香港城市大學
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商 城大商學院
College of Business

SHARP Forum
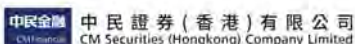where business frontier unfolds 城大工商管理
尖端論壇 | MBA CityU

2018 CityU
Digital Business
Innovation
Festival

Bridging Education,
Technology and Business
to improve well-being,
social welfare, and quality life

January 23-27

Adobe

Apptask

CITYU APPS LAB

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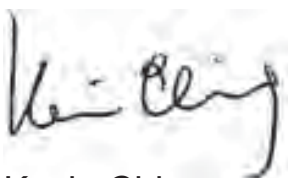FINANCIAL SERVICES JUST GOT SOCIAL

Welcome Message from the Chair

It is my distinct honor to welcome your participation in the 2018 CityU Digital Business Innovation Festival. With a variety of activities, including symposium, forum, exhibition, and App Innovation Contest, this festival is held by the CityU MBA programme from 23rd to 27th January 2018.

Recent decades have seen a rapid advancement in technology. Technology advancement creates no value without applicable business innovation. Business innovation, on the other hand, is meaningless without resulting in any benefit to the society. While technology advancement and business innovation boost each other, the progress cannot be made without the function of education, which facilitates knowledge discovery and transmission. Indubitably, bridging education, technology, and business is critical for the continuous improvement of our well-being, social welfare, and quality life. It is to this end that we organize this festival with three relevant themes: one health, digital society, and smart city.

We are thrilled to be able to involve thriving business executives, prominent government officials, prestigious scholars, inspiring entrepreneurs, and renowned experts to spread insightful ideas and stretch boundaries of evolving issues through series of forums and symposiums. We are also pleased that the App Innovation Contest has attracted a considerable number of participants across different Asia countries. Together with various companies invited to exhibit their innovative business solutions and novel technology, the shortlisted teams of the contest are enthused to demonstrate their creative ideas. I hope you find this five-day festival exciting and fruitful.
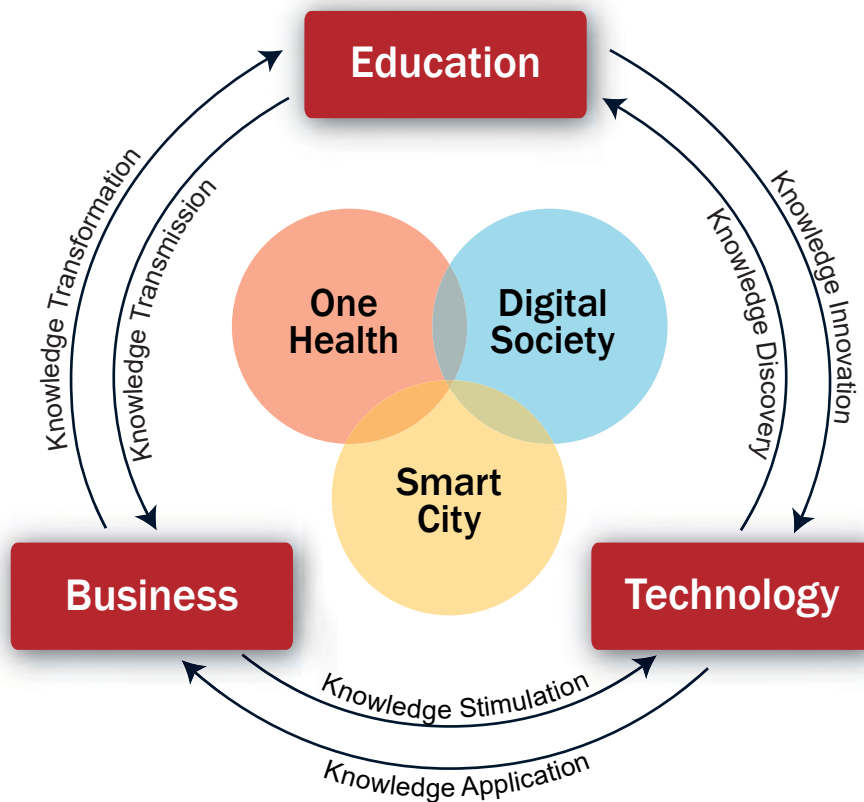
Last but not least, I would like to express my deep appreciation to all the speakers, sponsors, and exhibitors for their contributions and involvements. I must also place on record my sincere thanks to the members of all the festival committees. It is their effort that makes this event happen. I look forward to personally greeting you during the festival.
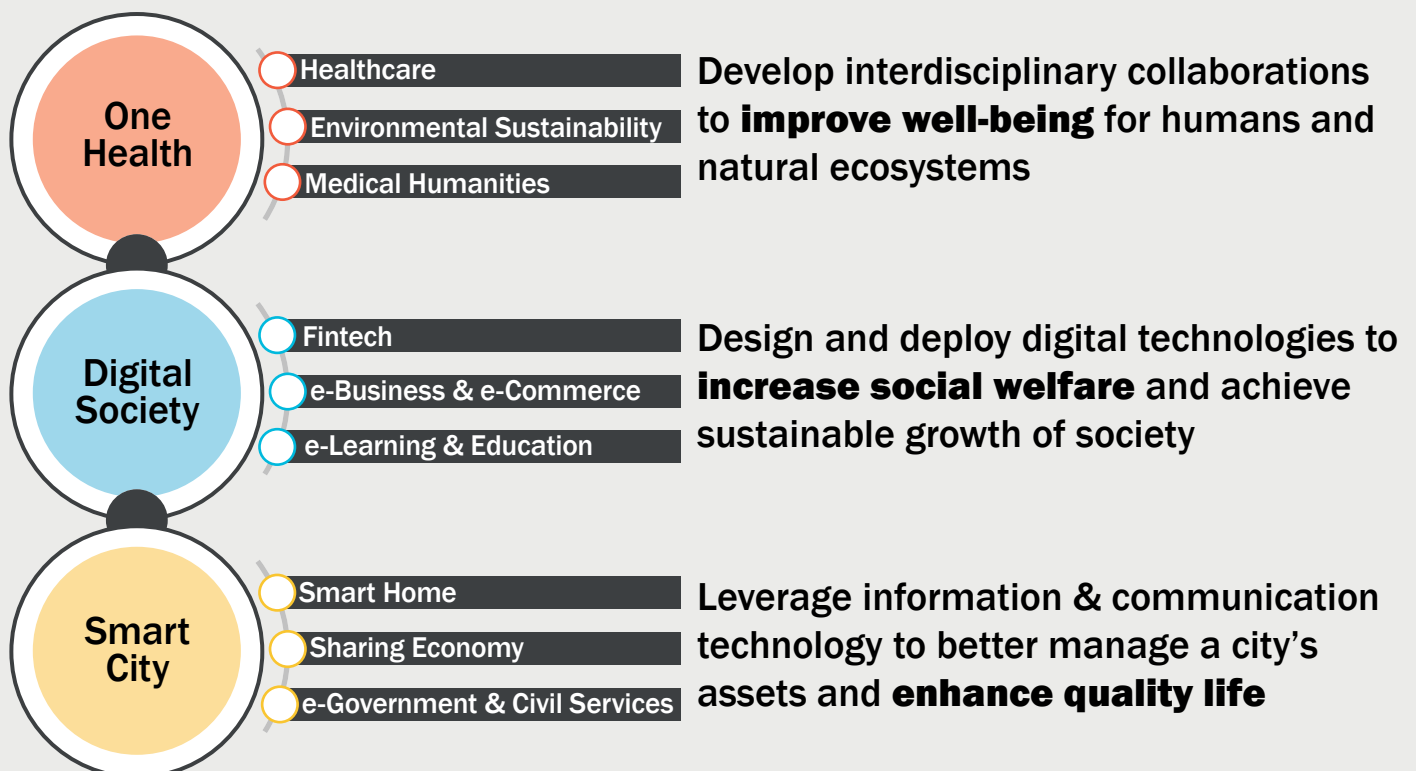
Kevin Chiang
Director, MBA Programme
Professor of Management Sciences

