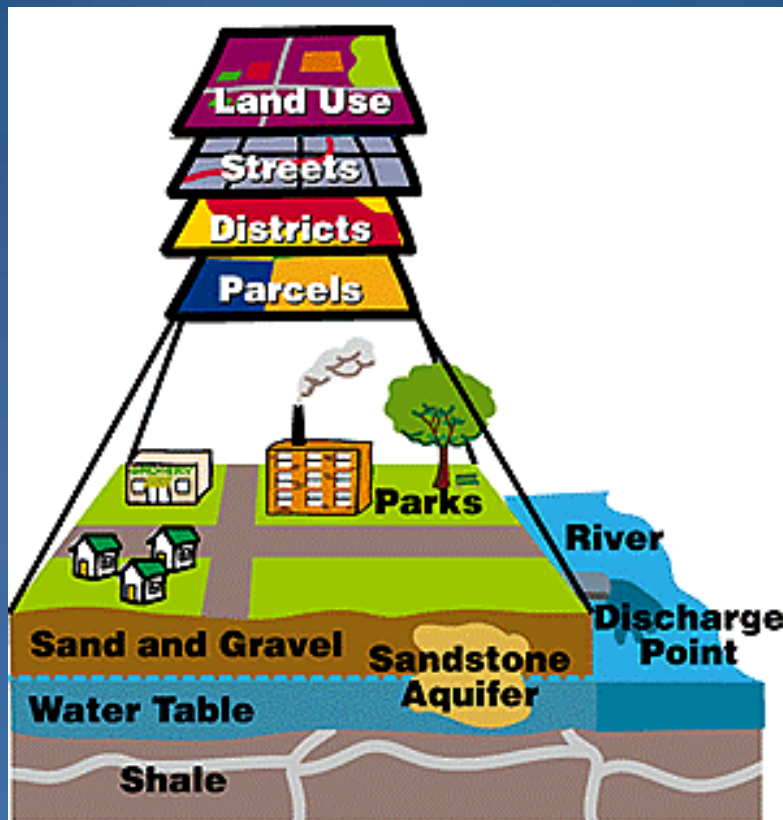
What GIS is for?

**SERVING
OUR
WORLD**

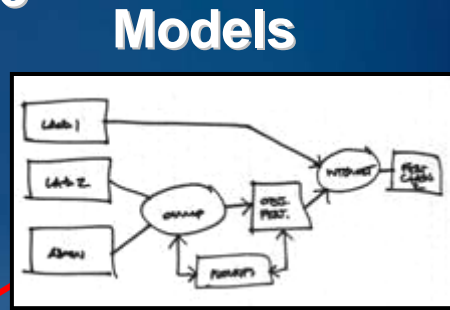
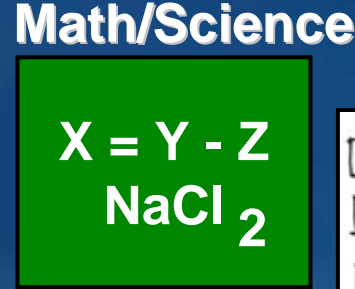
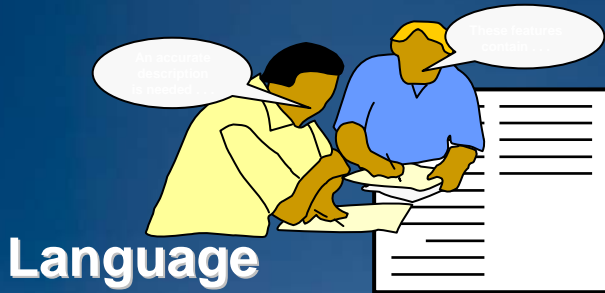


GIS Combines

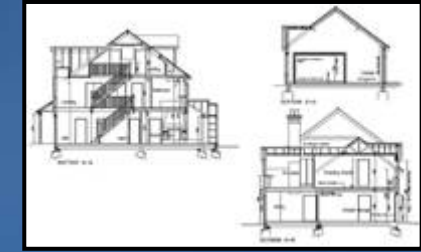
- Layers of information about a place to give a user a better understanding of that place



Humans Use Abstractions



Hieroglyphics



Maps

Drawings



Images

To Record and Share Their Experiences ...

Challenges for our Global Society



Increasing

- Population
- Consumption
- Land Use
- Pollution

Declining

- Resources
- Diversity
- Natural Areas

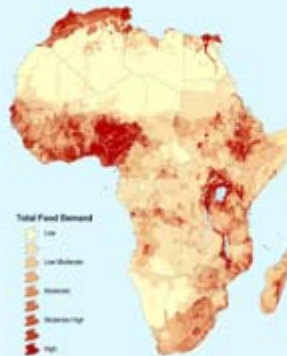
... GIS Plays A Major Role

Natural Resource Accounting

Africa Food Balance



Total Food Demand



Total Food Demand
 Low
 Low-Moderate
 Moderate
 Moderate-High
 High

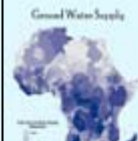
Total food demand was estimated from total daily calorie requirements per person (derived from Africa's population) and the average daily per capita food consumption. Total food supply is the sum of total food imports and domestic food production, based on FAO's (2005) estimates. Total imports are estimated through GIS allocation of national food imports balanced by a similar ratio based on our database of import ratios, market share, and the composition of domestic supply. Domestic food production is modeled through a similar ratio based on the patterns of agricultural lands, the concentration of yields, and population density.

Total Food Supply



Total Food Supply
 Low
 Low-Moderate
 Moderate
 Moderate-High
 High

Domestic Water Consumption



Total Water Consumption



Total Water Consumption
 Low
 Low-Moderate
 Moderate
 Moderate-High
 High

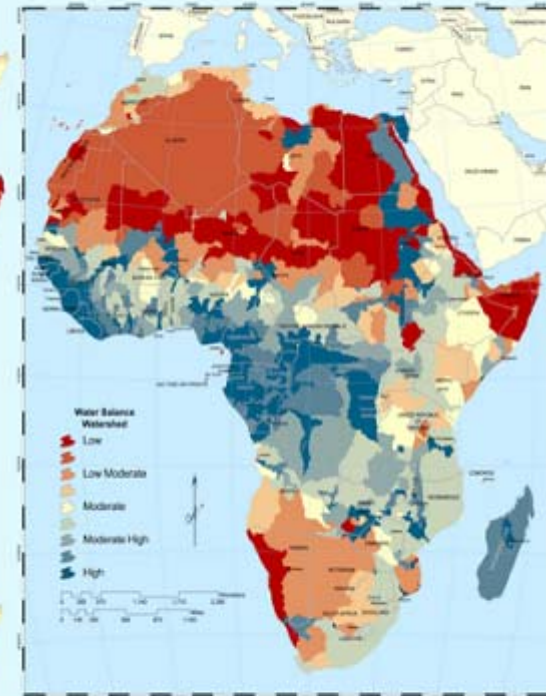
Water-based on data from World Resources Institute (2000) estimates of annual water consumption for industrial, domestic and agricultural sectors. These values were scaled using WFAA (2005) supply-use ratio and International Geosphere Database Programme 1 km resolution resolution map database.

