# 5 Centres' Highlights
我們的五大中心

To realise our vision of becoming an ICT hub in the Asia-Pacific region, Cyberport has established five interdependent centres, each of which advances our development in a specific area and helps us carry out our three focuses: nurture ICT industry start-ups and entrepreneurs to foster local talent; drive collaboration through better utilisation of resources to create business opportunities; accelerate ICT adoption through strategic initiatives and partnerships.

為了晉身亞太區內首屈一指的資訊及通訊科技樞紐，數碼港成立了五個環環緊扣的中心。各個中心均針對特定範疇，致力促進本地發展，以實踐我們的三大使命重點：培育企業人才、匯集業界資源以推動協作與締造商機，以及透過策略性合作與發展項目推動資訊科技普及化。
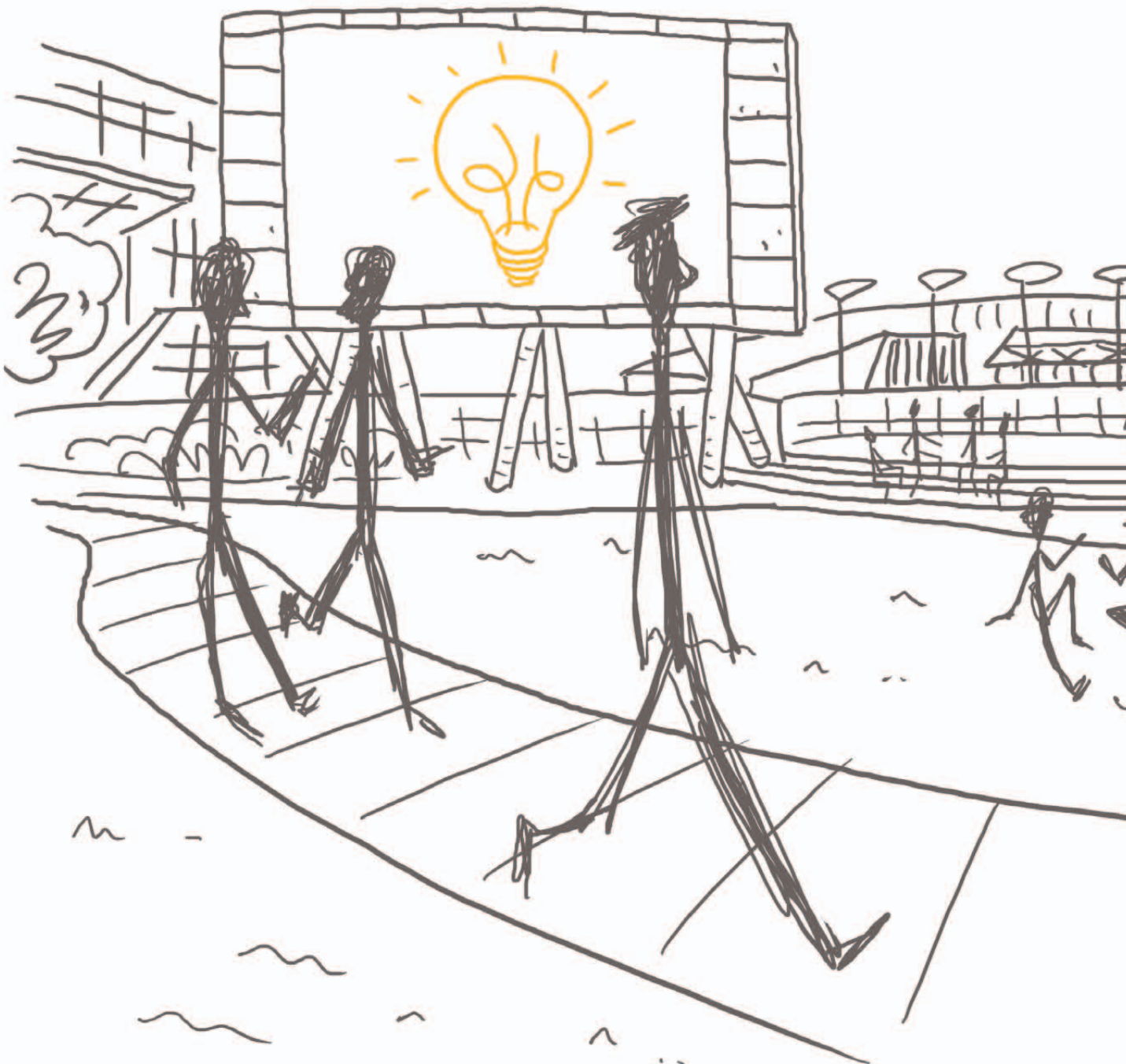
ENTREPRENEURSHIP CENTRE
企業發展中心

Mission

- Foster ICT industry development and promote ICT entrepreneurship.
- Assist ICT entrepreneurs in the commercialization of products, services and platforms.
- Groom and develop local ICT talents as part of Cyberport's larger mission to promote ICT development within Hong Kong.

使命

- 促進ICT行業的發展並推廣ICT創業精神。
- 支援ICT行業的企業家，帶領其產品、服務及平台進軍商業市場。
- 發掘並培育本地ICT行業的人才，推動本港資訊及通訊科技界的發展。

The mission of Cyperport's Entrepreneurship Centre is to nurture ICT start-ups through financial assistance, support and professional services offered during the early stages of commercial development. These aims are achieved primarily through the Cyberport Creative Micro Fund Scheme and the Incubation Programme.

The Entrepreneurship Centre, formerly known as the Cyberport Digital Entertainment Incubation-cum-Training Centre (IncuTrain Centre), was established in October 2005 to support the development of start-ups and SMEs in the digital entertainment and creative lifestyle industries. Originally sponsored by the Innovation and Technology Fund (ITF), the Incubation Programme has been supported by Cyberport through its own funding since February 2012.

企業發展中心的宗旨是透過提供財政資助、發展支援以及各種專業服務，積極培育業界人才，推動ICT起步企業邁步向前。目前，中心主要透過「數碼港創意微型基金」計劃及「數碼港培育計劃」實踐使命。

企業發展中心前身為「數碼港數碼娛樂培育暨培訓中心」，自2005年10月成立以來，一直致力扶助起步企業和中小型企業，促進本港的數碼娛樂及創意生活產業蓬勃發展。而「數碼港培育計劃」最初在創新及科技基金(ITF)資助下成立，由於計劃漸趨成熟，數碼港決定自2012年2月開始透過撥款支持計劃繼續運作。

ENTREPRENEURSHIP CENTRE 企業發展中心

CYBERPORT CREATIVE MICRO FUND

Launched in August 2009, the Cyberport Creative Micro Fund (CCMF) Scheme promotes innovation within the ICT industry by providing **seed funding of HK$100,000** to cover concept and prototype development over a 6-month period to companies spearheading the development of creative ICT-related products or services. Upon the successful completion of the first pilot scheme launched in 2009, CCMF was officially launched in 2011.

As of March 2012, CCMF has granted a total of **HK$3.4 million to 34 projects** which demonstrated potential for further development. Some projects supported by CCMF were subsequently procured by major overseas enterprises. These include a management system for sports activities, acquired by a major US manufacturer of sports equipment and apparel, and a website for searching leisure events and activities based on users' personal interests and schedules, obtained by a multinational Internet corporation.