Bridging
Education, Technology, and Business

Themes & Objectives

One Health
- Healthcare
- Environmental Sustainability
- Medical Humanities

Develop interdisciplinary collaborations to **improve well-being** for humans and natural ecosystems

Digital Society
- Fintech
- e-Business & e-Commerce
- e-Learning & Education

Design and deploy digital technologies to **increase social welfare** and achieve sustainable growth of society

Smart City
- Smart Home
- Sharing Economy
- e-Government & Civil Services

Leverage information & communication technology to better manage a city's assets and **enhance quality life**

Festival Chairs and Committees

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President, CityU

Prof. Alex JEN
Provost, CityU

Prof. Houmin YAN
Dean, College of Business, CityU

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Ms. Yee Man LAM	**Mr. Dexin ZHOU**

23 JAN
Tuesday

Opening Ceremony `Page 5`

18:30 - 21:30   19/F, Lau Ming Wai Academic Building

24 JAN
Wednesday

Contest Workshop `Page 13`
- Contest Briefing and Q&A Session
- Talent Trends in Digital Business
- Overview: Apple in Business

14:00 - 17:00 8/F, Lau Ming Wai Academic Building
(By invitation only)

Speakers
Dr. Christoph Schneider (CityU), Apple Enterprise and Education, Tofugear

25 JAN
Thursday

SHARP Forum on One Health `Page 7`

Mobile Healthcare: What comes Next and Why You Must Care

18:30 - 21:00 14/F, Lau Ming Wai Academic Building

Speakers
Mr. Hui Hing Loi (Hospital Authority), Mr. Dicky Wong (General Electric), Mr. Albert Au (AcesoBee), Mr. James Zhang (Morehealth)
Moderated by
Dr. Patrick Lam (Deloitte)

26 JAN
Friday

Exhibition `Page 18`

11:00 - 16:00 Wong's International Terrace, 4/F, Bank of China (Hong Kong) Complex

SHARP Forum on Digital Society `Page 8`

Latest Developments in Fintech and Insurtech:
The rocky path to financial automatization

18:30 - 21:00 14/F, Lau Ming Wai Academic Building

Speakers
Dr. Florian Matthaeus Spiegl (FinFabrik), Dr. Martin Qiao (HSBC), Mr. Alvin Kwock (OneDegree)
Moderated by
Dr. Seen-Meng Chew (CityU)

27 JAN
Saturday

Festival TechTalk by Apple Engineers `Page 13`

10:00 - 13:00 Rm 14-221, 14/F, Lau Ming Wai Academic Building

Speakers
Apple Enterprise and Education

Exhibition `Page 18`

11:00 - 16:00   Wong's International Terrace, 4/F, Bank of China (Hong Kong) Complex

Symposium 1 `Page 11`

Emerging Technologies and Business Transformation I

14:00-15:30 Lecture Rm 14-221, 14/F, Lau Ming Wai Academic Building

Speakers
Mr. Spencer Fung (Optix Group), Mr Phillipe Gerard (*JetOne Motion*), Mr. Carson McKelvey (Tofugear Ltd), Dr. Michael Xue (Hutchison HK), Mr. Phillipe Gerard (JetOne Motion)
Moderated by
Dr. Christoph Schneider (CityU)

Emerging Technologies and Business Transformation II `Page 12`

15:45-17:15 Lecture Rm 14-221, 14/F, Lau Ming Wai Academic Building

Speakers
Mr. Alan Chan (Adobe), Mr. Alan Hung (MotherApp), Mr. Alex Medana (FinFabrik)
Moderated by
Dr. Seen-Meng Chew (CityU)

Symposium 2 `Page 12`

Technology-Enabled Business Transformation

14:00 – 15:30 Lecture Rm 14-222, 14/F, Lau Ming Wai Academic Building

Speakers
Mr. Stanley Zheng (Wefi Limited), Mr. Martin Syed (WeBank)

SHARP Forum on Smart City `Page 9`

The New Era of Big Data – The Impact to Travel Industry in Mainland China and Hong Kong

18:15 - 21:00 14/F, Lau Ming Wai Academic Building

Sepakers
Mr Edmund Tsang (Connexus Travel Limited) (Former Swire Travel Limited), Mr. Edmund Wai (Peach Aviation Limited), Ms. Tina Chao (Hong Kong Tourism Board)
Moderated by
Mr. Mark Kam Ming (Asia Strategy Institute)

Opening Ceremony

23 JAN
Tuesday

6:30pm　　**Cocktail Reception**
Public Voting for App Idea Competition

7:00pm　　**Ceremony starts**
Introduction of the festival by Masters of Ceremony (MCs)

7:10pm　　**Welcoming Remarks**
- *Prof. Yan Houmin*, Dean, College of Business, City University of Hong Kong
- *Apple Enterprise and Education*

7:20pm　　**Presentation of Appreciation Certificates**
Presented by Prof. Kevin Chiang, MBA Director, City University of Hong Kong

7:25pm　　**Keynote Speeches**
- *Prof. Way Kuo*, President, City University of Hong Kong
- *Dr. Witman Hung, JP.*, Principal Liaison Officer for Hong Kong, The Shenzhen Qianhai Authority
- *Mr. Wilson Wong*, Director of Advisory, Deloitte
- *Mr. Barry Chan*, Partner, Financial Services Sector Leader, IBM Global Business Services
- *Mr. Herman Lam*, CEO, Hong Kong Cyberport Management Company Ltd.
- *Dr. David Chung Wai-keung*, Under Secretary, Innovation and Technology Bureau, HKSARG

8:25pm　　**Group Photo Taking**

8:30pm　　**Networking Buffet**

Keynote Speakers

Prof. Way KUO
President and Distinguished University Professor
City University of Hong Kong

Professor Way Kuo is President of City University of Hong Kong. He is a member of US National Academy of Engineering, a Member of Academia Sinica, Taiwan, and a Foreign Member of the Chinese Academy of Engineering and Russian Academy of Engineering. He is renowned for his work in system reliability research and is acknowledged as a pioneer in designing and modeling reliability of electronics systems.

Professor Kuo has previously worked in the senior management team for Oak Ridge National Laboratory and served as Dean of Engineering at the University of Tennessee. His popular science book Critical Reflections on Nuclear and Renewable Energy, Scrivener-Wiley 2014, has created an impact since its publication in 2013. The book has been translated into English, Japanese, French and Russian. It has also been published in Hong Kong, Taiwan, and Beijing in both traditional and simplified Chinese under different titles.
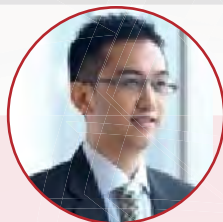
Dr. Witman HUNG, JP
Principal Liaison Officer for Hong Kong
The Shenzhen Qianhai Authority

Dr. Witman Hung is currently the principal liaison officer for Hong Kong, Shenzhen Qianhai Authority. He is the president of the Internet Professional Association in Hong Kong and the executive chairman of Chinese Big Data Society. Dr. Hung served as a part-time member of the Central Policy Unit of the HKSAR Government during 2012-2014, and is currently an academic committee member of China Silk Road iValley Research Institute, standing committee member of the Center for China and Globalization and an adjunct professor of Jinan University. He also served as a member of 11th Standing Committee of the All China Youth Federation. In 2015, he was appointed as a Justice of the Peace by the HKSAR Government.

Dr. Hung is currently the vice chairman of China Overseas Friendship Association's Youth Committee, member of the Shenzhen CPPCC, member of the Chinese Association of Hong Kong and Macau Studies, vice president of Guangdong's Association for Promotion of Cooperation Between Guangdong, Hong Kong and Macao, chairman emeritus of the Y.Elites Association, vice president and secretary general of Hong Kong-ASEAN Economic Cooperation Foundation and council member of Hong Kong Professionals and Senior Executives Association.

