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")

ConnectechAsia 2021

香港館 Hong Kong Pavilion

主辦機構 Organizer

工業貿易署「工商機構支援基金」撥款資助 Funded by

14 -16 July 2021
Singapore EXPO & MAX Atria

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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」。本會於去年的泰國曼谷國際資訊及通信技術展覽會2019（CeBIT ASEAN Thailand)設立了120平方米的「香港展區」，組織了20間企業到當地展示其產品及參加商貿配對。

本會將於CoonectechAsia 2021 內的 CommunicAsia 設立120平方米的「香港展區」，預計容納20間參加企業。是次展覽將會以現場實體及網上虛擬形式進行。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 is planned to be setup in the high-quality technology exhibitions in Thailand (Bangkok), Singapore, China(Shenzhen) and Vietnam (Ho Chi Minh City). "'. HKSiA has already set up a Hong Kong Pavilion in CeBIT ASEAN Thailand 2019, 20 enterprises have participated in this exhibition to showcase their products and services. Besides, they are invited to join business matching during the exhibition.

A 120sqm "Hong Kong Pavilion" at CommunicAsia in ConnectechAsia 2021in Singapore, 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.

The exhibition will be hosted in hybrid (Both Physical and Virtual)． Each exhibitor is entitled to get a physical booth at HK Pavilion and a virtual booth online.

「香港展區」申請方法

ConnectechAsia 2020「香港展區」詳情：

日期　　　　：2021年7月14至16日

時間　　　　：上午9時 至 下午6時

地點　　　　：Singapore EXPO & MAX Atria

規模　　　　：120平方米

展示項目　　：20個產品/服務

費用　　　　：<u>展示費用全免</u>

　　有意參加展示產品/服務的企業請於<u>2021年4月19日或之前</u>透過網上申請，結果將於5月上旬公佈。

Application for booth at Hong Kong Pavilion

ConnectechAsia 2021'Hong Kong Pavilion':
Date　　　　: 14-16 July 2021
Time　　　　: 9am – 6pm
Venue　　　 : Singapore EXPO & MAX Atria
Scale　　　 : 120 sqm
Showcase　: 20 products/ services
Fee　　　　 : Free

Interested parties please apply online on or before 19 April 2021, enrollment list will be announced in early of May.

ConnectechAsia 2020簡介

ConnectechAsia 於2018年彙集了CommunicAsia、BroadcastAsia以及新推出的NXTAsia三大行業展會而成，當中主要內容為廣播媒體及數碼營銷行業的BroadcastAsia 經已有24年歷史，而主要內容為通訊方案及企業方案的CommunicAsia 更是有30年歷史。至於NXTAsia 則能夠瞭解到人工智能（AI）、增強現實（AR）、虛擬現實（VR）、網絡安全、物聯網、機器人、雲技術和大數據等領域的最新創新成果。

香港展區將設立於1樓的CommunicAsia，配合5G技術新發展，2020年的CommunicAsia 將著眼於OTT服務及5G體驗。除了展覽項目，大會更將推出網上商貿平台、同場大型會議、發佈會、管理層交流，以及當地企業拜訪活動，詳情稍後公佈。

官方網站：http://www.connectechasia.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。

ConnectechAsia brought together the three major exhibition of CommunicAsia, BroadcastAsia and the newly launched NXTAsia in 2018. BroadcastAsia has a history of 24 years, which has a main theme in the broadcast media and digital marketing industries. CommunicAsia has a history of 30 years, its theme is telecom solutions and enterprise solutions. As for NXTAsia, you can learn about the latest innovations in the fields of artificial intelligence (AI), augmented reality (AR), virtual reality (VR), network security, IoT, robotics, cloud technology and big data. The Hong Kong pavilion will be established on the first floor of CommunicAsia. In line with new developments in 5G technology, CommunicAsia 2020 will focus on OTT and 5G experience. In addition, the organizer will also launch an online business matching platform, some conferences, c-level exchange, and local business visits. Details will be announced later.

Official Website: http://www.connectechasia.com/

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

行程（擬定）
2021年7月13至16日

2021年7月13日（星期二）	
下午14:00	Singapore EXPO & MAX Atria (集合地點稍後確定)
下午14:15	領取參展證，驗收/佈置展位
2021年7月14日（星期二）	
上午 08:00	自行抵達 Singapore EXPO & MAX Atria
上午 10:30	「香港展區」開幕禮
午餐	自理
下午 18:00	離開 Singapore EXPO & MAX Atria
2021年7月15-16日（星期四及五）	
上午 08:30	自行抵達 Singapore EXPO & MAX Atria
午餐	自理
下午 17:00	離開 Singapore EXPO & MAX Atria

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ConnectechAsia 2021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)
13th – 16th July 2021

13th July 2020 (Tuesday)	
14:00	Singapore EXPO & MAX Atria(Meeting is TBC)
14:05	Receiving the Exhibitor Badges and booth decoration
14th July 2021 (Wednesday)	
08:00	Arrival: Singapore EXPO & MAX Atria
10:30	Opening Ceremony of 'Hong Kong Pavilion'
Lunch	Self-arrangement
18:00	Leave: Singapore EXPO & MAX Atria
15th – 16th July 2021 (Thursday & Friday)	
08:30	Arrival: Singapore EXPO & MAX Atria
Lunch	Self-arrangement
17:00	Leave: Singapore EXPO & MAX Atria

Remarks：

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

The itinerary may be amended due to the ConnectechAsia 2021 or beyond. HKSiA reserves the right to change the specification without prior notice.

查詢

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