Some CCMF projects have received **international recognition**, such as a system to track shipments, which won the 2011 Global Startup Battle held by Startup Weekend in US, and an online discussion platform, winner of the Start-Up Chile programme held by the Chilean Government. Many CCMF grantees intend to grow their projects into formal businesses and subsequently joined Cyberport Incubation Programme.

數碼港創意微型基金

「數碼港創意微型基金」(CCMF)計劃於 2009年8月推出，旨在鼓勵ICT業界煥發創新思維。計劃專門協助研發ICT創意產品或服務的優秀企業，於六個月項目期間提供共共**十萬港元種籽基金**，讓這些企業實踐創意構思和開發雛型產品。由於2009年推出之先導計劃成果理想，遂於2011年正式推行計劃。

截至2012年3月，CCMF合共**批出340萬港元予34個**具備發展潛力的項目。不少獲CCMF項目均獲得海外大型企業垂青，當中包括一個體育活動管理系統，獲得一間美國大型運動設備及服裝生產商收購，而另一個按照用戶喜好及時間編排提供建議的消閒活動搜尋網站，亦獲得一間跨國互聯網公司採用。

此外，多個CCMF項目均在**國際間贏得各業界嘉許**，當中包括一個貨運追蹤系統在美國Startup Weekend舉辦的2011 Global Startup Battle 全球創業比賽中勇奪冠軍殊榮。而另一個網上討論平台亦獲得由智利政府頒發的Start-Up Chile計劃獎項。事實上，許多接受CCMF資助的創意項目均有意發展成為實質業務，部份公司後來更參加了我們的「數碼港培育計劃」。

CCMF Fast Facts (As of March 2012) CCMF統計資料（截至2012年3月）
3.4 million (HK$) granted to **34 projects** in total 向**34個項目**合共資助**340萬港元**
431 ideas stimulated 引發出**431個創意概念**
18 awardees successfully completed their projects (success rate of 95%) **18個受資助者成功完成其創意項目**（成功率達95%）
9 awardees subsequently joined the Cyberport Incubation Programme 目前共有9個受資助者後來加入了「數碼港培育計劃」

HONG KONG-SHENZHEN CYBERPORT CREATIVE MICRO FUND YOUNG ENTREPRENEUR PROGRAMME

In addition to the CCMF Scheme for local talent, a cross-border scheme, the Hong Kong-Shenzhen Cyberport Creative Micro Fund Young Entrepreneur Programme (HK-SZ CCMF-YEP) launched in May 2011 to promote ICT entrepreneurship and collaboration among tertiary students in Hong Kong and Shenzhen. Students from both cities work together in mixed teams to create innovative projects or business concepts for an award of HK$100,000.

The HK-SZ CCMF-YEP, apart from helping young and creative talent develop the technical and business skills required to capture the soaring potential in the ICT industry today, serves as an excellent platform to **drive collaboration between Hong Kong and Shenzhen's future leaders**. The programme also provides young entrepreneurs a great opportunity to learn about cross-border cultures, prepare themselves to enter into the Mainland market, and gain practical start-up experience.

As of March 2012, HK-SZ CCMF-YEP has attracted over 100 participants from Hong Kong and mainland China.

THE INCUBATION PROGRAMME

Through the Incubation Programme, the Entrepreneurship Centre **supports the development of Hong Kong's ICT industry** by providing incubatees with access to rent-free office space for up to two years, advanced ICT facilities and resources; support in business development, financing and the hiring of graduate interns; and mentorship and training in entrepreneurship and technology. The programme offers three types of incubation, on-site, off-site and network, according to the needs of the business requesting incubation.

The innovation and creativity of the start-up companies under the Incubation Programmes will **drive new momentum in the development of Hong Kong's ICT industry**. The focus is on assisting creative start-ups, fostering enterprise management skills, building and promoting entrepreneurship, and encouraging development and strengthening industry networks both in mainland China and overseas markets. Start-up companies can also expand their business potential and explore greater opportunities via business partnership and investment matching tools that the Programme provides.

數碼港創意微型基金 深港青年創業計劃

企業發展中心除了推行為培育本地人才而設的CCMF計劃外，亦於2011年5月推出了「數碼港創意微型基金 • 深港青年創業計劃」。這個開創先河的跨境計劃鼓勵香港和深圳的大專學生組成合作隊伍，攜手推出創意計劃或營商概念。優秀的隊伍可獲得十萬港元的資助，以實現ICT創業夢想。

計劃為創意十足的年輕人增進專業技術知識和商業技巧，以助他們掌握ICT行業潛在的龐大商機，同時亦**為港深未來領袖提供一個促進合作交流的優秀平台**。本地的年輕企業家亦可透過計劃加深了解內地文化，為進軍內地市場作好準備，從中汲取實用的創業及營商的經驗。

截至2012年3月，「深港青年創業計劃」已吸引逾100位來自香港及內地的大專生參加。

數碼港培育計劃

為推動本港ICT業界發展，企業發展中心推出了「數碼港培育計劃」，讓受培育公司可以享有長達兩年的辦公室免租期，運用數碼港先進的ICT設備及資源，並獲得業務發展上的支援和財政資助。此外，培育計劃亦向受培育公司提供企業營運及科技方面的專業指導及培訓，並向聘用實習生的受培育公司發放薪金津貼。目前，培育計劃按照受培育公司的不同需要，提供駐場、非駐場及聯網三類培育形式。

數碼港相信，培育計劃下的起步企業將憑藉創新思維，**為本地ICT業界注入發展新動力**。計劃致力扶助具創意的起步企業，藉著宣揚創業精神及重點培養企業管理技巧，協助起步企業邁步向前，並加強內地及海外市場的人脈網絡及發展。而透過計劃提供的業務合作機會及投資配對安排，起步企業亦可發掘商機，提升業務發展潛力。

ENTREPRENEURSHIP CENTRE 企業發展中心

As of March 2012, the Incubation Programme has admitted **156 ICT start-ups**, of which 84 are on-site incubatees, and 72 are off-site incubatees. These incubatees have **created 689 job opportunities**, won **83 industry awards**, and created **over 100 intellectual properties**.

As of March 2012, Cyberport's incubatees received over **HK$40 million** in angel investment funding.

截至2012年3月，「數碼港培育計劃」共招收了**156間ICT起步企業**，當中84間為駐場受培育公司，72間為非駐場受培育公司。這些受培育公司合共**創造了689個就業機會**、贏取**83項業界獎項**，並開發了**超過100項知識產權項目**。

此外，受培育公司亦吸引天使投資者的注意。截至2012年3月，數碼港的受培育公司已獲天使投資基金注資超過**4,000萬港元**。

Incubation Programme Fast Facts (as of March 2012) 數碼港培育計劃統計資料（截至**2012年3月**）
156 companies admitted 已招收**156間公司**
103 Intellectual Properties granted to incubatees 受培育公司共開發**103項知識產權項目**
83 awards granted to incubatees 受培育公司合共獲得**83個獎項**
67% sustainability rate 完成計劃的**持續發展比率達67%**

CYBERPORT NETWORK INCUBATION PROGRAMME

In July 2011, the Board of Cyberport approved a management proposal to extend the existing Incubation Programme to **support overseas start-ups** with fewer than 50 employees under a new category called Network Incubation.