Mr. Wilson WONG
Director of Advisory
Deloitte

Mr. Wilson Wong is an experienced advisor, specialized in Audit and Assurance – IT. He has rich experience in Stored Value Facilities, from infrastructure to security and controls. With years collaborating with clients from the government and commercial sectors, Mr. Wong leads a number of Internet / network security assessment, general computer controls review, application controls review, as well as performing data interrogation by using automated Data Analytics Tools to meet clients' specific needs.

Mr. Barry CHAN
Partner, Financial Services Sector Leader
IBM Global Business Services

Mr. Barry Chan has over 20 years of business strategy and transformation consulting experience with a proven track record of delivering technology led transformational projects in the financial services sector. Mr. Chan is responsible for multinational banking project engagement with regional deployment across Asia Pacific leveraging IBM global delivery centres in India and China. His recent engagements include business innovation consultation, business value assessment, core banking and treasury system transformation, etc. He counsels clients on digital banking, business operation and IT strategy, and he is also a regular speaker providing insights on FinTech and financial services industry transformation perspectives.

Mr. Herman LAM
Chief Executive Officer
Hong Kong Cyberport Management Company Limited

Mr. Herman Lam has extensive experience and expertise in management, and information & communication technology. He is the CEO of the Hong Kong Cyberport Management Company Limited. Prior to his tenure with Cyberport, Mr. Lam was the General Manager of Microsoft HK Ltd. He plays a prominent role in the public mission area, on Cyberport's strategies in setting programme initiatives which assist HK develop as an ICT hub for innovation and trade, and encouraging the development and upgrading of ICT skills and resources in the wider community. He is active in community affairs and industry development, having served on a number of statutory bodies including the Digital 21 Strategy Advisory; and various competition judging panels including the HK ICT Awards.

Dr. David CHUNG Wai-keung
Under Secretary
Innovation and Technology Bureau, HKSARG

Dr Chung has over 28 years of experience in information technology (IT) strategic management and entrepreneurship development. Before joining the Government, Dr Chung worked as Chief Technology Officer at Hong Kong Cyberport Management Company Limited (Cyberport), responsible for taking forward Cyberport's core mission on IT infrastructure, industry collaboration and incubation platforms for IT entrepreneurs. He also assisted Cyberport in setting up the first Micro Fund Scheme in Hong Kong for young information and communications technology (ICT) entrepreneurs. This scheme has been extended to drive collaboration among Hong Kong-Shenzhen as well as Hong Kong-Guangdong young ICT entrepreneurs.

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Mobile Healthcare: What comes Next and Why You Must Care

25 Jan 2018 (Thur) 18:30 – 21:00 *14/F, Lau Ming Wai Academic Building*

Based on a recent survey, about 80% of physicians use smartphones for work reasons. The connectivity, accessibility, mobility, and smartness inherent to mobile services have bolstered a more closed integration between hospital and home. How will this integration enhance the quality of medical services and facilitate the efficient distribution of medical resources? By exploring the new wave in personal healthcare, this forum will discuss the benefits of mobile healthcare from patients' perspective and the resulting potential changes to a patient's lifestyle.

Mr. Albert AU (Founder, AcesoBee)

Mr. Albert Au is the founder of AcesoBee, the creator of acesome, a mobile Personal Care Plan (PCP) system transform from the bedside nursing care plan used in Hospital. AcesoBee is a eHealth venture founded by Mr. Au to realize his passion of developing a portable and affordable personal care plan solution for all. Currently an incubatee of the Hong Kong Cyberport Incubation Programme, AcesoBee has officially established itself in the professional eHealth community by becoming a registered member of HL7 HK and a certified service provider of the HKSAR eHealth Record CMS On-Ramp Implementation Programme.

Mr. HUI Hing Loi (Chief Systems Manager, Hong Kong Hospital Authority)

Mr. Hui is currently the Chief Systems Manager for Hospital Authority, with responsibility on application and mobile systems architecture and development He holds a Bachelor of Science (Engineering) degree from Hong Kong University and a Master of Science (Computer Science) degree from the City University of Hong Kong. The Hospital Authority is a statutory body under the Hospital Authority Ordinance to manage all public hospitals in Hong Kong. It is an independent organization which is accountable to the Government through the Secretary for Food and Health.

Mr. Dicky WONG (VP & GM of HK, Macau & Taiwan, GE Healthcare)

GE Healthcare is the $18 billion healthcare business of. As a leading provider of medical imaging equipment, with a track record of more than 100 years in the industry and more than 50,000 employees across 100 countries, they transform healthcare by delivering better outcomes for providers and patients.

Mr. James ZHANG (Chief Strategy Officer, Morehealth)

Dr. Zhang has a PhD in Genetics from the University of California Davis and has completed his post-doctoral trainings at Stanford University. He was a founding partner of Formation 8 and also a founding member of Mendel Biotechnology. Dr. Zhang is currently the Chief Strategy Officer and senior advisor at MORE Health Inc. Initially delivered as a concierge service to private clients worldwide, MORE Health now also delivers this service to U.S. companies as an employer-provided supplemental health benefit. In the event a serious medical issue arises, their employees can access the extraordinary level of care offered by our Physician Specialists with a Collaborative Diagnosis or Independent Second Opinion.

Dr. Patrick LAM (Healthcare Consultant, Deloitte)

Dr. Patrick Lam is a strategy consultant and diabetes scientist with over 10 years of translational drug discovery experience in metabolic disorders. He is author of 17 high-impact articles and a filed drug utility patent to the USPTO for one of his many innovations. Dr. Lam is a trusted business adviser and supportive team-player, serving clients and consulting teams primarily within the health vertical on issues of product launch and growth strategies, operations effectiveness, and high impact project management / implementation initiatives. His track-record as a business consultant complements the social impact he delivers as a community builder. Since 2003, he is the founder of 2 non-profit organizations focusing on music education and music-cultural appreciation in Asia, Europe and North America, with sponsors that include the prestigious Berliner Philharmonic Orchestra. Closer to home in Canada, he volunteers as a senior consultant with Collaboration Partners, where the Government of Ontario is one of his clients.

ONE HEALTH

Latest Developments in Fintech and Insurtech
The Rocky Path to Financial Automatization
26 Jan 2018 (Fri) 18:30 – 21:00   *14/F, Lau Ming Wai Academic Building*

Rapid technological advancement has disrupted the financial industry in recent years. Blockchain technology is revolutionizing the payments system and trade finance, and new machine learning tools is generating more insights from data analysis. While technology could help to optimize work flows and increase efficiency in financial services, it could also create some risks. With the advent of robo-advisors and the continued growth of artificial intelligence (AI) capabilities, certain labor intensive tasks could become obsolete. How does the future path look like and how can we continue to be relevant? Our panel of distinguished speakers will discuss the latest trends in Fintech and Insurtech, as well as AI adoption in the banking sector. They will also provide insights on the new opportunities and risks under the current environment.

Dr. Florian Matthaeus Spiegl (Co-Founder and COO, FinFabrik)

Dr. Florian Matthaeus Spiegl is the Co-Founder and current COO of FinFabrik, a Fintech start-up specialized in capital markets technology. Prior to founding his own start-up, he worked as Vice President and Senior Manager for Credit Suisse in Singapore and Zurich. During that time, he was responsible for the digital strategy in the private banking sector. Before joining in the banking industry, he worked as a consultant for The Boston Consulting Group in Vienna and New York. Parallel to that he was the Director of Birke Travel Solutions, a Viennese online travel agency. Dr. Spiegl is a founding member of the Fintech Association of Hong Kong and holds the Co-Chair of the Artificial Intelligence Committee. He received a PhD in political economics from University of Vienna and an MSc in strategic management and entrepreneurship from Vienna University of Economics and Business.

Dr. Martin Qiao (Lead Architect for Machine Learning, HSBC)

Martin is currently the lead architect for Machine Learning Automation at HSBC, responsible for end-to-end solution architecture design and machine learning technology control. He received a PhD in mathematics from Hong Kong Baptist University, majoring in data mining and imaging science. He is highly experienced in applying statistical modelling and machine learning techniques in business problems from various sectors including high-tech industry, luxury retailing, insurance marketing, banking operations, etc.

