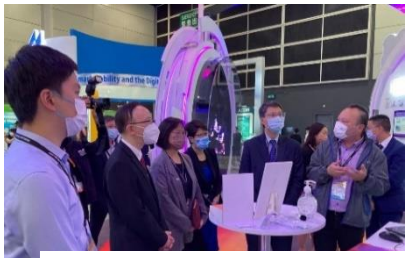
Post-event Report – SCC Smart Living Pavilion @ HKTDC International ICT Expo 2022
SCC 智慧生活展館@國際資訊科技博覽 2022

Professor Sun Dong, Secretary for Innovation, Technology and Industry, and Mr Victor Lam, then Government Chief Information Officer, visited the SCC Smart Living Pavilion at International ICT Expo 2022.



Mr Eddy Mak, Permanent Secretary for Innovation, Technology and Industry

Chairman and Members of the "Subcommittee on Matters Relating to the Development of Smart City", Legislative Council

Ms Bernadette Linn, Secretary for Development

October 2022

Smart City Consortium Limited

SCC 智慧城市聯盟 Smart City Consortium

Project Report

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Acknowledgement of ITF Support

"Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Innovation and Technology Commission or the General Support Programme Vetting Committee of the Innovation and Technology Fund."

1. Objective

- To build up the confidence of overseas smart city users on Hong Kong smart city services.
- To facilitate foreign government or corporate users to collaborate with Hong Kong.
- To demonstrate Hong Kong' s latest Smart Living technologies and Solutions.
- To promote positive influence made from the Smart Living solutions to the public.

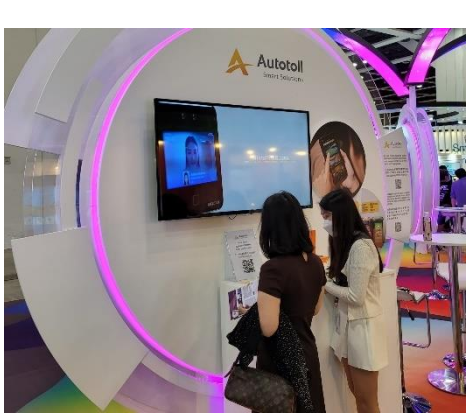
2. HKTDC International ICT Expo 2022 Details

- Date: 13-16 October 2022
- Venue: Hall 1E, Hong Kong Convention and Exhibition Centre (HKCEC)

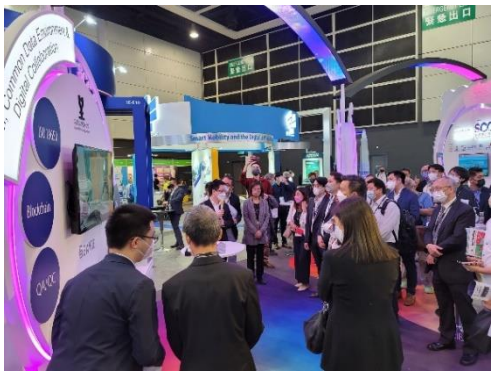
3. SCC Smart Living Pavilion @ International ICT Expo 2022

- Hall 1E-D02, HKCEC
- Theme: Smart Living
- Pavilion area: 162sqm
- SCC and other 7 exhibitors showcased their smart city services and technologies
- Visitors to the SCC Pavilion included very senior representatives from Innovation and Technology Bureau, Development Bureau, Smart City Sub-committee Members of LegCo, professional institutes, foreign consulates, academics, and media representatives.

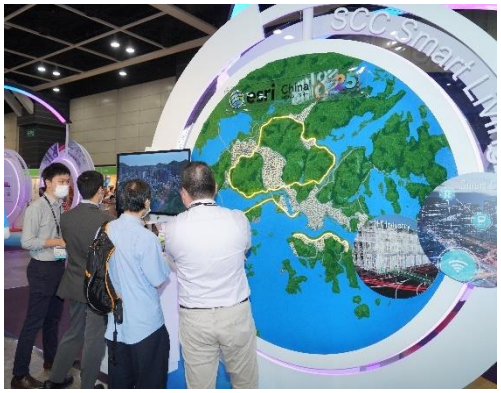
1. **In Smart Property Management area,** Autotoll introduced Smart Property Management solutions to offer facilities management, access control & patrol management system and electric vehicle charging solution ; and Smart Waste Management Solutions to capture real-time information of recycle bin effectively.