This new network category provides financial subsidies so that overseas start-ups can attend Cyberport organized or co-organized events in Hong Kong, and supports their efforts to explore business networking with Cyberport incubatees and to extend their businesses in the Asian region.

數碼港聯網培育計劃

為讓更多企業受惠於「數碼港培育計劃」，數碼港董事局在2011年7月通過議案，在現有的培育計劃中增設「聯網培育公司」類別，讓員工總數少於50人的**海外起步企業得以參加**。

這個新增設的「聯網培育計劃」為海外起步企業提供財政資助，鼓勵它們踴躍參與由數碼港舉辦或協辦的本地活動，從而與數碼港受培育公司建立營商網絡，攜手開拓亞洲市場。

The network category offers the potential to further enhance the Incubation Programme to serve both the local and overseas incubatees, extending business networking opportunities and allowing both to further exchange their ideas and explore market opportunities.

As of March 2012, a total of 11 companies were admitted into the Network Incubation Programme.

MAJOR EVENTS AND ACTIVITIES

The Centre has organized/ co-organized a wide variety of events to further its mission of helping businesses in the ICT industry, network, collaborate to their mutual benefit, and reach out to potential investors.

憑藉聯網培育所帶來的協同優勢，計劃將加強對本地及海外培育公司的支援，促進本地及海外公司的交流，從而增加業務合作機會，共同發掘市場商機。

截至2012年3月，聯網培育計劃已招收了共11間公司。

重點活動回顧

企業發展中心舉辦及協辦了各式各樣的活動，促進ICT企業之間的合作，建立互惠互利的營商網絡，並協助它們聯繫更多潛在的投資者，進一步實踐本中心推動ICT業界發展的使命。

Startups Connect

This monthly networking event brings together start-ups and incubatees with industry professionals and Cyberport alumni to explore ICT-relevant topics across different sectors.

數碼港創業聚匯

數碼港每月舉辦業界交流活動 Startups Connect，讓起步企業、受培育公司、業界專才及培育計劃的畢業公司聚首一堂，共同探討不同界別的ICT議題，促進企業之間的交流合作。

ENTREPRENEURSHIP CENTRE 企業發展中心

Next Generation Game Engine Training

Participants interested in cross-platform game design learned to use the Unreal Game Developer Kit (UDK) and created their own next-generation game for the iPhone, PC, PS3 and Xbox 360 platforms.

次世代遊戲引擎培訓營

此培訓營專為熱衷遊戲設計的參加者而設，讓他們學習使用UDK工具，於iPhone、PC、PS3及Xbox360等不同平台創作次世代遊戲。

Creative Technologies Workshop by Cyberport and WelTec - "He Mohiotanga - Sharing of Knowledge"

The first Creative Technologies Workshop challenged students to explore sculptural design through digital projections, 2D and 3D animation, digital graphics, etc., and recreate sculptures for a cultural exchange.

數碼港與紐西蘭威靈頓技術學院合辦「創意科技工作坊」-[博識]

數碼港與紐西蘭威靈頓技術學院合辦全港首個「創意科技工作坊」，讓學員利用數碼投影、2D及3D動畫、數碼圖像等技術製作及設計雕塑，藉此促進兩地文化交流。

Angels Den - Investment Readiness Bootcamp

This bootcamp prepared incubatees and introduced them to special fundraising channels and events at which they could meet angel investors to pitch their products and services.

Angels Den - Investment Readiness Bootcamp

此培訓營為受培育公司介紹各種籌集資金的有效渠道,並其他可展示旗下產品及服務的優勢及吸引天使投資者的交流活動。

Animation Camp 2011

Local animators and industry professionals gathered to learn from world leaders in 3D animation, including Lucasfilm Singapore, Giant Step and Rising Sun Pictures.

數碼娛樂培訓營 2011

由來自新加坡盧卡斯電影公司、Giant Step 和 Rising Sun Pictures 等公司的世界知名3D動畫大師舉行講座,向本地動畫師及業界專才分享心得。

Words from our graduated incubatee
畢業培育公司的話

"Cyberport's Entrepreneurship Centre offers ICT start-ups with incredible support, from professional services and help with enterprise management and promotion, to basic financial aid. They definitely live up to their claims in helping ICT entrepreneurs develop creatively and turn their companies into successful commercial enterprises."

「數碼港企業發展中心除了為ICT起步企業提供各類專業服務，亦提供企業管理、宣傳以至資金援助等一系列的支援。我認為中心充份發揮了其扶持創意企業家的作用，協助他們把公司發展為成功的商業機構。」

Mr Boniface Lee
Emagist Entertainment Limited

李紹賢先生
Emagist Entertainment Limited

About Emagist Entertainment Limited

One of Cyberport's incubated companies in 2009, Emagist grew from start-up to a company over 50 staff in Hong Kong and South East Asia. The company plans to expand its offices and recruit 200-300 employees to its Hong Kong headquarters and PRC.

URL: www.emagist.com

Major achievements:
- More than 40 million registered users on Facebook
- The flagship game received more than 1 million downloads from iOS and Android platforms and once listed as one of the Top 13 Facebook Games

關於 Emagist Entertainment Limited

Emagist 於 2009 年成為數碼港的受培育公司後迅速發展，目前於香港及東南亞僱用超過 50 名員工，並計劃繼續擴展規模，於香港總部及內地分公司增聘 200-300 名員工。

網址：www.emagist.com

取得成果：
- 在 Facebook 上擁有超過 4,000 萬名登記用戶
- 旗艦遊戲的 iOS 和 Android 版本被下載超過 100 萬次，並曾位列 Facebook 最受歡迎遊戲排名前 13 位

COLLABORATION CENTRE
協作中心

Mission

- Facilitate partnerships and alliances between Hong Kong's ICT SMEs and global enterprises to achieve mutual success.
- Provide business support to ICT SMEs in Hong Kong to enable them to tap into the overseas and mainland China markets.
- Promote the exchange of technology and talent between Hong Kong and worldwide ICT enterprises to fuel the growth of the ICT industry in Hong Kong.
- Establish a channel through which overseas and PRC-headquartered ICT enterprises can easily access Cyberport in Hong Kong.

使命

- 協助本港ICT中小企業與全球企業建立網絡,促進商業合作聯盟,發揮協同效應。
- 為本港ICT中小企業提供業務支援,協助其開拓海外及中國內地市場。
- 加強本港與世界各地ICT人才與技術的交流,進一步推動本地ICT業界的發展。
- 透過建立渠道,協助海外及中國內地企業於香港數碼港設立業務據點。

The Collaboration Centre was established to develop a comprehensive reciprocal network for Hong Kong's ICT start-ups and SMEs, helping them to explore, establish a presence in, and capture emerging business opportunities in Hong Kong, mainland China and overseas markets. By encouraging business alliances and talent exchanges between the Hong Kong ICT industry and its overseas and mainland counterparts, the Centre promotes the long-term development of Hong Kong as a digital economy.