Mr. Alvin KWOCK (Founder & CEO, OneDegree)

Mr. Alvin Kwock is the Founder & CEO of OneDegree. OneDegree is a technology company taking insurance to the next generation in Asia. Mr. Kwock is a member of the Future Task Force at Insurance Authority in Hong Kong. He was Asia-Pacific Head of Emerging Technology and Taiwan Head of Research at J.P. Morgan. Under Mr. Kwock's leadership, J.P. Morgan's Asia Tech Hardware team has been consistently rated in the Institutional Investors Poll, Financial Times / Starmine and Asiamoney. He co-founded and captained research effort for the inaugural J.P. Morgan Global TMT Conference in Asia in Nov 2013. He has been invited to present in a number of advisory boards, and as a guest lecturer at National Taiwan University. He has co-founded an Augmented Reality start-up and served in the capacity of Chief Business Officer. Mr. Kwock holds a MA degree in Social Science and a BA degree in Economics, both from the University of Chicago.

Dr. Seen-Meng Chew (Adjunct Professor, City University of Hong Kong)

Dr. Seen-Meng Chew is an Adjunct Professor in City University of Hong Kong and the Head of Research at FinFabrik, a Hong Kong-based financial technology solutions provider that specializes in capital markets. Before his current position, he worked as a senior economist at J.P. Morgan, International Monetary Fund and Morgan Stanley, covering Asia Pacific economies. Prior to returning to Asia, he worked as an economic consultant at NERA Economic Consulting in Chicago, advising multinational corporations on their international pricing strategies. His written work has been published in well-known business journals such as the Asia Asset Management Journal and the International Tax Review. He also has substantial lecturing experience at universities in the U.S. and Singapore, for economics and finance courses. Dr. Chew received a PhD in economics from University of Chicago, an MPhil in economics from University of Cambridge and a BSc in Economics from the London School of Economics.

Fly with Digital Transformation: The Next Stop for the Travel Industry

27 Jan 2018 (Sat) 18:30 – 21:00   *14/F, Lau Ming Wai Academic Building*

Travel industry is taking off for a new era. Real-time monitoring and Big Data processing technologies have compelled companies in the industry to embrace digital transformation and revisit their conventional marketing approach. To explore the industry's opportunities and challenges in leveraging innovative adoption of digital technology for tapping travellers' trend and offering quality travel services, speakers from Hong Kong Tourism Board and relevant industry stakeholders are invited to share their views. Special attention will be given to the Mainland China and Hong Kong markets, where the travel industry has witnessed the phenomenal growth of Chinese travellers in recent years.

Ms. Tina CHAO (General Manager, Marketing, Hong Kong Tourism Board)

Ms. Tina Chao is a seasoned international marketing professional with 20 years of experience. She started her marketing career at Shell as a Retail Brand and Communications Manager. Since then, she has held a number of Asia Pacific and global marketing roles based in Hong Kong, London and Mainland China. She is now the General Manager, Marketing of the Hong Kong Tourism Board, overseeing destination brand development and digital marketing. She believes there is always a good reason to visit Hong Kong and her vision is to develop it as one of the most aspiring travel destinations in the world by engaging global travelers with stories based on authentic experiences.

Mr. Edmund TSANG (General Manager, Business Development, Connexus Travel Limited) (former Swire Travel Limited)

Mr. Edmund Tsang is a travel industry professional with over 40-year industry experience across the corporate sector. He is an experienced General Manager providing Corporate, Leisure and M.I.C.E. Travel ("Meetings, Incentive, Conventions and Exhibitions"). Previous roles include Destination and Event Management in Harbor & Outer Islands Sightseeing Cruise.

Mr. Tsang joined Swire Travel (now becomes Connexus Travel) in 2000. Prior to this, he worked with Watertours of Hong Kong and Jecking Tours in management positions. Currently, he is also an Adjunct Associate Professor at The Education University of Hong Kong (SCOPE) and an External Advisor at The Hong Kong Polytechnic University (SPEED). Mr. Tsang is passionate about corporate tourism and hospitality. He enjoys using variety of travel technology in this digital age to build up Great Bay Area (Hong Kong-Macau-Guangdong) business and strengthen corporate business in the Greater China Region.

Mr. Edmund WAI (Head of Sales & Marketing, Peach Aviation Limited)

Mr. Edmund Wai is working as Sales & Marketing Manager at Peach Aviation Limited. Mr. Wai has been working in the tourism industry for over 20 years now. Within this period, he has worked in different companies including travel agencies (Central Sky Travel Ltd, Skal Travel Ltd) and airlines (Sri Lankan Airlines, Dragon Airlines), which gave him a very solid experience on the whole travel trade. From all these working years, He has gained a lot of skills from operations to management.

Mr. Wai's academic background and working experience has made him with a seasoned executive in driving different sales and marketing activities. Furthermore, he possesses very strong communication skills in dealing with people from different levels, and has the dedication in providing excellent customer service. Mr. Wai graduated from The Hong Kong Polytechnic University in BA (Hons) Tourism Management. Before that, he studied GCSE and A levels in England.

Mr. MARK Kam Ming (Founder, Asia Strategy Institute)

Mr. Mark has over 25 year track record as a corporate strategist driving business strategy / M&A / new market entry for major MNCs in APAC, with particular insights in branded consumer goods and food & beverage industries.

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Symposium 27 Jan 2018

In a series of seminars, visionary business leaders will share their views on digital business innovations and their effects on society. Speakers will interact with audience in the Q&A session.
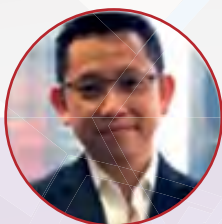
Room 14-221

Emerging Technologies and Business Transformation I

14:00 – 15:30

Technologies continue to evolve and transform business practices. The speakers in this seminar will discuss how advances in technologies such as virtual reality, artificial intelligence, and the Internet of Things have the potential to provoke substantial breakthroughs, create new customer experiences, and lead business transformation.
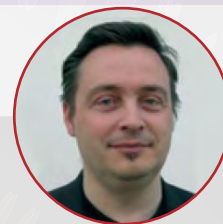
Speakers:	Mr. Spencer Fung, CEO & Founder, Optix Group
	Mr. Phillipe Gerard, Chief Creative Officer, JetOne Motion
	Mr. Carson McKelvey, Managing Partner and Director, Tofugear Limited
	Dr. Michael Xue, Assistant Chief Engineer, Radio Planning & Wireless Network, Hutchison Telecommunications (HK) Limited
Moderator:	Dr. Christoph Schneider, MBA Associate Director, City University of Hong Kong

Mr Spencer Fung
CEO & Founder, Optix Group

Mr. Spencer Fung is the CEO and founder of Optix Group. He has over 17 years of R&D and project management experience in artificial intelligence, big data analytics, and optimization solutions. Prior to founding Optix, he held various senior positions in the banking and finance industry. His vision is to promote the use of advanced technology to enhance business operations in different industries. He has received numerous awards for his work, including Hong Kong ICT Awards, Hong Kong Awards for Industries, and others. He holds a BSc in Information Technology and a Master of Philosophy from City University of HK.

Mr Phillipe Gerard
Chief Creative Officer, JetOne Motion

Philippe joined JetOne Motion in 2016 as Chief Creative Officer and responsible for creating original VR/AR content, experience, and movie. He is also in charge of company's strategic business development in Europe and also actively engaged in innovating VR/AR content and technologies. Prior to joining JetOne Motion, he was the CEO of a French production company – 3DLIZED, and created more than 60 hours of 3D content in the last 6 years. He earned a Master of Business and Administration at ISG Paris, and also earned a Master's Degree in Movie Directing, a PhD in Computer Science in Artificial Intelligence and Image processing and a Master's Degree in Electronic.Art comes first but to get the best of new format (3D, VR, AR, MR) it is important to master the technologies to reach more creative content. Philippe was a project officer at the French government and in charge of more than 200 National research projects related to Cinema, Video, Virtual Reality, AR, Robotic, AI and Sound. Philippe has worked in 3D and VR for prestigious clients, such as David Guetta, Kamel Ouali, Kenzo, Dassault aviation, Peugeot, and Ripley's Believe or Not, just to name a few.