2. **In Smart Transformation area,** Dplus1 Consulting introduced BIM-enabled blockchain multifunctional platform for infrastructure lifecycle management, and platform for digital asset information, which facilitates organisations to identify insights and connections efficiently.



3. **In Smart Mapping area,** Esri China (Hong Kong) introduced their GIS solutions with integration of smart technologies including BIM, IoT, GeoAI that drive smart city development.



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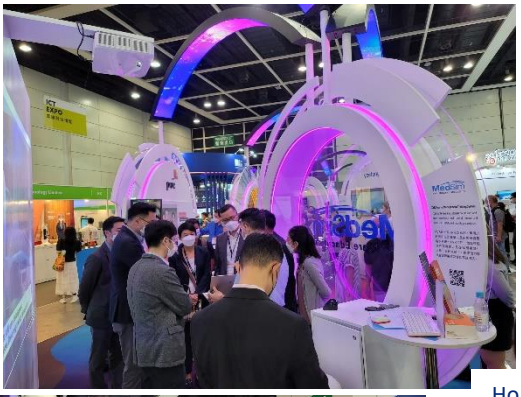
4. **In Smart Learning area,** Medsim Education promoted XVR Disaster Management Training system which aims to educate and train operation and tactical safety and security professionals. Gener8 Immersive Room is another smart living solution to provide a diverse range or training environment for real-life situations.



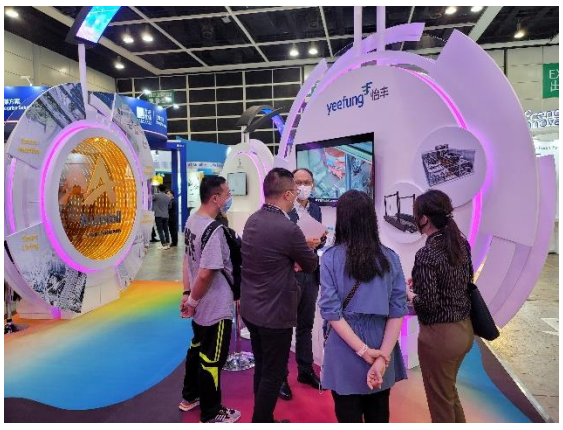
Hon Elizabeth Quat, Chairman of Legco Subcommittee on Matters Relating to the Development of Smart City

5. **In Smart Infrastructure area,** M.One Media promoted 3D Integrated Holographic Systems that allow to create, display and manage 3D holographic visuals floating in the air. They also promote metaverse solution for information digitalisation.

6. **In Smart Office area,** PricewaterhouseCoopers promoted Smart at Work and Smart Office, enabling intelligent workspace for a modern workforce and connecting people in real-time anywhere.

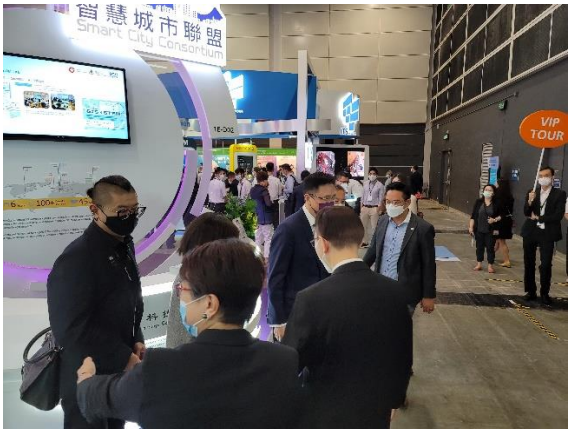
Ms Bernadette Linn, Secretary for Development

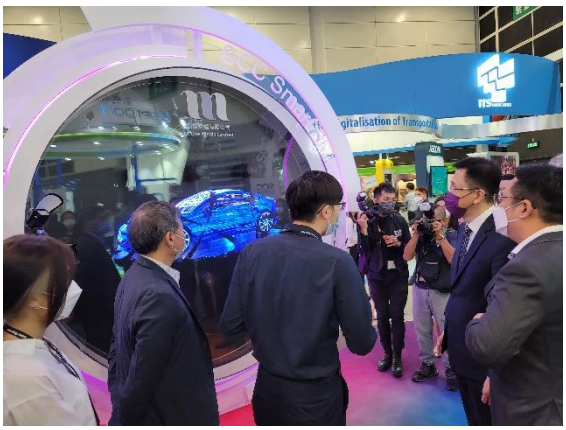
7. **In Automated Parking area,** Yeefung displayed various innovative and high-parking systems including Shuttle Parking and AGV Parking, not only to increase the number of parking space but also provide a convenient and safe parking user experience.