協作中心的成立,旨在為本港的ICT起步企業和中小企業提供一個覆蓋全面的網絡,讓這些公司立足中國內地及海外市場,開拓龐大的商機。中心藉著鼓勵本港ICT行業與海外及內地企業的商業聯盟和人才交流,推動香港作為數碼經濟社會的長遠發展。

REPRESENTATIVE OFFICE IN SHANGHAI

In August 2011, Cyberport established a representative office in Shanghai, offering Hong Kong's ICT SMEs the opportunity to network and explore business opportunities in the Mainland with the assistance and expertise of the Centre.
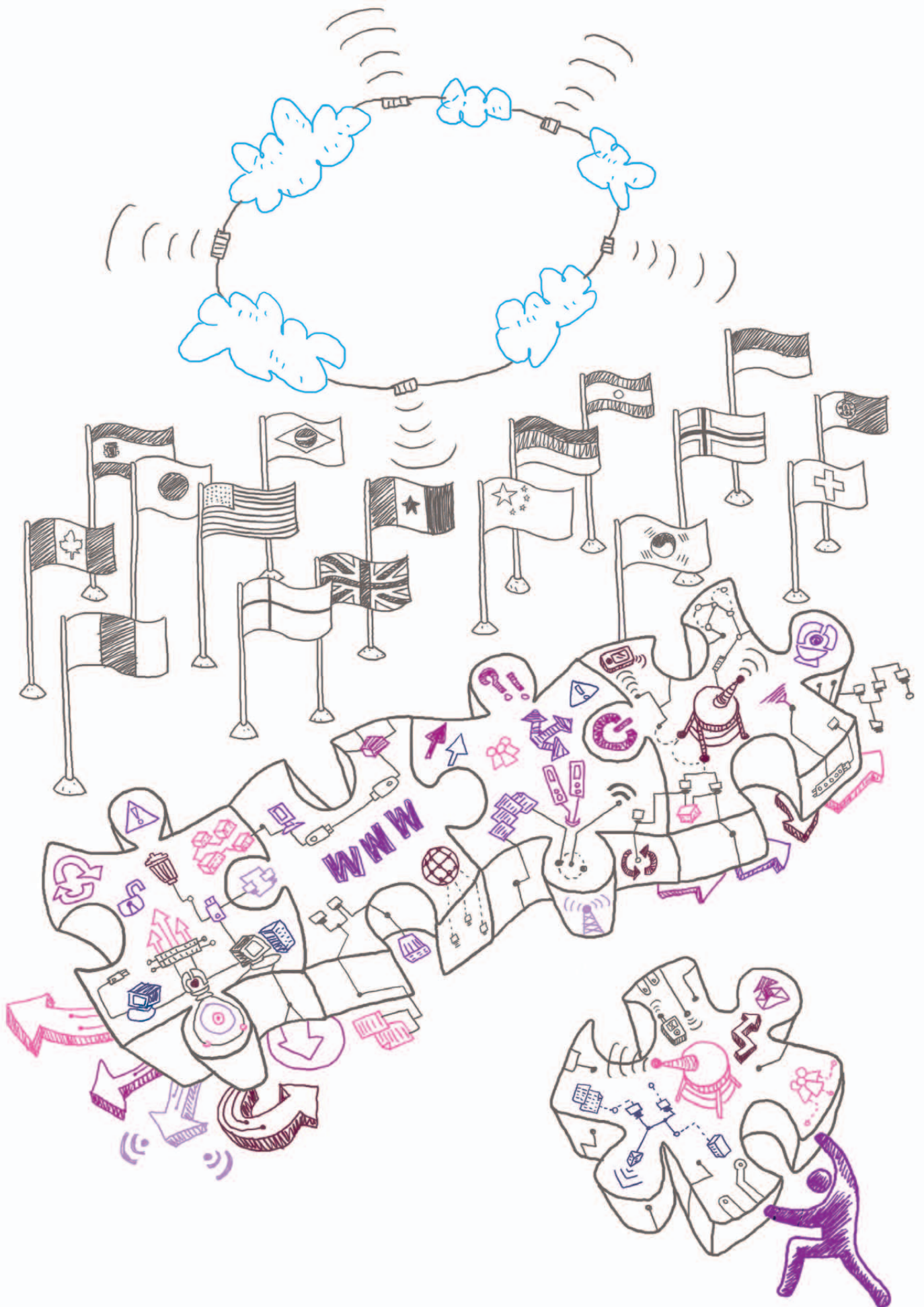
上海代表處

2011年8月,數碼港於上海成立代表處,藉以透過協作中心的協助與專業知識,為香港的ICT中小企業創造更多與國內公司合作交流的機會,為進軍內地市場鋪路。

COLLABORATION CENTRE 協作中心

Corporate Service

The Centre offers full corporate services to companies who are interested in establishing a collaborative business relationship with our overseas and mainland partners. With prior registration, corporate service subscribers are entitled to enjoy many benefits, including soft landing and business support in mainland China, access to the Centre's facilities, business matching and networking opportunities, and marketing support, as well as financial subsidies on recruiting interns.

企業服務

中心為有興趣與海外或國內公司建立商務合作關係的企業，提供周全的企業服務。透過預先註冊，企業服務用戶便可享有各項優勢，包括以軟著陸方式打入國內市場並在業務上獲得支援、使用協作中心設備、業務配對及與業務夥伴聚會交流、市場推廣支援以至招聘實習生的資助。

SERVICE SUPPORT PLATFORM FOR BUSINESS DEVELOPMENT 業務發展平台

Business Support
- Soft-landing in different regions
- Business setup advices
- Representative offices
- Meeting facilities

業務支援
- 以軟著陸方式打入各地市場
- 提供成立業務建議
- 建立代表處
- 提供會議設備

Business Connect
- Conferences and seminars
- Outbound delegations
- Inbound delegations

業務聯繫
- 參加會議和研討會
- 組織出國訪問團
- 接待外地訪問團

Alliance Network
- Business matching
- Overseas business opportunities
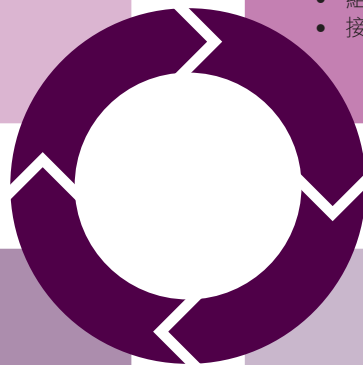- Technical & talent exchange opportunities

聯盟網絡
- 業務配對
- 海外商機
- 技術及人才交流機會

Showcase
- Showcase & demonstration
- Exhibition & promotion

產品展示
- 產品展示和示範
- 展覽和宣傳

PARTNERSHIP

During the review period, the Centre has actively established strategic partnerships with local and mainland counterparts, fostering technical exchange and business collaboration within the region:

Knowledge and Innovation Community in Shanghai

In April 2011, Cyberport signed a five-year strategic partnership agreement with Knowledge and Innovation Community (KIC) in Shanghai. As part of this agreement, Cyberport was able to establish a representative office in Shanghai within the KIC campus in August 2011 to help Hong Kong ICT SMEs explore business opportunities in mainland China. The partnership also extended an opportunity for Cyberport's five corporate service subscribers, including Hong Kong Bubble Mon International Licensing Ltd, DEF APP Ltd, Leovation Ltd, Smoothweb Ltd and XNT Ltd, being nominated to demonstrate their solutions at the Shanghai Cloud Computing Creative Exhibition Center established by the Shanghai Yangpu District Government. Cyberport also jointly hosted various ICT events with KIC, including the Smartphone Apps Seminar and Cloud Computing - Opportunities for Entrepreneurs. KIC is also the strategic partner of Cyberport's first Hong Kong - Shanghai ICT Internship Programme, with both organizations working together to foster talent exchange.