Total Water Supply



Total Water Supply
 Low
 Low-Moderate
 Moderate
 Moderate-High
 High

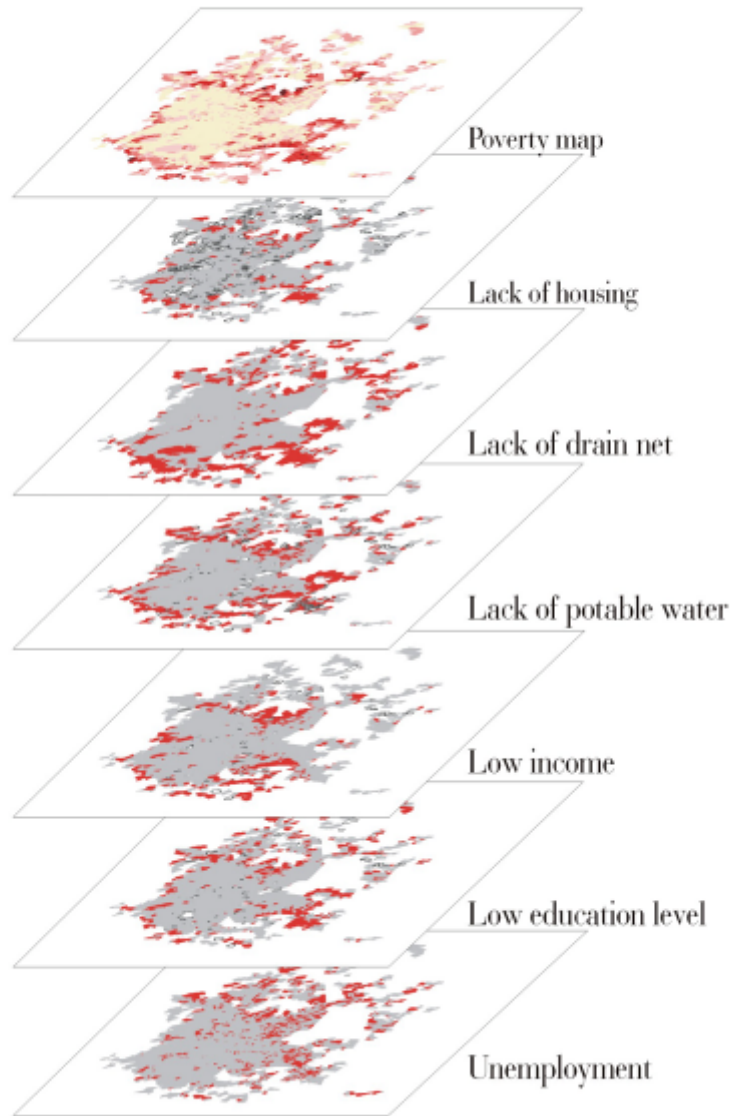
Africa Water Balance



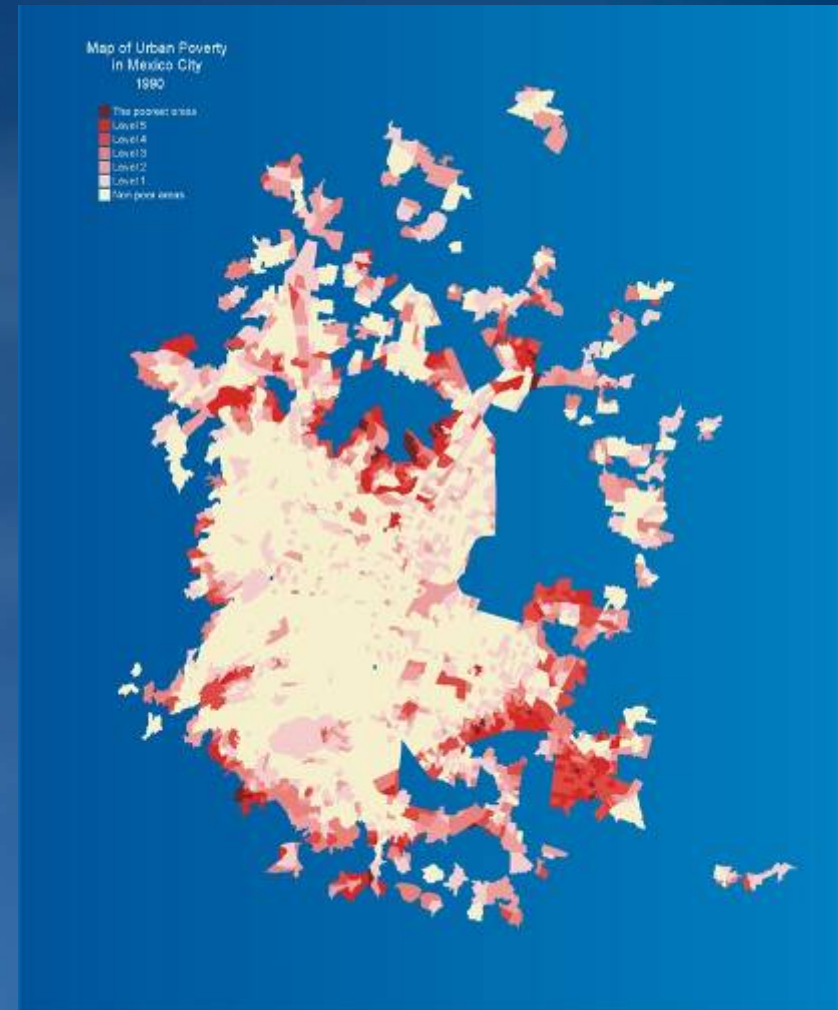
The Africa water balance GIS model shows total average annual water demand less total average annual renewable water supply to estimate a regional scale watershed water balance. Interconnected flow is modeled to produce an end-state water balance. This is water balance where water has flowed through the drainage network and one had to find destruction. Throughout the course of flow, water balance is done down by local demand.

Earth Satellite Corporation partnered with Incentive to develop a GIS that assesses food and water balances at regional scales. Incentive processes and flow models are applied to map food and water supply, demand, and balance to identify chronic problems across the entire African continent.