Mr. Carson McKELVEY
Mr. Carson McKELVEY, Managing Partner and Director
Tofugear Limited

Mr. Carson McKelvey has extensive experience in connected retail technology, customer experience solutions and digital transformation. At Tofugear, Carson has been the driving force behind the market development of Tofugear Omnitech, the company's signature software-as-a-service platform. His practical business and operations experience, combined with his passion for consumer behavior and retail branding has been an instrumental factor in making the complexity of commercial experiences simple with technology. Carson's tactical approach to connecting brands with consumers is his greatest passion, and he sees the future of retail focused around not any specific channel or journey but in the overall brand experience.

Seminar on "Paving the Way to a Smart City"

Dr. Michael XUE
Assistant Chief Engineer, Radio Planning & Wireless Network
Hutchison Telecommunications (Hong Kong) Limited

Dr. Michael Xue joined Hutchison Telecommunications (Hong Kong) Limited in 2008. He specialises in researching into novel wireless technologies and collaborating with network and device suppliers to drive technical feasibility studies. Dr. Xue has played a leading role in a wide range of wireless network evolution projects including LTE-Advanced, LTE-Advanced Pro, NB-IoT, LAA and 5G, providing in-depth technical evaluation and strategic proposals to enable new service provision and cater to the evolving needs of consumers and corporate customers. Dr. Xue holds a PhD degree in Electronics Engineering from Queen's University Belfast in the UK.

Dr Christoph Schneider
MBA Associate Director
City University of Hong Kong

Dr. Christoph Schneider is the MBA Associate Director and an Assistant Professor in the Department of Information Systems at City University of Hong Kong. Christoph has extensive experience in the international hospitality industry, and earned a BA in Hotel and Restaurant Administration and a PhD in Management Information Systems at Washington State University. His primary research interests include human-computer interaction, electronic commerce, and computer-mediated collaboration. His research has been published in premier business journals and presented at various international conferences. He is a coauthor of a leading information systems textbook and serves as senior editor at Information Systems Journal.

Emerging Technologies and Business Transformation II

15:30 – 17:15

Technology-based business process innovations as well as continuing advances in established technologies impact almost every industry. The speakers in this seminar will discuss how innovations in FinTech, new trends in app development, and changes in the digital media landscape disrupt traditional players in various sectors and enable the creation of innovative business models.

Speakers: Mr. Alan Chan, Country Manager of Hong Kong and Taiwan, Digital Media, Adobe
                          Mr. Alan Hung, Director of Digital Innovation, MotherApp
                          Mr. Alex Medana, Co-Founder & CEO, FinFabrik

Moderator: Dr. Seen-Meng Chew, Adjunct Professor, College of Business, City University of Hong Kong

Mr. Alan CHAN
Country Manager of Hong Kong and Taiwan, Digital Media, Adobe

Mr. Alan Chan is the Country Manager at Adobe responsible for driving and operating the company's digital media business, comprising Creative Cloud and Document Cloud in Hong Kong and Taiwan. He is experienced in developing business strategies, expanding partner ecosystems and boosting business growth. Prior to joining Adobe, Chan served in several roles at Microsoft Hong Kong, including Public Sector Group Director and National Technology Officer, as well as in other sizable technology companies including Cisco, Network Associates, Jardine OneSolution and Redknee Inc. Chan holds a bachelor's degree in Engineering from the University of Hong Kong.

Mr Alan Hung
Director of Digital Innovation, MotherApp

Mr. Alan Hung is the Director of Digital Innovation in MotherApp Limited - a digital innovation and solution development company specialising in mobile innovation, smart operations and loyalty solutions. Headquartered in Hong Kong, the company also has offices in China and the United States, offering innovative solutions through mobile, AI, IoT and data analytics. MotherApp's clients include listed companies, multi-conglomerates, government bodies, startups, independent entrepreneurs and many others. Alan graduated from City University of Hong Kong, with a bachelor's degree in computer science and a master's in management from The University of Warwick. As a founding member, Alan was also the General Manager of Asia Pacific in an European fintech startup, specialising in digital solutions in the offshore finance industry.

Mr. Alex MEDANA
Co-Founder & CEO, FinFabrik

Mr. Medana is FinFabrik CEO and co-founder, a HK-based FinTech company building the next generation of platforms to improve the customer journey particularly in capital markets and wealth management. Previously, Alex spent 17 years in various Tier 1 global financial institutions overseeing operations across diverse asset classes, client segments and business lines in Europe and APAC. Mr. Medana is also a HK Fintech Association board member where he advocates innovation and education. His knowledge and drive for simplicity has made him a sought-after mentor, advisor and speaker.

Dr. Seen-Meng Chew is an Adjunct Professor in City University of Hong Kong and the Head of Research at FinFabrik, a Hong Kong-based financial technology solutions provider that specializes in capital markets. Previously, he worked as a senior economist at J.P. Morgan, International Monetary Fund and Morgan Stanley, covering Asia Pacific economies. He has also worked as a consultant at NERA Economic Consulting in Chicago, advising multinational corporations on their international pricing strategies. Dr. Chew received PhD in economics from University of Chicago, MPhil in economics from University of Cambridge and BSc in Economics from the London School of Economics.

Dr. Seen-Meng CHEW
Adjunct Professor
City University of Hong Kong

Room 14-222

Technology-Enabled Business Transformation

14:00 – 15:45

As mainland China is transitioning from a manufacturing-based to a service- and innovation-based economy, entrepreneurs and innovators are pushing the boundaries of technology in a variety of sectors. The participants in this seminar will cover technological innovations and new business models in the context of the Chinese economy.

Speakers: Mr. Stanley Zheng, Wefi Limited
                          Mr. Martin Syed, FinTech Product Specialist, WeBank

Mr. Stanley ZHENG
Co-founder and Executive Director
Wefi Limited

Mr. Stanley Zheng is the Co-founder and Executive Director of Wefi Limited. He has 20 years of experiences in the IT industrial. Now participated in digital marketing business and open source community as advisors and moderators. He also dedicated in community services such as supporting charity events and hosting a radio program in RTHK to introduce IT technology trend.

Mr. Martin SYED
FinTech Product Specialist
WeBank

Mr. Martin Syed is currently working at WeBank, department of Technology Innovation Products, actively collaborating with overseas partners to bring financial services to a wider audience. He is active in applying technologies such as AI and blockchain in financial related areas and have a strong Internet background, previously worked at Internet companies such as Amazon and LeEco.

2018 CityU App Innovation Contest

Nov 2017 - May 2018

With the objective in bridging Education, Technology and Business, the App Innovation Contest is organized to encourage all higher education students to think out of the box and develop their app idea to impact the world. By the closing date, 138 teams from 5 cities/ countries participated the contest and 48 teams are being shortlisted to enter the second phase of the contest. Shortlisted entrants will be invited to join free coding workshops offered by Apple Education and other consultation sessions with industry experts for preparing the pitch-ready prototypes or apps for final submission. The highest-scoring teams will be invited to present their projects during pitching day, when the Judges will select the final awardees in mid-May 2018.