China Cloud Tech Limited in Beijing

In June 2011, Cyberport signed a Memorandum of Understanding with China Cloud Tech Limited. This promise of collaboration in the development and advancement of cloud computing technology facilitates technological and professional exchanges between the two industry giants, as well as the promotion of ICT education and training within their respective regions.

合作夥伴

年內，中心積極與本地和國內多個團體建立策略性夥伴關係，藉此推動區內的技術交流與商業協作：

上海：創智天地

2011年4月，數碼港與上海創智天地簽署為期五年的策略性夥伴合作協議，並按協議條文所訂，於2011年8月在創智天地園區內成立上海代表處，協助香港ICT中小企業開拓國內商機。此次夥伴合作，亦促使多萊寶授權（國際）有限公司、DEF App Ltd、利奧創意媒體有限公司、Smoothweb及XNT Ltd等五位企業服務用戶帶來機遇，被提名在上海楊浦區政府屬下的上海市雲計算創新展示中心展示他們的解決方案。上海創智天地亦與數碼港合辦多項ICT活動，如「智能手機應用程式研討會」及「雲計算•企業家的機遇與未來」等，並且是數碼港「滬港資訊及通訊科技短期實習計劃」的策略性合作夥伴，雙方通過此項活動共同進行兩地的人才交流和培育。

北京：China Cloud Tech Limited

2011年6月，數碼港與China Cloud Tech Limited簽署合作備忘錄，共同推動雲端運算技術的發展，並藉著此次合作促進兩大行業巨擘更多的技術與專業交流，進一步推動兩地的ICT教育與培訓。

COLLABORATION CENTRE 協作中心

Hong Kong Applied Science and Technology Research Institute in Hong Kong

In November 2011, Cyberport signed a Memorandum of Understanding with Hong Kong Applied Science and Technology Research Institute (ASTRI). Through this strategic partnership, the organizations hope to collaborate on research in technical developments and exchanges, and in standardization in ICT areas such as IPv6, mobility, cloud computing, and new and emerging technologies. Cyberport and ASTRI will share office and conference facilities in Hong Kong, Shenzhen and Shanghai, and work together to promote technological development and collaboration in Hong Kong and China.

Collaborations in Guangdong Province

Through the Centre, Cyberport has collaborated with ICT organizations in the Mainland to offer Hong Kong's growing ICT industry a gateway to pursue cross-border opportunities in major cities. From membership in the Guangdong Cloud Computing Industry Alliance, to partnership with educational institutions in Shenzhen through the Hong Kong-Shenzhen Cyberport Creative Micro Fund Young Entrepreneur Programme, which brings together promising students from both cities in collaboration, Cyberport has pioneered new routes to drive collaboration between current and future leaders in the ICT industries of Hong Kong and mainland China.

ICT Delegations

During the year under review, Cyberport organized both inbound and outbound delegations to strengthen Hong Kong's collaborative network with ICT industry professionals in other regions, and to showcase Hong Kong's leadership in the ICT industry within the Asia-Pacific region.

香港：香港應用科技研究院

2011年11月，數碼港與香港應用科技研究院簽署合作備忘錄，成為策略性合作夥伴，藉以加強技術發展的研究和交流，並在IPv6、流動和雲端運算以及新興科技等發展上，進行標準化。數碼港與香港應用科技研究院將共用香港、深圳及上海的辦公室和會議設備，攜手促進中港兩地的科技發展與協作。

廣東省的協作項目

透過協作中心，數碼港與國內多間ICT機構進行多個協作項目，藉此為本港ICT行業帶來跨境發展的機會，開拓國內主要城市的商機。數碼港不但成為廣東省雲計算產業聯盟的成員，亦透過「數碼港創意微型基金 • 深港青年創業計劃」，與深圳多間專上院校合力培育深港兩地具潛力的學生，從而為中港當今與未來的ICT業界領袖，開創更多協作交流的機會。

ICT代表團交流活動

年內，數碼港率領代表團到訪境外多個地方，亦邀請了海外代表團訪港，一方面希望與其他地區的ICT業界人士建立更強大的合作網絡，同時亦展示出本港在亞太區ICT業界的領導地位。

Outbound Delegation to Beijing

The Centre formed a group of ICT professionals to join the Hong Kong delegation to the 15th International Soft China Expo in Beijing in May 2011. Together with the Office of the Government Chief Information Officer and the Hong Kong Software Industry Association, the Centre led six incubatees and ICT entrepreneurs to showcase products and solutions in cloud computing, digital entertainment and infotainment. During the three-day exhibition, thousands of guests visited the Cyberport and incubatees' booths, with many expressing further interest in Cyberport's related services such as incubation, creative micro fund, collaboration, upcoming events and activities. The delegation also attended the 15th Soft China Exhibition International Finance Forum during the period.

Outbound Delegation to Canada

As token of its commitment to international collaboration, Cyberport led a 25-person ICT delegation to Canada in August 2011, to explore collaborative opportunities and promote Hong Kong's ICT achievements. The tour featured a series of networking and technical exchange programmes, including the HK-Canada ICT Seminar and Networking Reception in Vancouver, the HK-Alberta ICT Seminar in Calgary, and the Special Interest Group on Computer Graphics (SIGGRAPH) conference and exhibition. During the tour, a number of networking meetings and company visits were arranged to facilitate cooperation between Canada and Hong Kong, resulting in 30 collaborative opportunities.

北京出訪團

在2011年5月，數碼港聯同業界人士組成香港代表團，參加在北京舉行的「第15屆中國國際軟件博覽會」。在政府資訊科技總監辦公室及香港軟件行業協會的協助下，協作中心率領六間受培育公司的代表及ICT企業家參與展覽，展示他們在雲端運算、數碼娛樂及教育娛樂方面的產品及方案。在為期三天的展覽中，數碼港及受培育公司的展覽攤位吸引了過千名來賓參觀，當中不少人士均希望進一步了解數碼港的各項服務，包括培育計劃、創意微型基金、協作項目及將會舉辦的各種業界活動。代表團亦在訪問期間出席「第15屆中國國際軟件博覽會金融論壇」。

加拿大出訪團

數碼港積極拓展國際性合作，於2011年8月率領由25人組成的ICT代表團到訪加拿大，探討雙方合作機會及推廣本港ICT業界成就。代表團出席了一系列大型聯誼及技術交流活動，包括於溫哥華舉行的香港-加拿大ICT研討會及聯誼酒會、於卡加利舉行的香港-艾伯塔省ICT研討會、以及參加電腦圖像與互動科技研討會議及展覽(SIGGRAPH)。代表團亦獲安排參觀多間當地公司，以及參加多場聯誼交流活動，促進加拿大與香港業界之間的協作交流，並成功創造了30個合作機會，成效顯著。

COLLABORATION CENTRE 協作中心

Inbound Delegation

In addition to sending delegation to overseas and to mainland China for exchanging ideas with resident ICT industry experts, the Centre also invited and received delegations from various cities and countries to Hong Kong. For instance, the Centre invited delegates from Shanghai, Beijing, Dalian and France to participate in the Cyberport SIGGRAPH Asia 2011 Networking Reception in December 2011. The networking reception drew 1,200 attendees, including SIGGRAPH conference participants, Cyberport's incubatees, academia and local industry professionals, providing an excellent platform for cross-region networking and idea sharing.