Overlay analysis of Urban Poverty in Mexico City



Poverty Indicators





My belief:

“GIS is for a better world and use of resources via better information management”

“The application of GIS is limited only by the imagination of those who use it”

Passenger Hotline Enquiry System KMB (Award Winning)

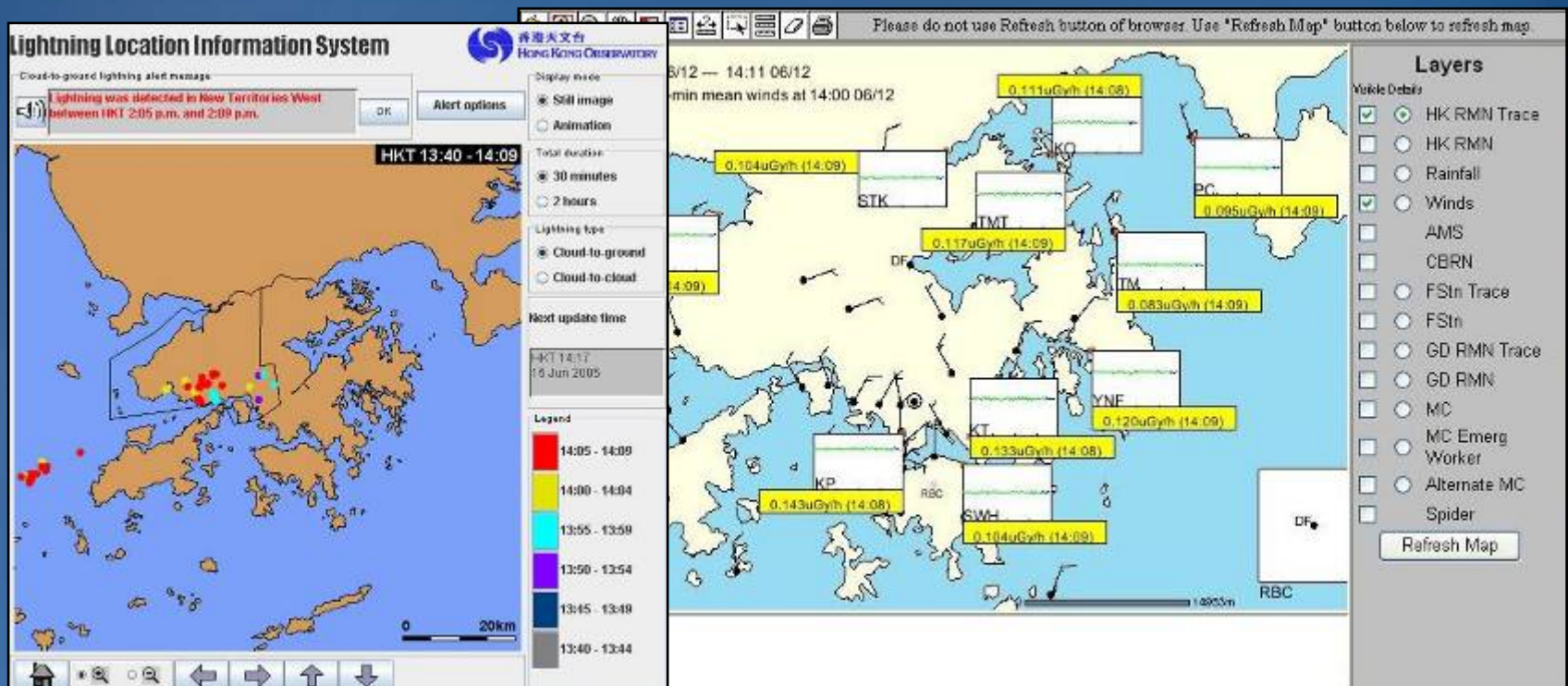




Hong Kong Observatory

The Government of the Hong Kong Special Administrative Region

- Emergency Radiation Data Monitoring System (ERDMS)
- Lightning Location Information System (Won HKICT Award)



Site Locator and Selection – KFC

The image displays three screenshots of the ArcMap software interface, illustrating a site locator and selection process for KFC locations.

The top-right screenshot shows a map view with a legend on the left. The legend includes layers for YOSHINOYA, KFC, MCDONALDS, and their respective buffers. The map shows a residential area with several KFC locations marked by red icons and surrounded by red and yellow buffers.

The bottom-left screenshot shows a table of attributes for the selected KFC locations. The table has columns for FID, Shape*, ID, and ADDRESS. The selected records are highlighted in blue.

FID	Shape*	ID	ADDRESS
7	Point	8	香港柴灣新翠商場第三層22-23號舖
8	Point	9	香港北角英皇道500號港運城運城食坊1號舖
9	Point	10	香港北角英皇道402-404號明苑中心一樓
10	Point	11	香港皇后大道西476-482號永興大廈地下
11	Point	12	香港太古城中第一期3樓k6號舖
12	Point	13	香港旺士敦道地下及一樓
13	Point	14	九龍鑽石山荷里活廣場301號舖
14	Point	15	九龍紅磡黃埔花園1期聚賢坊63舖

The bottom-right screenshot shows the map view with the selected KFC locations highlighted in yellow, indicating they are the focus of the analysis.

Interactive Directory for Shopping Malls - Cyberportal

The image displays a screenshot of an interactive directory for shopping malls, specifically Cyberport. The interface is presented as a computer monitor with a blue background. The main map shows an aerial view of the Cyberport complex, with various areas highlighted in orange and yellow. Labels on the map include "Cyberport 1", "Cyberport 2", "CyberPlaza", "Le Meridien Cyberport", "The Arcade", "Cyberport", "Waterfront Park", and "Pier". A smaller inset map shows a detailed view of "The Arcade Level 1", with labels for "Wise-Kate Educational Toys", "Customer Service Counter", "Wing Hing Bank", "Hang Hing's Kitchen", and "La Dynasty Restaurant". Below the main map, there are two smaller inset maps: one showing a detailed view of the Cyberport complex and another showing a floor plan of the building with labels for "Office", "Hotel", "The Arcade", "Core A", "Core B", "Core C", "Core D", "Core E", and "Core F". The interface includes a top navigation bar with icons for zooming, panning, and a "Legend" button. On the right side, there is a "Hotspots" section with a list of search and navigation tools: "Company Directory", "Alphabetic Order Search", "Landmark Search", "Keyword Search", "Building Search", and "Path Finder". At the bottom right, there are three more search and navigation tools: "Keyword Search", "Building Search", and "Path Finder".

