在"一帶一路"推廣

香港優秀軟件及資訊科技產業

(The promotion of Hong Kong outstanding software, information and communication technology (ICT) industries in "One Belt One Road")

泰國曼谷國際資訊及通信技術展覽會

CeBIT ASEAN Thailand 2019

香港館 Hong Kong Pavilion

主辦機構

Hong Kong Software Industry Association
香 港 軟 件 行 業 協 會

資助機構

TSF 工商機構支援基金
Trade and Industrial Organisation Support Fund

27 – 29 November, 2019
Hall 7-8 IMPACT Exhibition Center, Bangkok, Thailand

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香港軟件行業協會簡介

　　香港軟件行業協會(前名為香港與內地軟件行業合作協會)是一個香港註冊的非牟利團體。協會是由香港一群富有經驗、熱衷於中國內地市場的資訊科技專業人員及企業家所創辦，目標是協助香港軟件企業，通過與中國內地企業合作而尋找及發展生意機會。協會的創辦主要是基於相信結合內地的龐大市場與資源能使香港軟件行業更能突出自我優勢和得益。為此，香港軟件行業協會訂立了以下的目標：

1. 促進軟件行業發展並開通內地市場的機會；
2. 加強香港與內地軟件行業合作及溝通；
3. 與海外軟件行業合作，從而得到更好的資源分配、利益共享及相互增值
4. 通過國際接觸、項目管理技巧、技術才能等交流，令香港及內地軟件企業能在生意發展中相互得益。

　　由於科技的急促發展及進步，資訊科技服務已成為各行業提高效率的必須品，而軟件行業的建造正是資訊科技行業發展的基礎。商業及技術質與量的共同發展必須依靠非常有才能的專業人才，加上內地龐大的市場發展潛力，正是香港及內地實力與潛力結合的最佳機遇。

　　為達到以上的目標，我們將致力促進與內地各地方政府及專業團體的互訪與合作，為兩地企業與行政人員舉辦協商會、研討會及培訓，促進兩地行業與人員的交流。通過兩地政府、行業協會等支持，相信我們必可實現我們的目標及培育香港與內地的軟件行業。

Introduction of HKSiA

The Hong Kong Software Industry Association Limited (HKSIA) is a Hong Kong registered non-profit making organization founded by a group IT professionals and IT corporations in Hong Kong veteran of and devoted to the China market. Its main purpose is to identify and develop business opportunities for Hong Kong software companies through cooperation with the mainland or overseas counterparts.   The consensus driving the collaboration of all in forming the association is the conviction that the Hong Kong software industry can better manifest itself and benefit by integrating with the vast market and resources of the mainland.

Henceforth, HKSIA has set its

Objectives on
1. promoting software industry development and exploring the business opportunity of the mainland.
2. strengthening co-operation and enhance communications between Hong Kong and mainland software industry.
3. coordinating with foreign software industry for better resources allocation, benefits sharing and mutual added value.
4. achieving the mutual benefits of business growth for Hong Kong and mainland software companies through the exchange of international exposure, project management skills and technical talents.

With the rapid development and advancement of technology, information technology (IT) services become a necessity for all industries to achieve high efficiency. The building of software industry is a solid foundation for development of the Information Technology industry. Its dependency for highly talented professionals for its success is most fitting for China and Hong Kong considering its combined strength and potential in both quality and quantity in business and technical development. The great market potential within mainland China itself is an added enviable strength.

Our effort will serve as a complementary force between the industry practitioners on both sides. Mainland software industry will benefit from the cooperation as well by grasping the software management techniques faster and leveraging the network and resources in Hong Kong for business development, financing and professional support.

We shall achieve our objectives through visits and cooperation with various municipal governments and professional organizations within China and organizing conferences, seminars and trainings to corporate enterprises and executives in China and Hong Kong. With the support of the Central and Hong Kong governments as well as counterparts in our industry we believe that we can accomplish our goal of fostering the software industry in Hong Kong and China.