During the review period, Cyberport received over 100 delegations, reaching near 1,200 overseas and mainland participants.

MAJOR EVENTS AND ACTIVITIES

外地訪港團

除了派遣代表團前往海外及內地與當地ICT業界人士進行知識交流外，協作中心亦有邀請及接待來自不同國家和城市的訪港交流團。例如，中心於2011年12月邀請了上海、北京、大連及法國代表團訪港，參加數碼港舉行的「數碼港—2011亞洲電腦圖像與互動科技研討會議及展覽 (SIGGRAPH) 聯誼酒會」。聯誼酒會吸引多達1,200人參加，當中包括SIGGRAPH與會者、數碼港受培育公司代表、學者及本地業界的專業人士，為知識交流提供優秀平台，促進跨地區業務合作。

年內，數碼港接待超過100個訪問團、約1,200位海外及內地的參加者。

重點活動回顧

The 8th China International SME Fair

At the 8th China International SME Fair in Guangzhou in September 2011, Cyberport's Incubatees and Smart-Space tenants were present to promote Cyberport and its programmes, including the Incubation Programme and CCMF, as well as to tout the benefits of the organization's collaborative platform and its Shanghai representative office.

第八屆中國國際中小企業博覽會

於2011年9月在廣州舉行的「第八屆中國國際中小企業博覽會」上，數碼港的受培育公司及Smart-Space用戶均派出代表推廣數碼港及旗下「數碼港培育計劃」及「數碼港創意微型基金」等計劃，同時為數碼港的協作平台及上海代表處宣傳。

Cloud Computing Development in China Symposium

Organized by Cyberport, KIC, Hong Kong Computer Society, Cloud Industry Alliance and Shanghai Cloud Computing Innovation Base, speakers shared their perspectives on developments and future challenges in cloud computing in June 2011.

「滬港雙城共建雲計算平台」研討會

論壇於2011年6月舉行，由數碼港、創智天地、香港電腦學會、雲海產業聯盟及上海市雲計算創新基地合辦，邀得多位來自內地及香港的演講嘉賓，就雲端運算技術的發展動向及未來挑戰分享心得。

Smartphone Apps Seminar in Shanghai

ICT leaders and entrepreneurs from Hong Kong and Shanghai gathered at the Smartphone Apps Seminar in Shanghai in October 2011 to share their smartphone apps and products.

上海智能手機應用程式論壇

「智能手機應用程式論壇」於2011年10月在上海舉行，雲集香港及上海的ICT業界領袖及企業家，共同分享智能手機應用程式及產品的研發成果。

Cloud Computing - Opportunities for Entrepreneurs in Shanghai

During this seminar in November 2011 ICT entrepreneurs were given the opportunity to network and learn from the experience of renowned cloud experts from Microsoft Corporation, Asia Cloud Computing Association and Cisco Systems APAC, offering over 240 attendees valuable insights.

「雲計算－企業家的機遇與未來」

論壇於2011年11月舉行，讓ICT企業家互相交流學習，並向多名世界級雲端運算專家取經，包括微軟公司、亞洲雲計算協會及思科系統，為超過240名與會者帶來精闢見解。

## Words from our Corporate Service Subscriber
企業服務用戶的話

"The Collaboration Centre offered us a platform to explore new business opportunities outside of Hong Kong. With their support, we established our office in Shanghai, which is a stepping stone to reaching potential markets in mainland China. We also developed a rewarding network among Shanghai government officials and partners, thereby gaining a foothold in that market."

「協作中心為我們提供優秀的發展平台，讓我們能夠衝出香港，在本港以外的市場發掘營商機遇。全賴協作中心的支持，我們成功在上海開設辦事處，並與上海的政府官員及商業夥伴建立良好的合作關係，逐漸在當地市場站穩陣腳。現在，上海已成為我們在中國內地的中轉站，進一步支援我們開發內地的龐大市場。」

Mr Andrew Pang
Founder and CEO, Leovation Limited

彭煒旻先生
利奧創意媒體有限公司創辦人及行政總裁
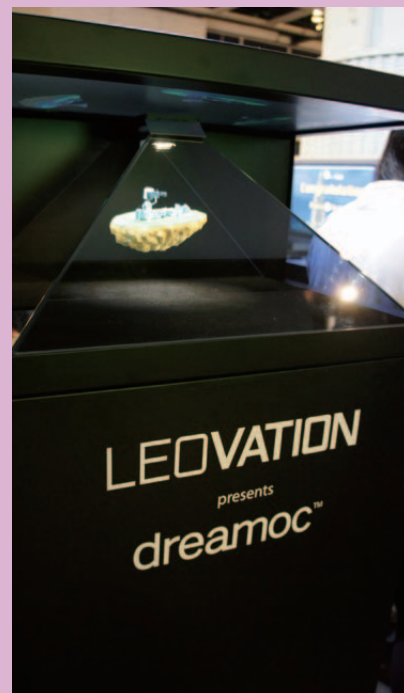
About Leovation Limited (originally Playmotion)

Founded in 2004 as Playmotion, Leovation Limited was acquired by Leo Paper in 2009, when it received its present name. The company evolved from a one-man operation to some 60 staff with offices in Hong Kong, Shanghai and the UK. Looking ahead, the company, which specializes in providing augmented reality, holographic 3D and human scale motion-based interactive experiences, plans to list itself on the stock exchange in the next few years.

Joined Cyberport's Incubation Programme in 2007, later entered the mainland market using the Corporate Services provided by the Collaboration Centre.

URL: www.leovation.com

Awards received:

- HKDA Global Design Awards 2011 (Category: Apps, New Media) – Silver Award
- HKDA Global Design Awards 2011 (Category: Beyond the boundary, New Media) – Excellence Award
- Second runner-up in Realfiction Dreamoc content competition with Transformer 3D holographic animation
- Cyberport Excellent Company Award 2008
- Hong Kong ICT Awards:
  - 2007: Digital Lifestyle – Grand Award; Lifestyle & Wellbeing – Gold Award
  - 2006: Digital Entertainment – Best Digital Media; Best Start-up Company
- Asia Pacific ICT Award 2006: Best Start-up – Grand Award

利奧創意媒體有限公司

利奧創意媒體有限公司前身為Playmotion，成立於2004年，於2009年被利奧紙品印刷集團收購後開始沿用現時商號。利奧專門提供擴增實境(AR)技術、三維創意設計和人體互動投影服務。公司由最初的一人公司，發展至今成為立足香港、登陸內地及英國的跨國公司，員工數目超過60人，並打算在未來數年內於交易所上市，進一步拓展商機。

利奧創意媒體有限公司於2007年參加「數碼港培育計劃」，其後於2011年利用協作中心提供的「企業服務」進軍國內市場。

網址：www.leovation.com

曾獲獎項：

- 香港設計師協會環球設計大獎2011 (新媒體類別：應用程序) – 銀獎
- 香港設計師協會環球設計大獎2011 (新媒體類別：破格設計) –卓越設計獎
- 以《變形金剛》三維全息顯示動畫勇奪Realfiction Dreamoc 內容設計比賽第三名
- 2008年數碼港優秀企業獎
- 香港資訊及通訊科技獎：
  - 2007年最佳生活時尚大獎；健康生活資訊金獎
  - 2006年數碼娛樂：最佳電子媒體；最佳新進企業
- 2006年亞太資訊及通訊科技獎：最佳新進企業大獎

KNOWLEDGE CENTRE
知識及人才發展中心

Mission

- Drive knowledge-based programmes that will transform Hong Kong into an inclusive knowledge-based digital economy.
- Invest resources in local talent development.
- Support initiatives that promote ICT adoption.
- Make Cyberport a living example of a digital inclusive community.