Other photos of SCC Pavilion:

Government official, HKTDC Delegation Groups visit to the pavilion





Professor Sun Dong, Secretary for Innovation, Technology and Industry, and Mr Victor Lam, then Government Chief Information Officer

Chairman and Members of the Subcommittee on Matters Relating to the Development of Smart City, Legislative Council

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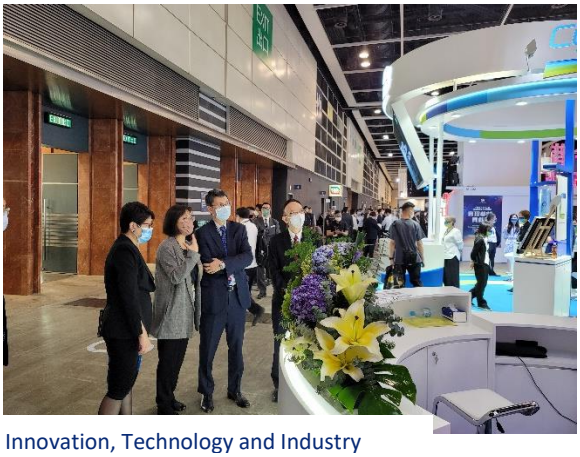
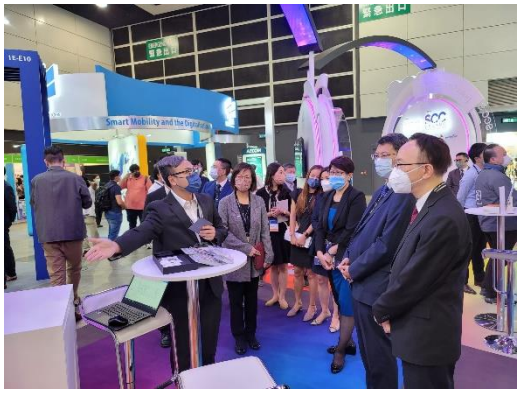


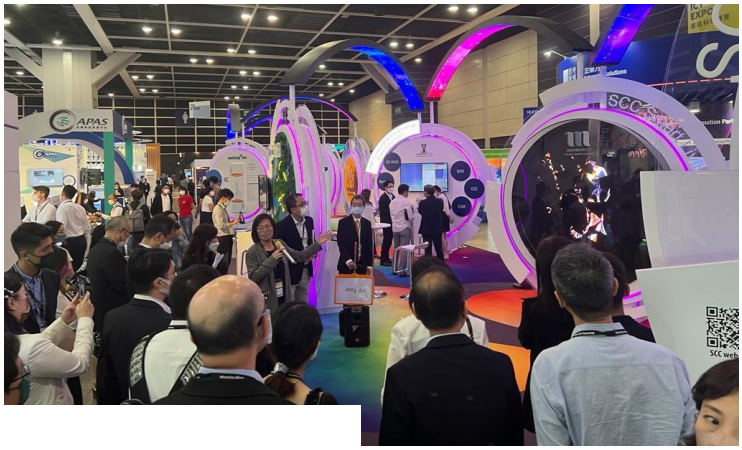
Mr Eddy Mak, Permanent Secretary for Innovation, Technology and Industry



Hon Elizabeth Quat, Chairman of Legco Subcommittee on Matters Relating to the Development of Smart City, and Mr Gary Yeung, President of Smart City Consortium

Professor KK Ling, Director of Jockey Club Design Institute for Social Innovation of The Hong Kong Polytechnic University, and Mr Daniel Chun, Vice President and Chairman of Research & Blueprint Committee of Smart City Consortium

Mr Mohamed Butt, Executive Director of Hong Kong Productivity Council and Mr Gary Yeung