「香港展區」介紹

　　在香港特別行政區政府「發展品牌、升級轉型及拓展內銷市場的專項基金」（機構支援計劃）撥款資助下，本會早於2013至2017年期間舉辦「中國內地軟件市場推廣計劃」第一及第二階段 及 2017至2019年間舉辦「於內地推廣香港智慧城市優秀項目」，成功舉辦多個合作交流會及於內地多個高質的高新科技展覽中設立「香港優秀科創產品展區」，包括南京軟博會、上海上交會、深圳高交會及成都軟洽會等。三個計劃吸引共380家香港優秀企業參加展示活動，而出席交流會的中港企業代表則超過1000人。根據活動後的調查，大部分參加企業及團員都表示在展團活動能結識到潛在合作夥伴或客戶。

　　今年，本會榮幸獲得香港特別行政區政府「工商機構支援基金」撥款資助，舉辦為期兩年的「在"一帶一路"推廣香港優秀軟件及資訊科技產業」，於"一帶一路"的國家，包括泰國曼谷、新加坡、中國深圳 及 越南胡志明市的優質科技展覽設立「香港展區」。

　　本會將於泰國曼谷國際資訊及通信技術展覽會2019（CeBIT ASEAN Thailand)設立120平方米的「香港展區」，預計容納20間參加企業。同時，由於各項應用程式(apps)已經成為了今天生活重要的一環，因此這次展覽也將於應用程式展示區供參觀者體驗一些參加展示的應用程式(apps)。

Introduction of Hong Kong Pavilion

Under the sponsorship of the Hong Kong Special Administrative Region Government "Dedicated Fund on Branding, Upgrading and Domestic Sales" (Institutional Support Scheme), from 2013 to 2017, HKSiA organized the first and second phase of "Software Business Promotion in Mainland China", and from 2017 to 2019, organized "Promotion of outstanding Hong Kong smart city business in Mainland'. HKSiA has successfully organized a series of conferences and the established "Hong Kong Outstanding Innovation & Technology Pavilion" in various popular hi-tech exhibitions in the Mainland, including Nanjing Soft Expo, Shanghai International Technology Fair, Shenzhen High-Tech Fair and Chengdu ChinaSoft. The three projects attracted a total number of 380 outstanding Hong Kong companies to participate, while more than 1,000 experts from China & Hong Kong have joined the conferences. According to the post-event survey, most of the participating companies and attendees have indicated that they can meet potential partners or customers in the events.

Recently, HKSiA has successfully applied for Trade and Industrial Organisation Support Fund, Trade and Industry Department to organize a two-year project 'The promotion of Hong Kong outstanding software, information and communication technology (ICT) industries in "One Belt One Road"'. Hong Kong Pavilion will be setup in the high-quality technology exhibitions in Thailand (Bangkok), Singapore, China(Shenzhen) and Vietnam (Ho Chi Minh City).

A 120sqm "Hong Kong Pavilion" at CeBIT ASEAN Thailand 2019 in Bangkok, Thailand, which is expected to accommodate 20 participating companies. Meanwhile, as apps is become an important part of life today, there will also be an app display zone in the Hong Kong Pavilion for those outstanding apps showcase.

「香港展區」申請方法

泰國曼谷國際資訊及通信技術展覽會「香港展區」詳情：

日期　　　　：2019年11月27至29日

時間　　　　：上午10時至下午5時

地點　　　　：Hall 7-8 IMPACT Exhibition Center, Bangkok, Thailand

規模　　　　：120平方米

展示項目　　：20個產品/服務

費用　　　　：展示費用全免

　　有意參加展示產品/服務的企業請於**2019年9月11日或之前**，填妥申請表格並蓋上公司印章，將申請表格的MS Word 及 PDF檔案及公司商標（JPG 及 AI 檔案）電郵至tsf@hksia.hk香港軟件行業協會秘書處收。

Application for booth at Hong Kong Pavilion

CeBIT ASEAN Thailand 2019 'Hong Kong Pavilion':
Date　　　　: 27-29 Nov, 2019
Time　　　　:10am – 5pm
Venue　　　: Hall 7-8 IMPACT Exhibition Center, Bangkok, Thailand
Scale　　　:120 sqm
Showcase　: 20 products/ services
Fee　　　　: Free

Please send the completed application form in word and pdf format, the logo of company in Jpeg and ai format to HKSiA via email: tsf@hksia.hk on or before 11 September 2019.

