

Seminar on Using Hong Kong as the Platform
to tap into Electronics Market of Chinese mainland
「以香港作為發展中國市場之平台及機遇」研討會

Date 日期 : 13 / 10 / 2013 (Sunday 星期日)
 Time 時間 : 2:30pm – 4:30pm
 Venue 地點 : Meeting Room S426-427, Hong Kong Convention & Exhibition Centre
 香港會議展覽中心 會議室 S426-427
 Language 語言 : English and Putonghua (With simultaneous interpretation service)
 英語及普通話 (附設即時傳譯服務)
 Remarks 備註 : Free admission
 免費入座

| Time 時間 | Programme 程序表 |
|-----------------|--|
| 2pm – 2:30pm | Registration 登記 |
| 2:30pm – 2:35pm | Souvenir Presentation to Speakers 頒發紀念品予演講嘉賓 By Ms Agnes Chan, Senior Exhibitions Manager, Hong Kong Trade Development Council 香港貿易發展局展覽事務高級經理 陳雅儀女士 |
| 2:35pm – 2:55pm | “Hong Kong - Bringing Global Technology Trends to Mainland China 香港 - 將全球科技潮流引進中國內地” Mr Simon Tsang, Head of Innovation and Technology, Invest HK 香港投資推廣署創新及科技行業主管 曾文龍先生 |
| 2:55pm – 3:15pm | “Hong Kong Science Park – Your Electronics Technology Support Platform for Chinese mainland market 香港科學園 - 開發中國市場的電子科技支援平臺” Mr Kent Fung, Marketing Manager, Hong Kong Science and Technology Parks 香港科學園公司市場經理 馮文廣先生 |
| 3:15pm – 3:35pm | “Hitachi’s Successful Experiences of using Hong Kong as Regional Headquarters 日立利用香港作為地區總部的成功經驗” Mr Andy Cheung, Deputy General Manager, HR & Admin. Department, Hitachi East Asia Ltd. 日立遠東有限公司人事總務部副總經理 張文傑先生 |
| 3:35pm – 3:55pm | “Leverage on Hong Kong's platform to win Chinese mainland Market” 利用香港贏取中國內地市場 Mr Chuck Cheng, CEO & President, Appotech Limited 卓榮科技集團總裁 鄭灼榮先生 |
| 3:55pm – 4:30pm | Panel Discussion and Q&A Session 專題討論及問答環節 Moderator 主持: Mr Simon Tsang, Head of Innovation and Technology, Invest HK 香港投資推廣署創新及科技行業主管 曾文龍先生 |

Organizer 主辦機構: Supporting Organization 支持機構:



InvestHK 投資推廣署

Last Update: 25 Sept 2013

Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organizer reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

About the Speaker

Mr Simon Tsang, Head of Innovation and Technology, Invest HK

香港投資推廣署創新及科技行業主管 曾文龍先生

Born and graduated in Hong Kong, Mr Simon Tsang has worked in the electronics industry for 14 years, taking various positions in design, product engineering and regional marketing. He has worked for several big electronics multinational corporations before. After joining the HKSAR Government, Mr Simon Tsang has been actively promoting Hong Kong as an investment destination. He is now heading the Innovation and Technology Sector Team of Invest Hong Kong.

曾文龍先生在香港出生及接受教育。曾先生在電子行業工作十四年，曾任職於多家跨國電子企業，從事設計，產品工程及地區市務等工作。加入香港特別行政區政府後，曾先生積極宣傳香港作為投資地點。他現時領導投資推廣署的創新及科技行業小組。



About the Speaker

Mr Kent Fung, Marketing Manager, Hong Kong Science and Technology Parks

香港科學園公司市場經理 馮文廣先生

Mr Kent Fung is the Marketing Manager of Marketing and Sales Division of HKSTPC, responsible for working with partners of HKSTPC for local and overseas promotional events and activities. Prior to joining HKSTPC, Mr Fung had been worked in wireless communications industry in Hong Kong for over 18 years, from sales & marketing, to engineering and project management. His involvement included sales and marketing of testing instrument, wireless communications systems integration and maintenance, technical support for Asia Pacific customers, from commercial to military sectors. Mr Fung received his Bachelor of Science degree from the Chinese University of Hong Kong in 1988, and Master of Project Management from the University of South Australia in 2008.



馮文廣先生是香港科技園公司的市場和銷售部經理，負責與香港科技園公司的合作夥伴合作，為本地及海外的推廣活動和活動。加入香港科技園公司在此之前，馮先生已在香港無線通信行業工作超過18年，從銷售和市場營銷，工程和項目管理。他的參與包括測試儀器的銷售，無線通信系統安裝和維護，為亞太區客戶的技術支援，客戶遍及商業及軍事部門。馮先生於1988年畢業於香港中文大學，修讀電子學。並在2008年獲取南澳大利亞大學項目管理碩士學位。

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About the Speaker

Mr Andy Cheung, Deputy General Manager, HR & Admin. Department, Hitachi East Asia Ltd.
日立遠東有限公司人事總務部副總經理 張文傑先生

Graduated from Bachelor Degree in Business Studies, Swinburne University of Technology, Melbourne, Australia, Mr Chang joined the Hitachi Asia (Hong Kong) Ltd in 2001. With his 12 years' experience in Hitachi, including the duties to handle both HK & South China region, Mr Chang will be sharing the Successful Experiences of using Hong Kong as Regional Headquarters.

畢業於澳洲墨爾本 Swinburne University of Technology 商業管理學士，張文傑先生於 2001 年加入日立遠東有限公司。憑藉張先生 12 年的經驗及負責公司內有關香港及南中國之行政事務，他將會於研討會上分享日立利用香港作為地區總部的成功經驗。



Mr Chuck Cheng, CEO & President, Appotech Limited

卓榮科技集團總裁 鄭灼榮先生

Founder and CEO of AppoTech Ltd, Mr. Chuck Cheng has over 20 years of IC design and management experience in Silicon Valley, USA. The contribution of Mr Cheng has been recognized by a number of industry awards including the Ernst & Young Entrepreneur Of The Year China (EOY China) 2011& "Excellence in Achievement of World Chinese Youth Entrepreneurs Award in 2010"

AppoTech's emphasis is on its research and design capabilities and its success depends strongly on its engineering team. The company chose Hong Kong as its strategic base and also has operations in Mainland China (Shenzhen and Zhuhai) to provide sales and technical support for customers in the Asia Pacific region.

For two consecutive years (2010 and 2011), AppoTech has been awarded Deloitte Technology Fast 50 China and is recognized as one of the 50 fastest growing companies in China.



卓榮集成電路科技有限公司總裁鄭灼榮先生在 IC 設計中，累積 20 多年設計及管理經驗。其貢獻已被行業肯定，除了獲得「安永企業家獎 2011 中國 2011」，鄭先生曾獲頒「第三屆世界傑出青年華商」。

卓榮集成非常重視科研及創新設計，將總部設於香港科學園，着眼中國對高科技行業的需求，選擇香港作為進入中國市場的入口。卓榮集成於香港、深圳及珠海均設有全資公司，為亞太區的顧客提供一站式的優質服務。卓榮集成連續兩年(2010 年及 2011 年) 入選德勤高科技、高成長中國 50 強，被認定為中國成長最快的 50 間企業之一。

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