Hotspots

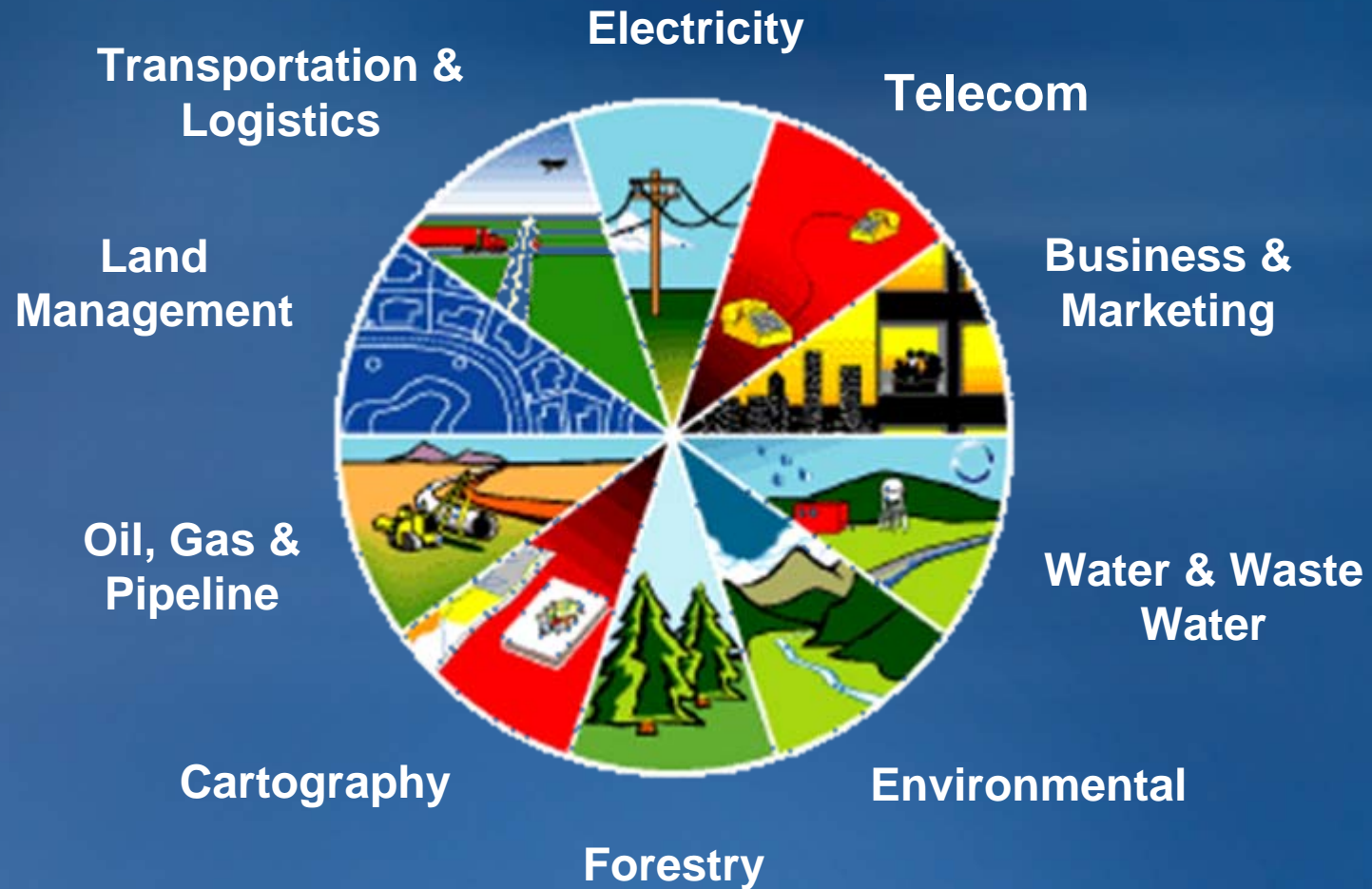
- Company Directory
- Alphabetic Order Search
- Landmark Search
- Keyword Search
- Building Search
- Path Finder

Keyword Search

Building Search

Path Finder

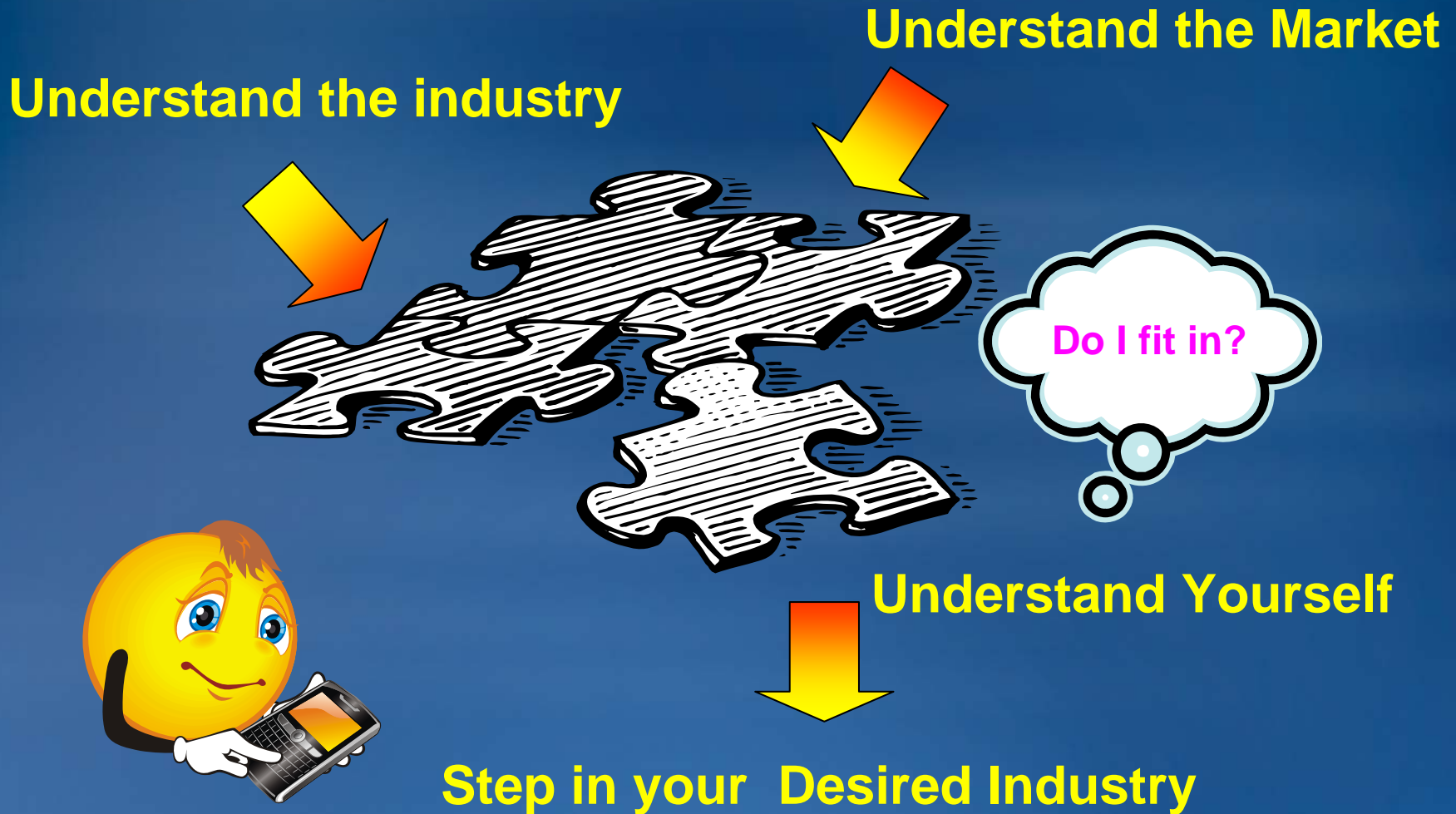
Different Applications of GIS



Now it's your story...