24 JAN
Wednesday

14:00–17:00

Contest Briefing Session – (for contestants only)

- Contest Briefing and Q&A Session
- Talent Trends in Digital Business
- Apple in Business Overview

Speakers
- Dr. Christoph Schneider, MBA Associate Director, CityU
- Apple Enterprise and Education

27 JAN
Saturday

10:00–13:00

TechTalk by Apple Engineers

- TechTalk I

- TechTalk II

APP INNOVATION CONTEST SHORTLISTED TEAMS

✚ ONE HEALTH

Adderly [1]

Wong Tsz Tung, CUHK (Leader)
Leung Chun Hong, HKU
Yap Chun Yin, CityU

Digitalized and Intelligent Evaluation for Developmental Coordination Disorder [2]

Chu Hai College of Higher Education:
Tang Yat Chung Human (Leader)
Lau Oi Ling
Zhao Haiqi

Efficient recycling system for domestic wastes [3]

Prateek Mohta, NUS (Leader)
Chiu Kuan-Ju, NUS
Liang Yiwen, NUS
Zhang Yaoxian Alwin, NUS
Zhuang Yan, NUS

Fitness Buddy [4]

Kwong Tsz Ho, CityU (Leader)
Lau Yin Li, CityU

Grab ingredient [5]

Chan Shun Ming, CityU (Leader)
Lo Chi Yuen, CityU
Chan Si Cheong, CityU
Lam Ho Ming, CityU
Yu Kai Tung, PolyU

Haut, smart acne care app for iPhone X users [6]

Edwin Salistyo, NTUST (Leader)
Dinesh Velusamy, IIMB

HealthMate (one stop medical history exchange, real time medical condition upload, medical appointment and dose reminder) [7]

Tse Yu Fung, CityU (Leader)
Daryl Cheng, CityU
Choi Sheung Yi Derek, CityU
Lau Shun, CityU

Ignity, an integrated learning platform without boundaries. Allow transferring of knowledge and skills from senior citizens to underprivileged people. [8]

Ma Yuen Ting Belinda, HKU (Leader)
Chiu Sung Yin, HK

NFC based card identification System for the blind [9]

Asad Raza, CityU (Leader)
Kwong Hau Shing, CityU

R.U.N. [10]

Chan Chin Yau, PolyU (Leader)
Cheng Lam To, PolyU
Cho Shing Kei, PolyU
Lo Yin Man, PolyU
Yeung Cheuk Him, PolyU

Self-evaluation, deductive treatment, and social platform for the depressed [11]

WANG Jue, CityU (Leader)
CHEN Qian, CityU
JIA Pengcheng, CityU
LIU Yunsong, CityU
YANG Jin, CityU

Smart Healthcare System [12]

Avirup Ghosh, CityU (Leader)
ZHU Mengxu, CityU

SpeechFun, an automatic voice analyser for speech therapy [13]

LI WANG YAU, CityU (Leader)
Fong Ho Man, CityU
Wong Wai Yin, VTC

Spiritual TONIC - Your Personalized EI (Emotional Intelligence) Assistant [14]

Chan Yeung Tsing, CityU (Leader)
Cheng Chi Hung, CityU
Mok Chun Kuen, CityU
Tsang Lap Piu, CityU

Surveillance Application for Caregivers of Hospitalized Patients [15]

Alison Yeo Ying Hou, NUS (Leader)
Stephen Chua Rong Zhi, NUS

Veterinarians Efficient Technology System (VETS) [16]

Li Yee Fung Anson, CityU (Leader)
Tang Hoi Ming, CityU

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尖端論壇

MBA
CityU

14

APP INNOVATION CONTEST SHORTLISTED TEAMS

⌂ DIGITAL SOCIETY

Bookmark [17]

A mobile platform for sharing books
Jayant Harilela, CityU (Leader)
Suhani Batwara, CityU

Connectus [18]

Or Chun Wai, CityU (Leader)
Lam Chun Kit, CityU
Lee Tsz Kwong, HKUST
Mok Jasmina Gar Yan, CityU
Tsang Wing Ho, CityU

uLearn [19]

Archit Choudhury, CityU (Leader)
Rohit Shyla Kumar, CityU
Sameer Kabani, CityU
Soujanyo Ray Chaudhuri, CityU
Srinivas Sivakumar, CityU

Environment Dictionary of Hong Kong [20]

WONG Chun Wai, CityU (Leader)
KEUNG Po Chuen, CityU
KWONG Hiu Yung, CityU
WONG Ka Yiu, CityU

Immediator -A platform for people who seek help to be matched with people who give a helping hand [21]

Law Hong Pong, CityU (Leader)
Chan Shu Aah, CityU
Lam Pui Shing, CityU
Ng Cheuk Man, CityU

In-Depth (Big data analytics and talent exploration) [22]

CHAN KIN KWAN, CityU (Leader)
CHAN WAI YIN, CityU
Leung Yuen Ting, CityU
Leung Ching Yin, CityU

Internet Plus Planting [23]

CHEN Sibin, CityU (Leader)
WANG Yixian, CityU
YAN Tong, CityU

iRecycling App (iRe) [24]

Wong Tin Yau David, OUHK (Leader)
Chau Man Hui, OUHK
Kwok Man Chun, OUHK

MapNews : Location-based information sharing platform [25]

Lai Chun Wang, CityU (Leader)
Chan For Ming, HKUST
Ho Shing Chi, PolyU
Ng Hing Kwan, PolyU
Zhou Ran Hang, Hang Seng Management College

Providing poverty-stricken people with an access to professional consulting services [26]

Cheng Ka Chai, CityU (Leader)
Chan Ka Shing, CityU
Chiu Yuen Tung Gloria, CityU
Chu Tik Yi, CityU

Quiz App with sharing economy for Students [27]

Poon Chun Yi, HKU (Leader)
Chan Lap Lam, HKU
Mak Ting Hin, HKU

TANK TO TABLE HK - An application for enhancing the seafood dining experience for visitors [28]

Lai Cham Fung, PolyU (Leader)
Wei Ling Sze Jennie, PolyU

Theatre Entertainment [29]

Hon Chun Him, HKU (Leader)
Kaneko Shoyu, HKU

Travel with CHARLIE [30]

Eugene Teng Kiat Leong, NUS (Leader)
He Zixing, NUS
Koh Jin Kheng, NUS
Benjamin Tong Dingjie, NUS
Yu Jia Min, NUS

Using AR to enhance the learning of Hong Kong history in visiting revitalized historic building [31]

Ip Long Yin, OUHK (Leader)
Chan Chun Kit, OUHK
Ng Hoi Ying, OUHK

We on the Map (VonMap螢聚) [32]

Ngok Kwok Keung, CityU (Leader)
Wu Chiu Suen, CityU

APP INNOVATION CONTEST SHORTLISTED TEAMS

SMART CITY

A platform for people to browse and book lessons; focused on heritage skills and craftsmanship (傳統工藝) 33

Kwan Chi Ho, HKU (Leader)
Wong Ching, HKU

Alerting and Tracking System for Property Lost 34

PANG CHING WAI, CityU (Leader)
TSE CHEUK SAN, CityU
TSE LOK SHUN, CityU

Deuce, a Mobile Platform for Amateur Sports Players 35

TANG Yan Ho, Adrian, CUHK (Leader)
CHAN Ying Yu, Yoyo, CUHK

ELDERCARE 36

Tang Wai Kwan, CityU (Leader)
Fung Ching Yee, CityU
Fung Nga Kwan Janice, CityU

Gaijin Language Assistance 37

Aleksandar Nikolic, Tokyo Int'l University (Leader)
Liz Mariana Aguilera Romero, University of Tsukuba

idEAT (友煮意) 38

LAU Yan Chak Peter, CityU (Leader)
LEUNG Tsz Yan Angela, CityU
NG Chi On Ron, CityU
NG Ho Yee Iris, CityU

iLoc-MTR Trading Lockers -Sharing Lockers 39

Ruofeng XIAO, CityU (Leader)
Jitailai CHEN, CityU
Jie ZHU, CityU

In-home Genie 40

Mak Ka Sin, CityU (Leader)
Leung Po Yan, CUHK
Sin Chi Wa, HKU

LookLook 41

Leung Michael See Lok, CityU (Leader)
Fong Tsan Ching, CityU
Lee Shue Ching, CityU

Modern Closet 42

Yeung Wai Yu Kelly, CityU (Leader)
Lam Sui Shan, CityU
Wong Heysan, CityU
Wong Lok Yiu, CityU

