Hong Kong Electronics & Technologies Association

香 港 電 子 科 技 商 會

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2012-2013

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To Whom It May Concern,

Please find below HKETA's comments in response to Digital 21 Strategy. We thank you the opportunity to contribute and would be more than happy to provide any further support or elaboration as required.

Chapter 2: Smarter Hong Kong, Smarter Living

Item (8)
- Personal/company information privacy and security are important when adopting Cloud computing, big data analysis and Internet.
- Address regulations or policy how personal data (or big data) can be using in commercial areas.

Item (10)
- Expect OGCIO or new Bureaus to drive all new or e-platforms for public services for community to learn, use and comment for further improvements.
- Universities or associations can make promotion, education and driven in the field or local industry.
  ICT concepts (computer/network usage and security awareness) should be a part of foundation subject in education (down to primary school).

General comments on Chapter 2:
- In the paper, the technologies emphasized and proposed to be explored for use in Hong Kong are, all in ICT, cloud, big data analytics, IoT and wireless/multi platform. Four strategic thrusts are proposed for creating good environment for individuals and businesses to adopt and apply these technologies.
- "Smarter Hong Kong, Smarter Living" being the theme of the paper, but contrary to other important areas, for instance, green, energy saving, social networking and security are not mentioned at all. This is obviously not in line with the worldwide trend and with the government policies on environmental protection.
- In order to create the demand on these 4 technologies, applications are as important to infrastructure. Areas like RFID, green computing, energy saving, data security are definitely driving force.

Chapter 3: Empowering Everyone

Section (A) Free and User-friendly Digital Identity (ID)
- Expect to be more user-friendly and secure compared to USPTO and WIPO. These are essential and critical to promote public. Government should put this in high priority.

Section (D) Programming in Every Child's Education
- Idea and believed "programming" can help the students with a logical thinking mindset, but query it can help foster a creative mindset? Instead, OGCIO to consider to add it to the Liberal Arts subject to introduce how creative ICT breakthroughs have helped changing our life. It may be more interesting and better serve the purpose.

Section (F) Establishing Innovative Platforms
- suggested OGCIO not only to focus on existing ICT applications, new areas must be addressed.
- Covering both local demand and products/services for global.

Chapter 5: Supporting a Thriving ICT Industry

Section (I) Supporting the Startup Ecosystem

- There is a program called first@science park, we expect HK government to support the ITF funded projects to be used by government departments. ITF will cover the fee for the first use with the government department endorsement. This will make the funded project has portfolio to seek other customer.
- E-marketing is the trend. To encourage SME to use technology to promote their product and service, we look forward to increase the amount of the SME marketing fun and also allow SME to pay for e-marketing services instead of just pay for exhibition fee.
- Encourage technology association to organize networking event and mingling for technology SME. Government can setup a funding to support Non-profit industrial association to organize more technology networking events and seminar etc.

Section (J) ICT Talent Development"

- Career opportunity is critical. If the graduates can't find a job in ICT areas, It will be difficult for us to expect more students studying ICT nor to have ICT Talent Development.
- During 80's and 90's, there are big companies like National Semi and Motorola have R&D centers in Hong Kong. Apart from providing R&D jobs, they also create opportunities to small technology companies and training. We would like to see if there is any policy to attract large corporates to setup R&D centers in Hong Kong. Because of RMB exchange rate and higher salary cost in China, the cost difference between Hong Kong and Mainland is closer as ever. It could be a good time to promote Hong Kong as place for R&D.

General comments on Digital Strategy 21:

- Should also cover those Government projects in local demand. Government should take the initiatives to use local solutions.
- Define and use industry standards for solutions selection for Government projects. If local companies meet the requirements, Government or Government funded institutions will consider local companies.
- Digital Strategy 21 will have wide coverage, not only on areas covered by OGCIO. Suggest OGCIO to officially co-ordinate with other Governmental departments on Digital 21 strategy formation and collaboration, including ITC, OFCA, TID and EMSD etc.
- One trend is hardware with software, and traditionally HK (plus PRD) has a strong electronics industry. So may be the Digital 21 Strategy should also pay attention to that area, that may also give opportunity of growth to the electronics industry.
- Not to defocus the theme, "smart living" depends on both ICT infrastructure and myriad of ICT devices, the latter being often the key "innovative" or "differentiating" part of new products and new services. By proposing "programming in child education", the paper seems to overlook many other ingredients or other areas of knowledge that are essential for innovation in smart products - for example smart biological and physical sensors, smart man-machine interface, advanced packaging, smart power management, etc. As we suggested in above paragraph, liberal arts could better foster innovative mindset, and a good understanding of the physical world (meaning all the science subjects) is equally important for our children.

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- In general, government should provide a long-term strategy and a fair of business opportunity to ICT industry to drive:
  - Service providers to build a good ICT infrastructure and multi-services communication platforms in the community with a lower cost, fair competition, and variety of new services. Government should have a long-term policy and fair regulation to govern this part.
  - For innovation applications for smart city or living, it is not already in ICT industry only. It covers in our community, user behavior and all kinds of industries related. ICT platform and service, as a basic foundation/platform can be applied and used in building, medical, logistic, transport, electronics, retails, and education etc…. Internet network is moving fast and changing our operation flow and life style from a traditional way to a smarter way. Therefore, Government should have a new/individual/innovative Bureau (or OGCIO have to transform into it) to coordinate all other traditional bureaus to put all kinds of e-platform or e-service together for rollout and actual implementation efficiency, effectively and quickly.
  - Universities and other Government's R&D center to drive the research and local inventions. Collaborate with industry for commercialization and applying to non-critical environment for field trials or showrooms especially for our HK localized or customized solutions (this part is important to replicate to other Asian countries). Government should paid more effort and resource on this part to drive and absorb most of engineering workforce from Universities.
  - Enterprises (include SME) to generate a large variety of smart IT services and innovative applications in the market.   Market will drive this part directly and Government should not give too much interference but with help of funding or financial programs.
  - Freedom of speech, privacy and information security are also important parts to drive the ICT markets and applications.
- The OGCIO may create a platform for matching unmet public sector demands with solutions from the ICT community.The platform may emphasize on seeking solutions that
  - adopt latest technologies, including wireless, multi-platform solutions, cloud computing, and internet of things;
  - successfully utilize Public Sector Information (PSI).
  - are developed by local enterprises, with significant R&D executed in Hong Kong;
  - The platform may include the following components:
    - An online portal for publishing unmet public sector demands from various stakeholders, such as the government, public utilities and transportation. The platform also allows the industry to enquire, and submit expressions of interest and proposals.
    - Regular meet-up between stakeholders and the local ICT community. These events may be arranged for example by the Hong Kong Science Park. The meet-ups provide opportunities for the industries to pitch their ICT technologies. It also promotes open discussions between stakeholders and the ICT community on how these technologies can be aptly applied to the stakeholders application domains.

We would be delighted to provide more information and ideas to contribute Digital 21 Strategy.

Sincerely,

Hong Kong Electronics and Technologies Association