泰國曼谷國際資訊及通信技術展覽會簡介

CeBIT 源於1947年在德國漢諾威創立的旨在向國際市場展示德國產品的漢諾威工業展覽會（HannoverMesse）的辦公自動化展區。1970年，意為"辦公及資訊技術中心"的德語縮寫，CeBIT一詞首次出現在展覽會上。隨著八十年代個人電腦的快速發展，1986年CeBIT最終脫離漢諾威工業展覽會而成為獨立的IT展覽。直到今天，CeBIT已發展成為全球規模最大的資訊、通信和軟件領域的權威展覽會。

泰國曼谷國際資訊及通信技術展會 CeBIT ASEAN Thailand 由2018年起每年在泰國曼谷舉行一次。

亮點：今年CeBIT ASEAN的5 大主題是 數據與雲端、企業方案、智慧方案與物聯網、網絡保安、初創企業等，歡迎產品/服務與主題相關的企業參加展示。
CeBIT每年都精心策劃配對活動 與及 舉辦大型論壇，邀請當地及海外專家參與。

官方網站： https://cebitasean.com/

注意事項：該展是專業的B2B貿易展，僅對業內人士開放，非業內人士及未滿18周歲以下人士謝絕參觀。現場不提供任何零售活動。

CeBIT was traditionally the computing part of the Hanover Fair, a big industry trade show held every year. It was established in 1970, However, in the 1980s the information technology and telecommunications part was straining the resources of the trade fair so much that it was given a separate trade show starting in 1986, which was held four weeks earlier than the main Hanover Fair.

CeBIT ASEAN Thailand was established since 2018 and is held annually.

The exhibition emphasizes into 5 technology segments:
Data and Cloud, Business solutions, Smart Solutions and IoT, Cyber Security, Startups.

Official Website: https://cebitasean.com/

Remarks: The exhibition is a trade show for the industry, people under the age of 18 is not allowed to visit. No retail activities are available on site.

行程（擬定）
2019年11月26至29日

2019年11月26日（星期二）	
下午15:00	Hall 7-8 IMPACT Exhibition Center（集合地點稍後確定）
下午15:05	領取參展證，驗收/佈置展位
2019年11月27日（星期三）	
上午 09:00	自行抵達 Hall 7-8 IMPACT Exhibition Center
上午 10:30	「香港展區」開幕禮
午餐	自理
下午 17:00	離開 Hall 7-8 IMPACT Exhibition Center
2019年11月28及29日（星期四及五）	
上午 09:30	自行抵達 Hall 7-8 IMPACT Exhibition Center
午餐	自理
下午 17:00	離開 Hall 7-8 IMPACT Exhibition Center

備註：
•若企業安排了工作人員出席展示活動，期間之交通、住宿等費用須要自行安排；
•行程安排可能因泰國曼谷國際資訊及通信技術展覽會或非本會所能控制之情況而須要作出調整，香港軟件行業協會保留一切更改權利。

Itinerary (Tentative)
26-29th November 2019

26th November 2019 (Tuesday)	
15:00	Hall 7-8 IMPACT Exhibition Center (Meeting is TBC)
15:05	Receiving the Exhibitor Badges and booth decoration
27th November 2019 (Wednesday)	
09:00	Arrival: Hall 7-8 IMPACT Exhibition Center
10:30	Opening Ceremony of 'Hong Kong Pavilion'
Lunch	Self-arrangement
17:00	Leave: Hall 7-8 IMPACT Exhibition Center
28 & 29 November 2019 (Thursday & Friday)	
09:30	Arrival: Hall 7-8 IMPACT Exhibition Center
Lunch	Self-arrangement
17:00	Leave: Hall 7-8 IMPACT Exhibition Center

Remarks：

•The transportation, accommodation, exhibition equipment and staff insurance expenses during the exhibition period should be arranged by the participating company;

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The itinerary may be amended due to the CeBIT ASEAN Thailand or beyond. HKSiA reserves the right to change the specification without prior notice.

查詢

香港軟件行業協會秘書處

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Enquiry:

Hong Kong Software Industry Association Secretariat

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