Job vs. Career

Need more understanding...



Understand the Market



Hong Kong – Digital Hub in Asia

Did you know Hong Kong is

- The first city in the world to feature a **fully digitised fixed telephone network**;
- **Well-networked**, broadband penetration rate is among the highest in the world: 76 per cent of households use broadband service;
- **Well-protected in Intellectual property**; software piracy incidents are among the lowest in Asia

International ICT Ranking

Hong Kong ranks...

- **8th globally for e-readiness** (EIU survey 2009), thus creating a promising market for e-commerce and related service providers
- **12th globally in Networked Readiness Index 2008-09** (Global Information Technology Report by World Economic Forum)
- **8th globally in Digital Opportunity Index** (ITU, 2007)
- Preferred location for holding major international IT events, e.g. ASOCIO ICT Summit 2008

Success in Bridging Up with International Organizations

- iProA entered into an agreement with the Royal Institute of Technology to be the Joint Promoter of the **Stockholm Challenge Award 2008**



- iProA was appointed to the Experts Panel of United Nations' **World Summit Award (WSA)** as well as served in the Grand Jury representing Hong Kong and China.



Cutting Edges in ICT

Infrastructural Advantages

- **Fully liberalised telecom sector** and advanced telecommunications networks
- **Regional hub for data centres** and company's servers. Hong Kong has the infrastructure and connections to service the world
- **Bilingual capability & close linkage with China business**
- **Free flow of information**

Internet and Mobile Usage

The introduction of **Broadband Wireless Access** Services creates business opportunities for wireless fixed and mobile service providers.

The use of **Wi-Fi** and **3G** services have been growing in popularity and is very affordable.

- **Mobile subscriber penetration rate: 167%**
- **Mobile subscribers: almost 12 million**
- **Mobile Network Operators: 5**
- **2.5G and 3G mobile subscribers: over 4 million**
- **Household broadband penetration rate: 78%**
- **Public Wi-Fi access points: over 8,500**

China Strategic Focus on ICT Development

China's IT market is growing rapidly together with its economy

- Market size of software and information service is Renminbi(RMB) **480 billion** in 2006, **growth by 22.9%** in a year.
- The market of Software and Information Services / Software Export amounted to **USD 6.06 billion**, **growth by 68.8%** in a year.

China's 11th Five-Year Plan

- Emphasis on **“autonomous innovation”** and the need to expedite the building up of the national innovation system, represents a golden opportunity for business and collaboration

Working in Complement – Hong Kong Government ICT Initiatives

CEPA Facilitates Hong Kong Business Entry into Mainland Market

- **Computer information system integration (SI) qualification certification**
- **Internet culture business units and internet online service business premises in the Mainland**
- **Framework for the mutual recognition of digital signature certificates between Guangdong and Hong Kong – Pilot Schemes developed by both sides for mutual recognition**

Government Support for local innovations



Innovation and Technology Commission
The Government of the Hong Kong Special Administrative Region

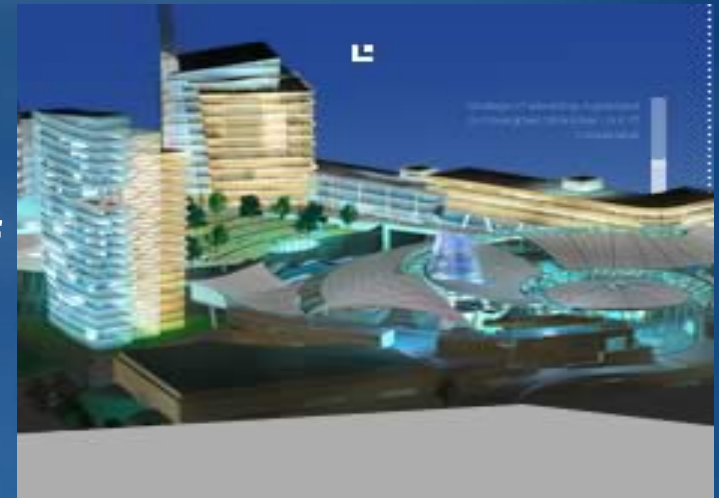
Encourage and assist companies to upgrade their technological level and introduce innovative ideas to their businesses

- **The Innovation and Technology Support Programme (ITSP)**
- **Guangdong-Hong Kong Technology Cooperation Funding Scheme (TCFS)**
- **The General Support Programme (GSP)**
- **GSP - Internship Programme**
- **GSP - Patent Application Grant**
- **The University-Industry Collaboration Programme (UICP)**
- **The Small Entrepreneur Research Assistance Programme (SERAP)**

Government Supported Infrastructure

Cyberport

- A 24-hectare US\$2 billion project funded by Hong Kong SAR Government
- Essential infrastructure for a strategic cluster of ICT and digital content companies
- The Hong Kong Wireless Development Centre in Cyberport provides a central platform for development, testing & marketing of innovative mobile applications and services
- Major tenants included Microsoft, CISCO, HKCSL, PCCW, Eurosport, TV5 Monde, Sybase, etc



Government Supported Infrastructure

Hong Kong Science Park

- 22- hectares hi-tech park
- Focus on **material science, biotech, electronics, Chinese medicine and IT/telecom**
- **State-of-the-art equipment** and facilities shared by tenants for product/process development, testing, analysis and characterisation
- **R&D base** for big and small technology companies including DuPont, Philips Electronics, TDK, etc.



- **Clustered with local universities, other science Parks in the Mainland and international technology organisations**

Cross-sectoral collaboration by ICT Associations

About iProA ...



