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

To Record and Share Their Experiences . . .

These features contain:

- An accurate description is needed.
- Language
- Writing/Text
- Hieroglyphics
- Maps
- Statistics
- Math/Science
- Models
- Drawings
- Images
- Music/Art

Humans Use Abstractions

$X = Y - Z$

NaCl$ _2$
Challenges for our Global Society

Increasing
• Population
• Consumption
• Land Use
• Pollution

Declining
• Resources
• Diversity
• Natural Areas

... GIS Plays A Major Role
Poverty Indicators

Overlay analysis of Urban Poverty in Mexico City

- Poverty map
- Lack of housing
- Lack of drain net
- Lack of potable water
- Low income
- Low education level
- Unemployment
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”
SARS Mapping Web Site

GIS
Geographic Information System

Due to the global outbreak of SARS, ESRI China (HK) Limited in partnership with Geographic Information System (GIS) technology and as an integral part of the community, believes that GIS can be used to help the community in raising the spatial awareness for combating the virus.

Therefore, we have established "SARS GIS" in order to distribute timely information to the public regarding the cases and distribution of SARS around the world.

ESRI China (Hong Kong) Limited
Level 25, Cheung Kong Center
100 Charles Road, Hong Kong
at 9525 3896
E-mail: info@esrichk.com
Website: http://www.esrichk.com

Published by

Copyright © 1998 ESRI China (HK) Limited All rights reserved
Reproduction or distribution of this system or any portion thereof, without the express written permission of ESRI China (HK) Limited is strictly prohibited.
Passenger Hotline Enquiry System
KMB (Award Winning)
• Emergency Radiation Data Monitoring System (ERDMS)
• Lightning Location Information System (Won HKICT Award)
Site Locator and Selection – KFC
Interactive Directory for Shopping Malls - Cyberportal
Different Applications of GIS

- Electricity
- Telecom
- Transportation & Logistics
- Land Management
- Oil, Gas & Pipeline
- Business & Marketing
- Water & Waste
- Cartography
- Environmental
- Forestry
Now it’s your story...

Job vs. Career
Need more understanding…

Understand the industry

Understand the market

Do I fit in?

Understand Yourself

Step in your Desired Industry
Understand the Market

Know what the opportunities are!
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

- 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)

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

19th century

20th century

21st 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?**
Dec 2009 Global Measures
5.5hrs on soc. networks,
6hrs on facebook
Blogs & soc. networks are the most popular
Social Media – collaborative learning

- **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

Source: Education City
知识探索

生活探知

世博與全球化

上海世界博览会（世博）是全球最大的综合展览会，始于1851年英国伦敦，至今已超过150年历史，2010年上海世博会共有192个国家和50个国际企业参展，是各国展现人类智慧文明的全球盛会。

世博会对人类的发展带来哪些影响？中国主办世博会的政治和经济发展有何意义？作为地球村的村民，我们该如何回应世博？

请从下列选择所属学习领域和程度，探讨世博会对人类文明及全球发展的意义。
Achieve Good Social Cause

目前動態

訊息閱讀說明：

[中央災害中心]：代表來自中央政府災害應變中心所提供的官方訊息。
[屏東災害中心]：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]：代表縣市地方上之非官方訊息。
[未標]：代表網路其他單位公告之訊息。

08121712：為時間格式『八月十二日下午五點十二分』。

//@hecarol @attrebamborough @indiga351 @kengao @garykbb @jchristabella @savesatum @sunline @kivis @bamobeni @shirleyhau @EbiTash 持續大家一起。（大根一進）
October 24 from from taiwanfloods - Twitter - Comment

//@aniflity @KentLi @purebox @piperl @aikenlin @zangms @alice425 @icathy @mpinotet @aikenlin @lenz @bran @parking @ahmsiong 走過！（大根再接）
October 24 from from taiwanfloods - Twitter - Comment

10061300 [屏東災害中心] 因應海積風浪大警消解除。屏東縣災害應變中心已於時刻為二級警報，各相關單位仍請保持通訊暢通。
#taiwanfloods #parma #melor #Pingtung [責任編輯：邱玉利]
October 6 from from taiwanfloods - Twitter... - Comment
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…
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

Thank You

from

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

Email: wtang@esrichina-hk.com
Website: www.winnietang.hk