MyLot 43

Natalia Beneitez, NTU (Leader)
Rocio del Carmen Leon Aguilar, National Chengchi University
Farouk Omar Sana, National Chengchi University
Jose Mario Ponce Zelaya, NTU

One-stop service for Urban Farming 44

Nip King Hung, CityU (Leader)
Chui Ka Chun, HKCC
NG,Keneth Labante, PolyU

Performing for matching unused place with certain groups of people with similar interest 45

Lee Pui Man, CityU (Leader)
Chan Yu Ching, CityU
Hui Lok Yi, CityU
Li Hiu Ching, CityU
Wong Ying Ying, CityU

Public Washroom Finding System 46

Lam Cheuk Hee, CityU (Leader)
Kwong Ping Wai, CityU
Wong Siu Yau, CityU
Wong Yau Chun, CityU

Real-time LCSD Facilities Occupation Monitoring System 47

Hung Shu Ting, CityU (Leader)
Chan Kin Hang, CityU
Chow Tsz Fei, CityU
Ng Hoi Lam, CityU

開心Share (HoiSumShare) 48

Mok Wing Laam, CityU (Leader)
Chan Koon Kee Joyce, CityU
Liu Chun Ho, PolyU
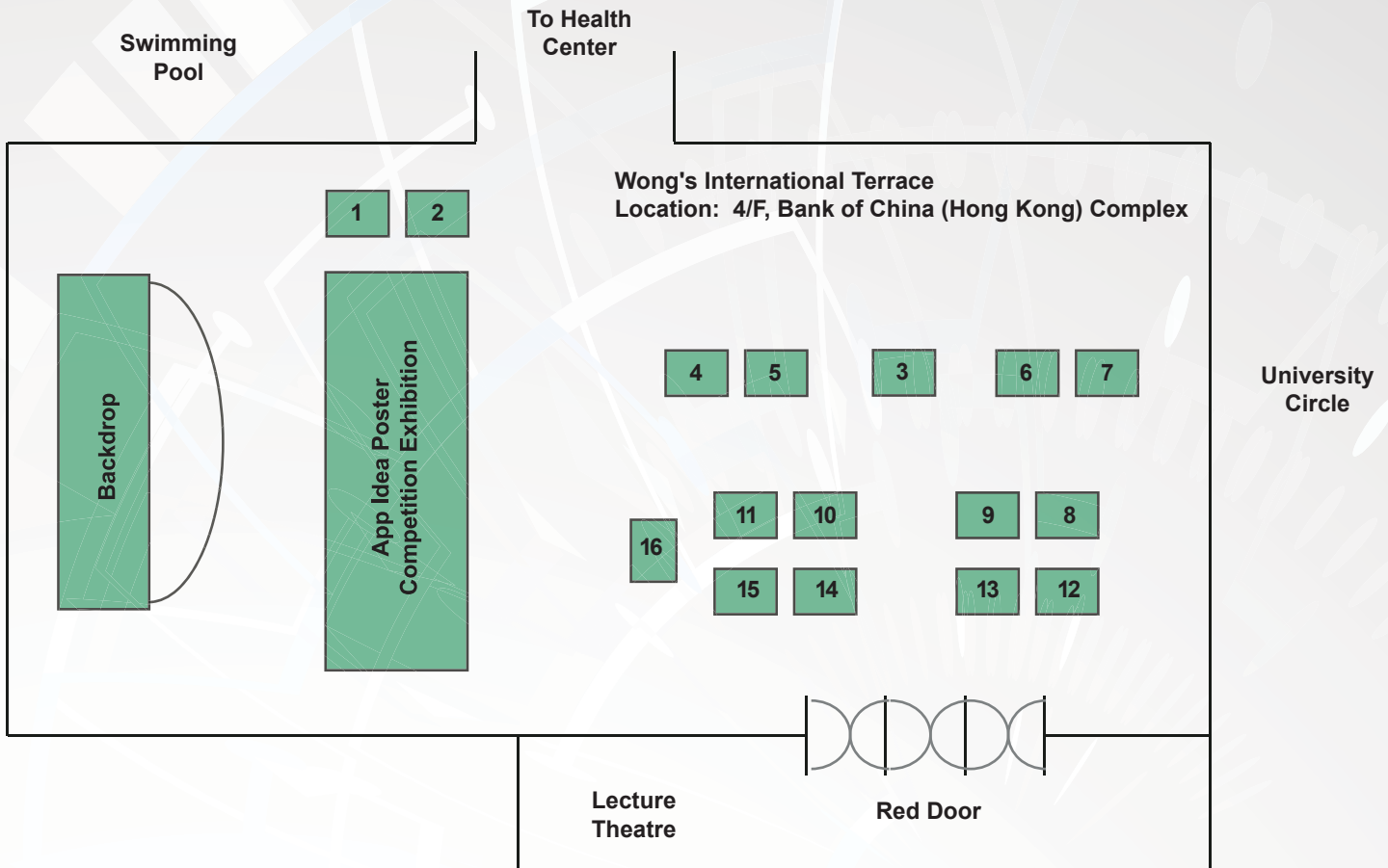Mo Pak Lam, CityU
Yiu Chong Yip, CityU

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16

2018 CityU App Innovation Contest

ONE HEALTH

CITYU HK

SMART CITY

CITYU HK

DIGITAL SOCIETY

CITYU HK

Congratulations
to the Shortlisted Teams

Exhibition

The CityU Digital Business Innovation Exhibition features an array of innovative ideas and solutions bridging education, technology, and business. With the support of our industry partners, the exhibition showcases the latest technology solutions to improve well-being, increase social welfare and enhance living quality.

Swimming Pool

To Health Center

Wong's International Terrace
Location: 4/F, Bank of China (Hong Kong) Complex

Backdrop

App Idea Poster Competition Exhibition

1 | 2

4 | 5 | 3 | 6 | 7

16 | 11 | 10 | 9 | 8

15 | 14 | 13 | 12

University Circle

Lecture Theatre

Red Door

Exhibitor list

1. Information Counter (Voting Gift Redemption)
2. CityU MBA
3. Apple Technology Experience Zone
4. Advanced Intelligent Information Systems Research Centre
5. CityU Apps Lab
6. AppTask
7. Mtel Limited
8. JetOne Motion

9. iTech Data
10. Tofugear
11. Optix Solutions
12. Fisco
13. Wefi x Talk Data
14. 3 Hong Kong
15. Power Mew
16. Knowledge Transfer Office, CityU

Exhibitors

AppTask
www.apptask.com

AppTask specializes in developing innovative mobile applications and tailor-made services with leading-edge technology. We equipped ourselves with intelligence on customer needs, project delivery and technologies. The team of IT experts are dedicated to serve our clients with utmost professionalism.

CityU Apps Lab
appslab.hk

CityU Apps Lab (CAL) founded by Department of Electronic Engineering, endorsed by UGC Community of Practice (CoP): Technology and Creativity Community, CAL empowers youngsters with cutting-edge technologies and initiatives of transforming innovative ideas into practice.

FISCO BCOS
www.fisco.com.cn

The Financial Blockchain Shenzhen Consortium (FISCO) is a nonprofit organization jointly established by multiple financial institutions and financial information service companies on May 31, 2016. Now it has attracted and admitted more than 80 members from 6 sectors including banking, fund management, securities brokerage, insurance, regional equity exchanges, and financial information service companies.

FISCO strives to integrate and coordinate research resources to advance financial blockchain technology, as well as promote synergy and collaboration for blockchain-based financial application research. With these establishments, it seeks to facilitate the members' R&D capabilities to apply financial consortium blockchain in business scenarios.