Internet Professional Association (iProA)

A non-profit making professional organization found in 1999

iProA has:

Over 2300 members
30 Council members
103 Executive Committee

iProA works towards

- Improvement of professionalism of information technology practitioners
- Encouraging IT professionals in sharing social responsibility
- Bridging the digital divide in Hong Kong

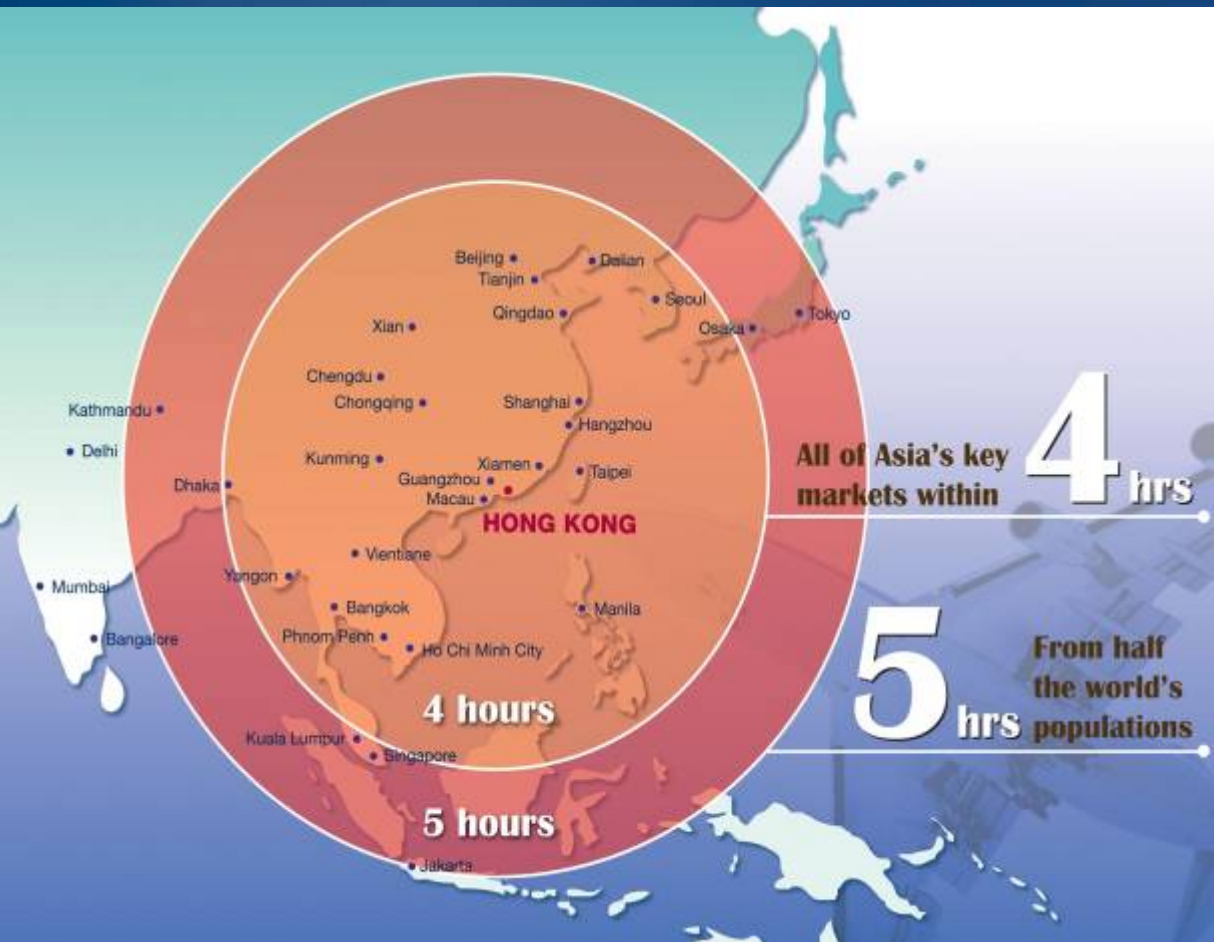


Hong Kong's Enduring Advantages

More Important than Ever

- **Strategic Location** – Heart of Asia & Gateway to China
- **One Country, Two Systems:** A Stable Society
- Stable, Low & Simple **Tax System**
- Asia's Regional **Finance Centre**
- **Cosmopolitan Lifestyle:** Easy Living Environment

Hong Kong's Strategic Location: Gateway to China & Heart of Asia



New Markets & Customers

- Easy access to high-growth economies
- High demand for foreign products & services

Low-Cost Production & Sourcing

- Major production centres in China, Vietnam etc.

Half the world's population within five hours flight time!

21st Century: Age of Information Sharing

20th century



19th century



The world you grow up in

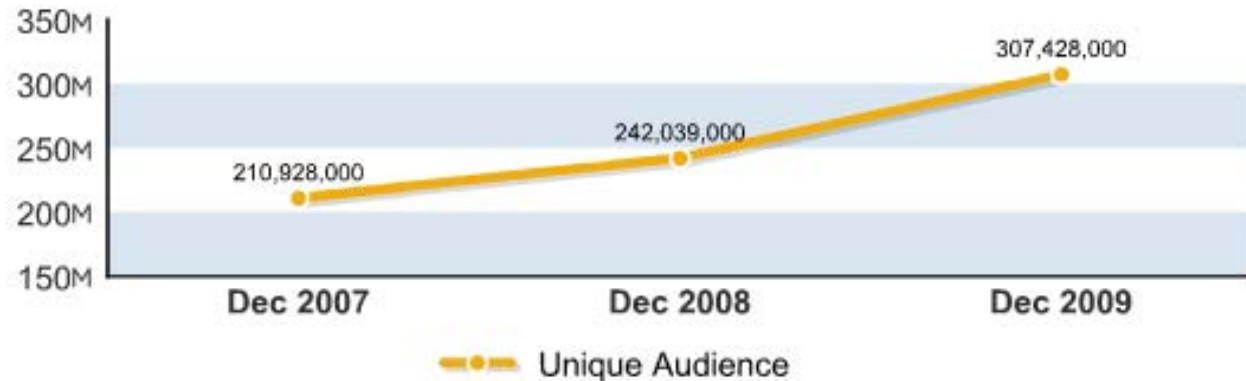
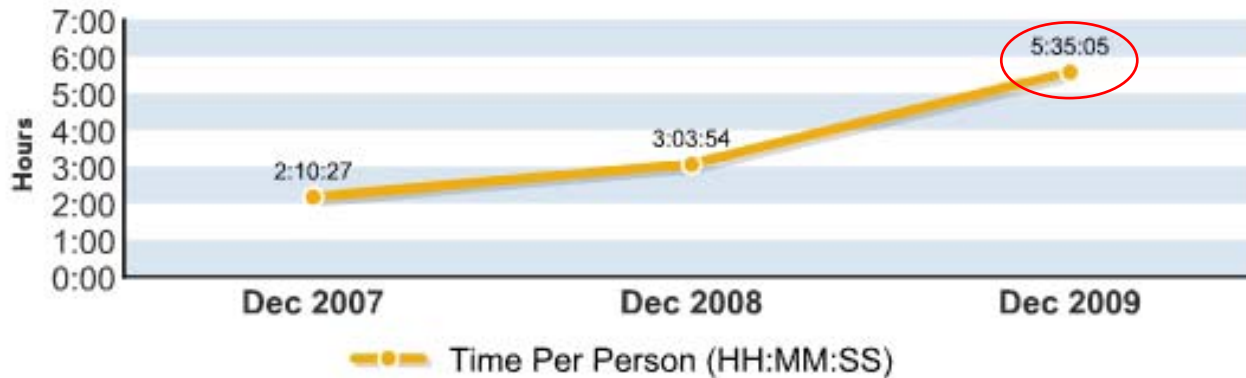


a world with diverse Internet resources, iPods, Facebook and intense multi-tasking — simultaneously chatting on MSN, finishing a problem set, watching television and listening to music. These kids are the kids of the Baby Boomers, heavily immersed in a digital world.