使命

- 推行以知識為本的活動，推動香港成為數碼共融的知識型經濟社會。
- 投放資源，促進本地人才發展。
- 推動資訊及通訊科技普及化。
- 將數碼港塑造成數碼共融社區的典範。

The Knowledge Centre was established to drive knowledge-based programmes with the goal of helping to transform Hong Kong into an inclusive knowledge-based digital economy. The Centre invests in local talent by building up their ICT knowledge through the organization of world-class conferences, inspirational training sessions and competitions, and attracts the interest and participation of young people in the ICT field. The Centre also supports and sponsors different initiatives to facilitate ICT adoption in Hong Kong.

知識及人才發展中心的成立，旨在透過舉辦各類以知識為本的活動，推動香港成為數碼共融的知識型經濟社會。中心投入大量資源支持本地ICT人才發展，透過舉辦各類國際性會議、培訓和比賽，促進 ICT 知識傳授，並提高年青人對ICT行業的興趣，從而吸納更多人才。此外，中心亦支持和贊助各類推動資訊及通訊科技普及化的活動。

KNOWLEDGE SHARING

Keeping abreast of the latest trends in information technology is vital to the success of ICT-oriented businesses. The Centre organizes and co-organizes a variety of different training sessions, workshops, seminars and conferences to help ICT professionals stay at the forefront of technology's evolution. For ICT start-ups, the Centre also provides soft-skill training and mentoring, ranging from management skills to sharing sessions with venture capitalists, to better equip the entrepreneurs at the helm with the necessary skills to fully develop their businesses.

知識共享

要在ICT業界成功突圍，必須對資訊及通訊科技最新潮流瞭如指掌。中心透過主辦及合辦培訓班、工作坊、研討會及會議等一系列活動，讓ICT專才走在不斷蛻變的科技的最前線，同時亦為ICT起步企業提供各類「軟技巧」訓練和指導，包括管理技巧課程及與風險投資者會面的分享會，從而協助起步企業的決策人，掌握更豐富的知識和技巧發展業務。

KNOWLEDGE CENTRE 知識及人才發展中心

The Cyberport campus has proven to be a gathering point for ICT professionals from around the world. During the review period, a total of 24 ICT-related conferences and events were held at Cyberport, attracting some 9,900 industry professionals and experts. These conferences and events provided a valuable opportunity and platform for ICT practitioners to share their experiences and ideas.

In addition, the Centre has also maintained active partnership with over 100 industry associations, government bodies, academic institutions and commercial firms to support a variety of ICT events and activities held both on and off the Cyberport campus during the review period. It has thus served as a strong vehicle to promote the collaboration of industry practitioners and ICT development in Hong Kong.

Knowledge transfer and training sessions offered by the Centre provide development updates on current technologies, and information on the latest hot IT topics such as cloud computing, the new Internet Protocol Version 6 (IPv6), HTML5, e-content, green ICT practices, digital audio broadcasting technology, stereoscopic 3D production and mobile applications development.

During the review period, the Centre organized and supported 48 knowledge transfer and training sessions, attracting over 5,900 local ICT practitioners and helping the Hong Kong ICT industry maintain a healthy eco-system with a continuous supply of bright and brilliant ICT talents.

數碼港園區是全球ICT專才的匯聚點，年內共有24個ICT相關的會議和活動於數碼港舉行，吸引約9,900位業界人士參與，成為ICT從業員分享經驗與創意的重要平台。

此外，中心與超過100個業界團體、政府機構、學術機構和商業機構緊密合作，以支持園區內外的一系列ICT活動，藉此推動更多業界協作和本港ICT行業的發展。

中心不時舉辦各類知識傳授和訓練課程，讓學員了解科技發展的最新趨勢，增進各種熱門IT領域的知識，包括雲端運算、互聯網通訊協定第6版(IPv6)、HTML5、電子內容、環保ICT實務、數碼聲音廣播科技、立體3D製作及流動應用程式開發等。

年內，中心共主辦及支持共48個知識傳授和訓練課程，吸引超過5,900位ICT從業員參與，為本地的ICT業界注入更多潛力優厚的生力軍，推動業界的健康發展。

ICT Knowledge Transfer and Training Sessions Fast Facts
ICT知識傳授統計資料

- 24 ICT-related conferences and events were held with some 9,900 industry professionals and experts attracted
  共舉行24個ICT相關會議和活動，吸引約9,900位業界人士參與

- 48 knowledge transfer and training sessions were organized and supported with more than 5,900 local ICT practitioners joined
  共舉行和支持48個知識傳授與訓練課程，逾5,900名ICT從業員參與

Highlighted topics:
重點內容：

- digital media marketing
  數碼媒體市場推廣

- mobile advertising
  流動廣告

- digital gaming
  數碼遊戲

- cloud computing
  雲端運算

- Internet Protocol Version 6 (IPv6) and digital audio broadcasting
  互聯網通訊協定第6版(IPv6)及數碼聲音廣播

- patent application
  專利申請

- technology commercialization
  科技商業化

MAJOR EVENTS AND ACTIVITIES

重點活動回顧

IPv6-Related Seminars and Trainings

The Centre co-organized a series of seminars promoting the adoption of IPv6, with speakers from international ICT companies sharing their experiences in implementation. It also supported the first IPv6 certification and training in Hong Kong.

IPv6 相關研討會與培訓

中心與其他團體合辦一系列研討會以推廣IPv6應用，多位來自國際ICT大機構的專家於會上分享實施IPv6的經驗。中心並支持香港首個IPv6認證計劃的推行及培訓。

2011 Digital Marketplace – "Use of Internet to Hedge against Inflation" Seminar

This seminar co-organized by the Centre encouraged market leaders to share views on emerging trends and current best practices in adopting cost-effective workplace Internet platforms to beat inflation and increase competitiveness.

「2011 數碼市場 – 善用互聯網抗通脹」研討會

這個由中心合辦的研討會邀得多個不同領域的業界領袖出席，分享最新市場趨勢，以及各種在工作地點發揮互聯網平台成本效益的方法，從而達到對抗通脹、提升競爭力的目的。

KNOWLEDGE CENTRE 知識及人才發展中心

2011 Hong Kong Marketing Smartphone Apps Popularity Contest

Co-organized by the Centre, this contest promoted the use of smartphones in advertising and marketing activities, and promoted Hong Kong as a leader in creative advertising and marketing smartphone apps.

