

Dear Sir/Madam,

I appreciate government's effort in renewing digital 21 strategy.

I hope government can continue the effort to attract foreign/mainland IT giants to invest and establish their branches in Hong Kong. Some more attraction measures, some as tax exemption, may be helpful in this regard.

While IT giants can bring in enormous investment and increase employment rate, supporting or conducive environments for SMEs or starter companies in industry are also needed. I hope new measures for SMEs may be formulated ease SMEs operations, it is good for SMEs to leverage cloud technologies for lowering the operation costs, hope some training programs may be provided for SMEs better adopting the technologies. I also hope the government may consider the feasibility of transforming some industrial district into IT clusters for provision of office with lower rents for further easing the burdens of SMEs.

I support the direction of creative media and technologies. I hope new media can be leveraged to provision of entertainment programs to public and act as new opportunities and more cost effective platform for investors of creative industries, especially young creative industries practitioners or starters in the industries.

I also agree that IT can be better leveraged to aid city development. I personally think that Big Data can be useful for many aspects in modern society and analysis enormous data from internet sources, for example, the health industry, I hope more application scenarios can be defined for easier adoption of users/industries

(<http://www.splunk.com/view/SP-CAAAGYN>). May be there will be a new job position, namely, Data Scientist, as professionals needed by enterprises for help enterprises making decisions with a more scientific way supported with data support

(<http://www-01.ibm.com/software/data/infosphere/data-scientist/>).

Regarding the nurturing of next generation IT professionals, I support the direction of government to incorporate program development courses into formal basic training, apart from program development courses, I

thought supporting courses about enterprises startup, the needed psychology preparation and innovation may be needed for better preparing young people to enter the industry. I also hope to appraise the government's efforts in implementing the "I learn at home" program, so that children in needed families can also have the opportunities to adopting IT technologies for learning.

Look forward to the completion of next version of digital 21 and I hope it will guide Hong Kong's ICT industry development to a new height.

Regards,

Mr. Sun Ping Liang Ron