How to tap your characteristics to develop potential to the full?



Global Web Traffic to Social Networking Sites



Source: The Nielsen Company

Dec 2009 Global Measures
5.5hrs on soc. networks,
6hrs on facebook
Blogs & soc. networks are the most popular

Social Media – collaborative learning

化學科教師
專業發展交流平台
Chemistry Teachers Professional Development and Resource Sharing Platform

關於我們
此網站由教育署課程發展處與化學科教育研習及香港教育學院共同建立，藉此為化學科教師提供一站式的平台，方便與各中學的課程發展及相關的課程資源。

新高中化學課程及評估指引
中文版 English Version

新高中組合科學課程及評估指引
中文版 English Version

新高中化學課程 - 家具及設備
此套中化學課程 - 家具及設備只有英文版

新高中化學科教師專業發展課程
中學科學科目常用英語辭彙
香港中學文憑 HKDSE

Emergency Response
from benxy

Chemistry in your cupboard - a resourceful website
http://www.chemistryinyourcupboard.org/index.php

The material in this site consists of nine pieces each describing the chemistry that underlies a household product from the range produced by Reckitt Benckiser (although other branded products will work in similar ways). The products range from pharmaceuticals (Parofen, Gavivcon) to cleaning materials (Clitit Bang, Finish).

It also includes the links to different topics of the curriculum and you can also download from the word file for using in the classroom. In each topic, there is some questions for student to answer. I think it is quite useful for all of us.

Contributed by:
Mr KWONG Tsz Kin
Head of Chemistry Department
Kwun Tong Kung Lok GSS

學與教資源
A. 新高中化學科
1. 必修部分 (9)
a. 地球 (1)
b. 物質世界 (14)
c. 金屬 (4)
d. 酸和鹼 (5)
e. 化石燃料和碳化合物 (5)
f. 鋼鐵世界 (1)
g. 氧化還原反應 - 化學電池和電解 (2)
h. 化學反應和能量 (2)
i. 反應速率 (1)
j. 化學平衡 (1)
k. 變化世界的化學 (8)
l. 化學世界中的科學 (3)
2. 選修部分 (4)
a. 工業化學 (1)
b. 物料化學 (3)
c. 分析化學 (1)
3. 探究研習 (3)
a. 化學的探究研習 (3)
B. 中國高中必修化學 (23)
C. 中六級化學 (34)
D. 其他 (8)

電郵或RSS訂閱
填上我的電郵地址:
訂閱
多謝各位
甚麼是RSS
訂閱

Source: Education City

YORKU CSE 1030 WINTER 06/07

WEDNESDAY, MAY 9, 2007

Blog

Blog Archive
▼ 2007 (53)
▼ May (1)
Last chance to see your exam

► April (10)
► March (15)
► February (12)
► January (15)

► 2006 (1)

ABOUT ME
ANDREW ECKFORD
VIEW MY COMPLETE PROFILE

Final marks
Final marks have been posted using courseInfo.

Some things to remember:

1. These marks are unofficial until approved by the department.
2. If you want to see your final exam, please make a request at the department office (CSEB 1003). I no longer have copies of your exams.

UPDATE: To take some load off the department office, I will be taking the exams back. Let me know if you want to see your exam

- Add a blog to the standard course website
- Communicate day-to-day details of the course
- Form a vibrant learning community for students and teachers

Knowledge Exploration

生活探知

[教統主頁](#) > [生活探知](#) > [焦點專題](#)

- ※ 主頁
- ※ 焦點專題
- ※ 文化藝術
 - ↳ 視覺藝術
 - ↳ 表演藝術
 - ↳ 電影
 - ↳ 音樂
- ※ 生活趣味
- ※ 成長學堂
- ※ 專欄



* 世博與全球化

世博與全球化

[主頁](#) | [四海一家 \(高小\)](#) | [從上海世博出發 \(初中\)](#) | [世博人家與軟實力 \(高中\)](#)



世界博覽（世博）是全球最大型的綜合展覽會，始於1851年英國倫敦，至今已超過150年歷史，2010年上海世博共有192個國家和50個國際企業參與，是各國展現人類精神文明的全球盛事。

世博對人類的發展帶來甚麼影響？中國主辦世博對政治和經濟發展有何意義？作為地球村的村民，我們應如何回應世博？

請從下列選擇所屬學習領域和程度，探討世博對人類文明及全球發展的意義。

[常識科 \(高小\)](#)
[「四海一家」](#)

[個人、社會及人文教育 \(初中\)](#)
[「從上海世博出發」](#)

[通識教育科 \(高中\)](#)
[「世博人家與軟實力」](#)

Achieve Good Social Cause

民間災情網路中心

[2009/10/02] 應屏東縣政府請託，義務協助提供即時資訊的網路服務



目前動態

[以下為民間災情網路中心工作人員與屏東縣災害應變中心直接發佈官方訊息，並同時彙整推特、PTT及媒體報導之風災相關訊息，同步發佈於推特帳號 @taiwanfloods，推友回報相關訊息請RT此帳號，並請務必加上 #taiwanfloods Hashtag 標籤，以加速我們收集訊息的效率]。(2009/10/02)

訊息閱讀說明：

[中央應變中心]：代表來自中央政府災害應變中心所提供的官方訊息。

[屏東應變中心]：代表來自屏東縣政府災害應變中心所提供的官方訊息。

[縣市]：代表縣市地方上的非官方訊息。

未加[]：代表網路上其他單位公告之訊息。

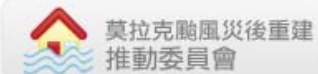
08121712：為時間格式『八月12日下午五點十二分』。

 @thecarol @attemborough @indigo351 @kengao @garykb8 @jchristabelle @savesaturn @sunline @kovis @bamobeni @shirleyhsu @EbiTasha 謝謝大家 (大叔一推)
October 24 from from:taiwanfloods - Twitter... - Comment

 @infilimity @KentLi @purebox @pipperl @aikenlin @tzangms @alice425 @icathy @hypnotist @aikenlin @tenz @王龍 @Barking @jenhsiou 感謝！(大叔再推)
October 24 from from:taiwanfloods - Twitter... - Comment

 10061300 [屏東應變中心] 因應芭瑪颱風陸上警報解除，屏東縣災害應變中心自此時起轉為二級開設，但相關單位仍須保持通訊暢通。 #taiwanfloods #parma #melor #Pingtung [責任編輯：邱鈺鋒]
October 6 from from:taiwanfloods - Twitter... - Comment

 10061205 [屏東應變中心] 喬台鄉伊拉橋有部份橋樑流失，封鎖中，人員及機具待命，俟水



莫拉克颱風災後重建
推動委員會



網站公告



中央災害應變中心



台南相關資訊



高雄相關資訊



屏東相關資訊

資訊分頁

[English Information](#)

[各項補助](#)

How do you fit in?