3 Hong Kong
www.three.com.hk

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at 3 Hong Kong's hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

iTech Data HK
www.itechdatahk.com

iTech Data HK

JetOne Motion
www.jetonemotion.com.hk

Since the inception in 2014, JetOne Motion has continuously led the industry with cutting-edge technology, ground-breaking content, and innovative equipment in the field of virtual reality. It acts as an one-stop-shop for all VR needs that include services in 360 video shooting, 360 photography, virtual tour, and device rental. Recently, we launched VirtualCyte (a division of JetOne Motion). VirtualCyte is dedicated to bringing the world's most iconic events in VR for all walks of life to enjoy anytime, any day, and anywhere. To learn more about VirtualCyte, please visit our website: https://www.virtualcyte.com

Tofugear
www.tofugear.com

Tofugear believes in making complex commercial experiences simple with technology. Together with our selection of business, experience and technology partners, we strive to impact the way both businesses and people use technology in day-to-day life.

Tofugear's Omnitech Unified Commerce Platform offers retailers new and exciting opportunities ranging from capturing increased sales across channels, enhanced brand awareness and loyalty, as well as gaining keen insight into customer 'trying and buying' behavior. Leveraging a powerful combination of IoT, AI, Blockchain, Mobile and Cloud technologies, Omnitech enables retailers to engage with their customers in more creative and innovative ways.

WeFi
WeFi

"We-Fi" provides high-quality Wi-Fi services at more than 20,000 hotspots in Hong Kong. It provides one-stop support including Cloud Advertising, Verification System, Web portal, "We-Fi" Wireless Administrator.

Exhibitors

Knowledge Transfer Office, CityU
www.cityu.com.hk/kto

The Knowledge Transfer Office (KTO) is the vital link between CityU and the business community. KTO plays a pivotal role in the protection, dissemination, exchange, and commercialization of knowledge created at CityU. Recently, KTO has engaged actively in building up an ecosystem for innovation and entrepreneurship. CityU entrepreneurs gain comprehensive support in all stages of the entrepreneurial pursuits on: 1) entrepreneurship education and training (Innovation Commons); 2) physical space for entrepreneurial start-ups (CityU-HKSTP Incubator Scheme); 3) financial schemes from early stage, mid-stage to late-stage supported by SEEDS, TSSSU, and CityUE Investment Fund respectively.

Optix Solutions Limited
www.optixsolutions.com.hk

Established in 2002, Optix Group (OPTIX) has proven track record in Research & Development for more than 15 years. We specialize in Artificial Intelligence, Big Data Analytics, Machine Learning, and Workplan Optimization. OPTIX delivers high quality and profitable AI systems to the clients in Manufacturing, Transportation, Logistics, Facilities Management & Media industries. Excellence of the company has been well recognized by the industry via numerous awards such as 25 Most Recommended Artificial Intelligence Companies - 2017, Hong Kong ICT Awards 2015: Best SME ICT (Adoption) Gold Award, Hong Kong Awards for Industries 2015: Productivity and Quality Award, etc.

PowerMew
www.powermew.com

PowerMew Technology Limited is an IT startup specialized in creating business values with augmented and virtual reality technologies. It has developed a DIY 360 VR platform for businesses, schools and individuals to create virtual reality contents quickly and easily. Every corner of an indoor space can be reached and displayed to users in the ultra high resolution. Recently, they have received champion of Alibaba Startup Contest 2016 and HK SME Award 2017.

Talking Data
www.talkingdata.com

Founded in 2011, TalkingData is China's largest independent Big Data service platform. With coverage of more than 600 million smart devices on a monthly basis, TalkingData's best-in-class big data products are powered by its massive proprietary data set, and include industry-leading solutions such as mobile app & gaming analytics, mobile ad tracking, enterprise Smart Marketing Cloud, and consulting. TalkingData serves a wide range of clients in both Internet and traditional industries, including leading enterprises in the financial, real estate, FMCG, retail, travel, government sectors.
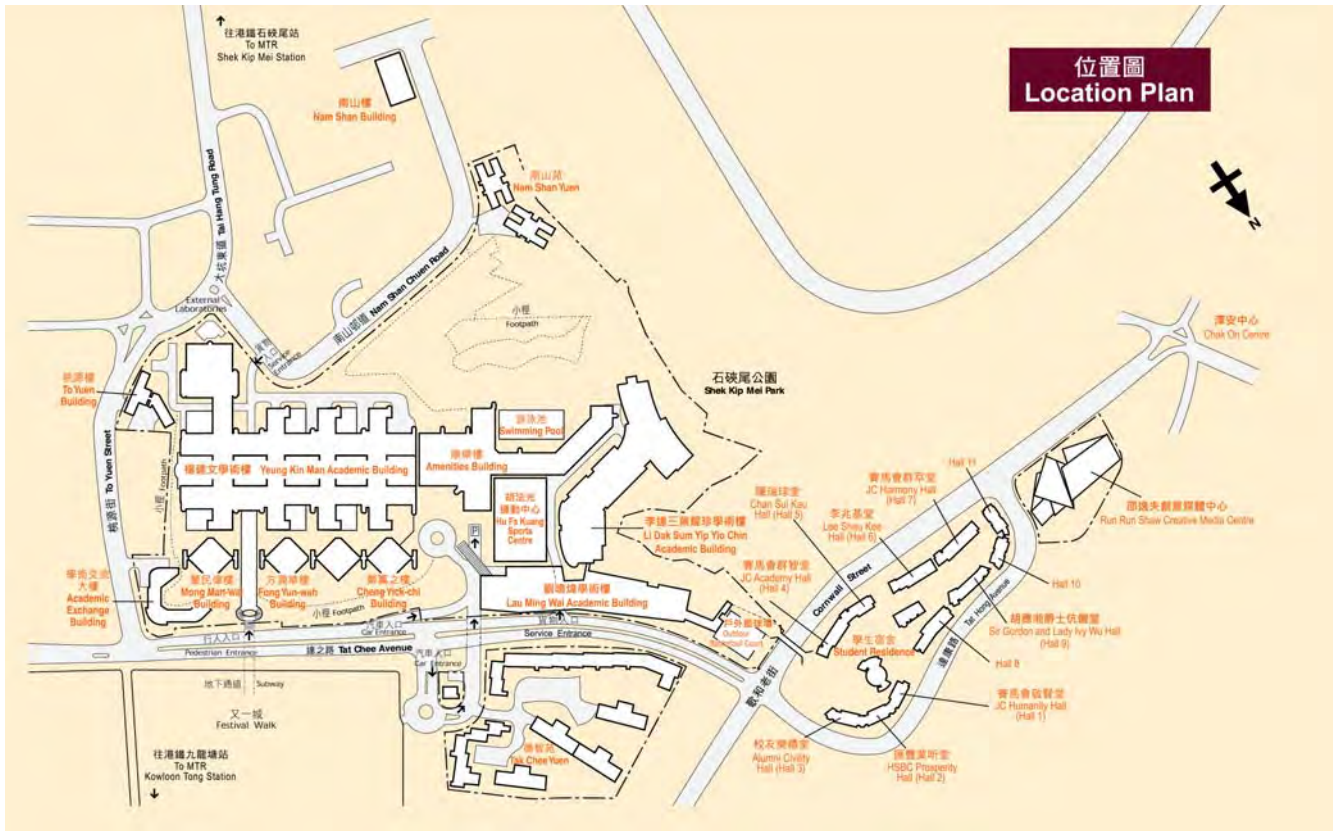
Mtel Limited
www.mtelnet.com

Mtel's proprietary solutions facilitates enterprises in digitalizing their businesses and optimizing business value by crafting the best-fit solutions in loyalty, clienteling, mobile ordering, eCommerce, mCommerce, customer self-service and business productivity, etc. Together with abundant experience and strong capabilities in serving multinational organizations, Mtel provides end-to-end services in various aspects to their clients. Beyond creating agile digital strategies and building scalable backend architecture with professional digital tools, Mtel enriches and redefines customer experience across multiple channels. The state-of-the-art solutions of Mtel ensure a stable platform and support sustainable development in the quick changing landscape.

Campus Map and Location

胡法光運動中心
Hu Fa Kuang Sports Centre

Spread Inciting ideas
Stretch beyond boundaries

SHARP Forum
where business frontier unfolds
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2018 Series
Stay tuned