VIP tours organised by HKTDC

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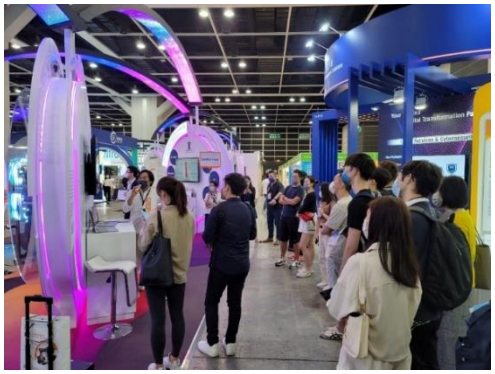
Smart City Consortium



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智慧城市聯盟
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pwc
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SMART CITY 智慧城市

International ICT Expo
國際資訊科技博覽
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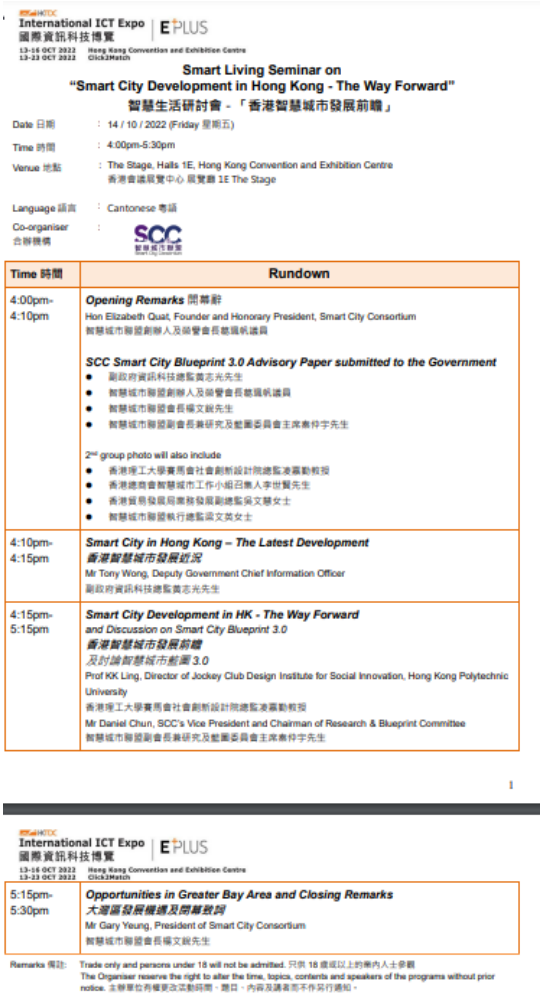
4. Smart Living Seminar

- Date: 14 October 2022
- Venue: The Stage, Hall 1E, HKCEC
- Theme: Smart Living
- Industry stakeholders and experts shared their views on current smart city development in Hong Kong. Seminar details as below,
  - *Opening Remarks* delivered by Hon Elizabeth Quat, Founder and Honorary President of Smart City Consortium
  - *"Smart City in Hong Kong – The Latest Development"* presented by Mr Tony Wong, Deputy Government Chief Information Officer
  - *"Smart City Development in Hong Kong – The Way Forward and Discussion on Smart City Blueprint 3.0"* presented by Prof KK Ling, Director of JCDISI, PolyU, and Mr Daniel Chun, Vice President and Chairman of Research & Blueprint Committee of Smart City Consortium
  - *"Opportunities in Greater Bay Area"* delivered by Mr Gary Yeung, President of Smart City Consortium



- There were 152 onsite and 48 online audiences at the Smart Living Seminar.

5. Promotion (Pre-event, On-site, Post-event)

Publicizing the Smart City Pavilion to business visitors

5.1 A video to introduce HK' s smart city service capabilities shown to smart city technology users on site

5.2 A leaflet to introduce the performance of HK' s smart city service was delivered to event visitors

5.3 Online banner ad at hktdc.com in the Expo

5.4 Full page ads in ICT Expo e-fair-catalogue

5.5 Press releases sent to the mass media

5.6 E-Newsletters to major ICT organisations, government departments, and Consulate Generals in Hong Kong

5.7 Promotions on SCC Website

5.8 Project Website for SCC Smart Living Pavilion

5.9 Promotions on Social Media

5.10 Promotion to major WhatsApp group covering heads of various major ICT associations

6. Feedback

The International ICT Expo 2022, together with other 4 autumn technology fairs, attracted more than 9,800 (in person) and 10,000 (online) visitors (figures provided by HKTDC).

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