- Understand yourself
- Understand the industry



Understand Yourself

- What is your life goal?
- What is career goal?
- What is your personality?
- What are your interests?

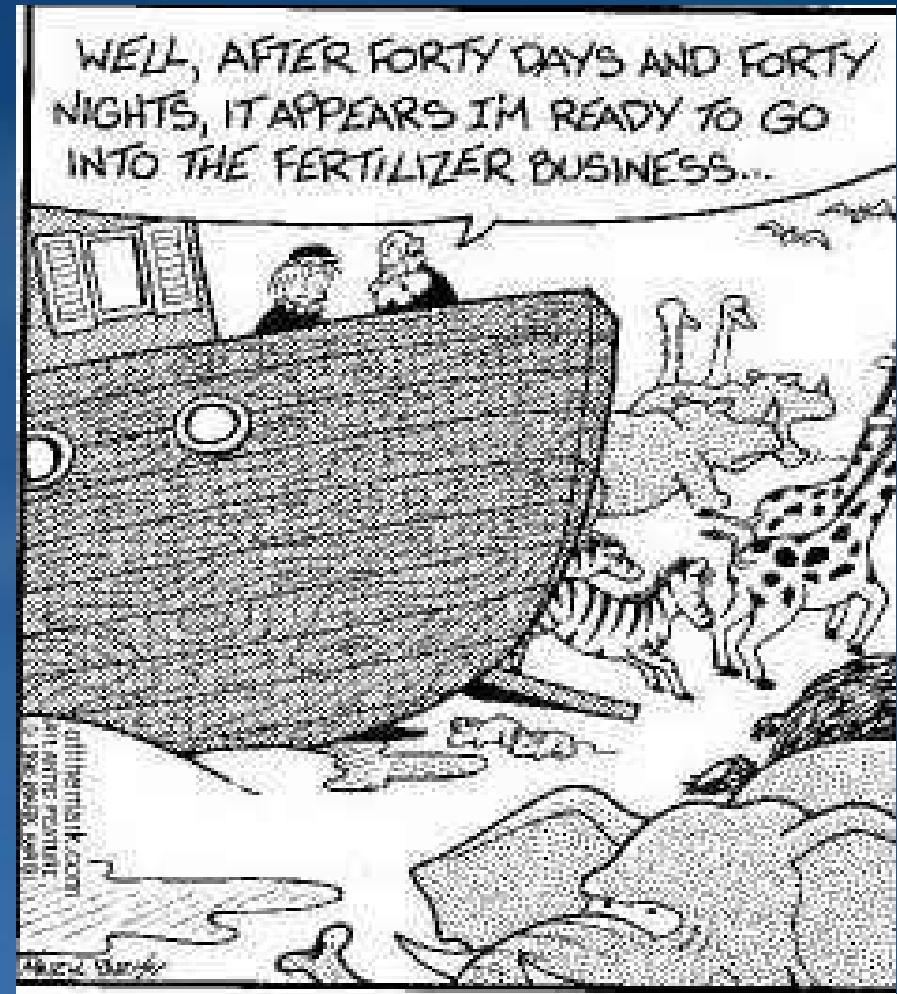


What are your strengths?

- Qualifications
- Language skills
- Leadership / interpersonal skills
- Work / Volunteer Experience

Understand the Industry

- Evaluate the **prospects** of the industry and the **development ladder** of the career field
- To understand the **experience** and **personal qualities** of the people in that field
- **Find a niche** in the industry, do not go with the flow



Understand the Requirement Difference between You and the Industry

- Taking time to discover and develop your key strengths and skills
- Talk to people who work in your desired industry
- Develop an approach that markets your key strengths and makes you stand out from the crowd

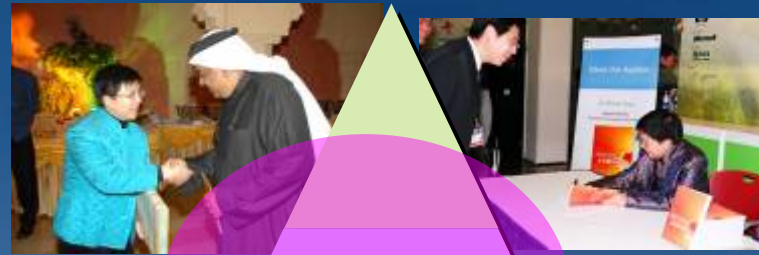


Three Key Ingredients for Success

Passion, Persistence

Be Creative!

Beyond the business...



Industry

Education

Community



Choose Your Ideal Career

- Now you know what you offer to the job market and where you're headed in the future...

Do:

- Find the job functions, industry sectors and companies that may suit you
- Choose the jobs that will be playing to your strengths and experience
- Set yourself a realistic timeframe and stay positive



Don't

- job-hop for higher salaries only. It only gives negative impression to employers
- be afraid to make mistakes or get turned down by the prospective employers

Looking Forward

ICT Supports Hong Kong Key industries

4 Pillar Industries

- Financial services
- Logistics
- Tourism
- Business support and professional services.

6 Economic Areas

- Testing and certification
- Medical services
- Innovation and technology
- Cultural and creative industries
- Environmental industry
- Educational services

Growth for Hong Kong and Mainland China ICT market

- **Hong Kong IT Market** is expected to achieve steady growth to reach **US\$5 billion in 2012**, representing a CAGR of nearly 5% (HK IT Report 2009, Business Monitor International)
- On **the Mainland**, double digit growth in **IT spending is expected to be generated from major infrastructure projects and vertical sectors**. Analysts predict that IT spending in China will reach **US\$51.2 billion in 2009** (Springboard, 2009)

Last Recommendations

- Where there is a will, there is a way
- Diligence is the mother of success



Good Luck

A high-angle photograph of four business professionals in dark suits running on a red athletic track. The track has white lane markings and a red starting line. The runners are in various stages of their stride, and their shadows are cast long and dark on the track surface. The background is a solid dark blue.

Thank You

from

Dr. Winnie Tang, JP

**Chief Executive Officer
ESRI China (Hong Kong) Ltd.**

Email: wtang@esrichina-hk.com

Website: www.winnietang.hk