2011 香港最受歡迎市場推廣 Smartphone Apps 大賽

此活動由中心合辦，旨在透過比賽宣揚智能手機在廣告及市場推廣範疇的應用，並推動香港在創意廣告和智能手機程式推廣領域的領導地位。

Cyberport Speaker Series - The Birth of A New Medium in HK: Digital Audio Broadcasting (DAB)

Attendees of this seminar gained an overview on the latest developments, challenges and opportunities in DAB technology, as well as future market trends in the audio broadcasting marketplace.

數碼港講座系列―數碼聲音廣播研討會

研討會讓與會者概括了解最新數碼聲音廣播科技的發展、挑戰及機遇，從而掌握未來數碼聲音廣播的市場趨勢。

Silicon Valley Business School Seminars

These seminars provided valuable insights into how the Silicon Valley model of structuring a high-tech start-up works, and guidance on technology transfers, patent licensing, sales and acquisitions.

矽谷商學院研討會

研討會揭示以矽谷模式發展業務的高科技創業公司之成功因素，並就技術轉移、專利申請及企業的出售和收購等內容提供寶貴建議。

ICT StartUP Roundtable Discussion

The half-day roundtable invited accomplished industry entrepreneurs to share with the audience their experiences, challenges and successes in starting and running a business.

科技創業全面講

這個為期半日的講座活動，邀得多名成功企業家，就創業和營商的各項挑戰與成功之道分享經驗心得。

World Internet Developers' Summit 2012

Renowned speakers from Adobe, Facebook, Microsoft, Mozilla, Rovio Asia, W3C and Yahoo! shared with the audience the latest technology for HTML5 and cross-platform Internet development.

國際互聯網開發者會議 2012

來自 Adobe、Facebook、微軟、Mozilla、Rovio Asia、W3C 和雅虎等知名企業的專家，於會議上分享 HTML 5 和跨平台互聯網開發的最新科技發展。

Next Generation Information Technology & Standard Symposium

Industry professionals and regional government representatives from Hong Kong as well as mainland China came together to share information and ideas on developments in cloud computing, related standards and specifications, and related government policies.

新一代信息技術及標準論壇

來自香港及內地的業界專才和政府代表，於論壇上進行有關雲端運算的交流研討，並就其相關標準規格以及政府政策發表意見。

KNOWLEDGE CENTRE 知識及人才發展中心

SCHOOL RELATIONS & COMMUNITY PROGRAMMES

Seeking out, nurturing and educating Hong Kong's next generation of ICT talent is crucial to the goal of helping Hong Kong excel as the leading ICT hub in the Asia-Pacific region. The Centre's youth-based programmes tap promising young people and educate them about innovation, creativity and technology, inspiring many to stake out a future and a career in the ICT profession.

Hong Kong-Shanghai ICT Internship Programme 2011

The Hong Kong-Shanghai ICT Internship Programme, launched in June 2011, offered university students from Hong Kong the opportunity to work on ICT-related projects for multinational corporations in Shanghai. The students witnessed how information technology affects business strategy, and gained invaluable experience with technology in an empirical business setting. This experience lays a strong foundation for later entrepreneurial efforts in the Hong Kong ICT industry.

Under the programme, 22 students were accepted as interns by six companies including Concept Art House LLC Shanghai Rep. Office, EMC Computer Systems (FE) Limited, IBM China/Hong Kong Limited, Leovation Limited, Microsoft Corporation and Shui On Land Limited. Through this and similar programmes, the Centre hopes to groom the next generation of local ICT talent and entrepreneurs. The programme also strengthens collaborative ties between Hong Kong and Shanghai.

Other Youth Programmes

The Centre's efforts to nurture ICT talents extended through its school outreach programme, which included competitions, career and professional talks, campus and company visits designed to spark students' interests in a career in the ICT sector. During the review period, nine outreach talks were arranged, reaching over 1,000 students in different educational institutions.

學校關係與社區活動

要實現香港成為亞太地區ICT領先樞紐的長遠目標，我們必須發掘、培養及教育更多新一代的ICT本地人才。中心的多種青少年活動以具潛力的青少年為對象，為他們提供啟迪思維的創意和科技教育，引領他們成為ICT業界的明日棟樑。

滬港資訊及通訊科技短期實習計劃2011

中心於2011年6月推出「滬港資訊及通訊科技短期實習計劃」，為本港大學生提供到上海跨國企業實習ICT相關工作的機會。在實習過程中，參與學生見證了資訊科技如何影響商業決策，並在真實工作環境中實踐科技應用，從而獲得寶貴的工作經驗。中心希望透過此類活動，為香港ICT業界培養未來企業家打下穩固根基。

短期實習計劃讓22名學生獲得前往美國概念藝術屋有限公司上海辦事處、EMC電腦系統(遠東)有限公司、國際商業機器中國/香港公司、利奧創意媒體有限公司、微軟公司及瑞安房地產等公司實習的機會。中心希望通過此計劃或類似活動，培育本港新一代ICT人才與企業家，並推動港滬兩地更多協作與聯繫。

其他青年活動

培養本地ICT人才需要從小做起，所以中心亦舉辦各類的校園活動，包括比賽、就業講座、園區及公司參觀等活動，提升青少年投身ICT行業的興趣。年內，中心共舉行九次校園講座，吸引多間學院共超過1,000名學生參與。

For the fourth consecutive year, the Centre co-organized the Hong Kong Youth 3D Animation Competition with partners to nurture in younger generations an interest in design and digital technology. Talented primary and secondary students received free training in the use of 3D animation software and engaged their newfound experience in creating animations. Over 700 students participated in the competition of the year 2011.

Reaching Out to Visitors

As part of the promotion of a digital-inclusive society, Cyberport welcomes visitors from all communities and countries, including younger generations, senior citizens, ICT professionals, government officials and overseas delegations. The Centre has designed programmes to enhance public understanding of information technology and strengthen ties between the public and the digital community, driving Hong Kong forward as a knowledge-based society. The visits also opened opportunities for idea and knowledge exchange, as well as the possibility of further collaboration. During the review period, the Centre arranged over 190 visits, reaching over 4,800 visitors from different communities, educational institutions and 23 countries.

中心連續四年與業界夥伴合辦「香港青少年3D動畫創作大賽」，以培養年青一代對設計及數碼科技的興趣，並為具有天分的中小學生免費提供3D動畫軟件培訓，鼓勵他們親手創作動畫。本屆比賽共吸引超過700名學生參加。

到訪活動

為推廣數碼共融社會，數碼港歡迎來自不同社區和國家的訪客，包括青少年、長者、ICT專才、政府官員以至海外代表團。中心更專門為參觀者設計各類活動，讓社會上各階層人士有機會了解資訊科技的最新發展，從而加強大眾與數碼社區的關係，進一步推動香港成為知識型經濟社會。此類到訪活動除可促進業界意見交流和知識分享外，更能創造更多合作機會。年內，中心安排超過190次到訪活動，到訪人數逾4,800名，分別來自不同社區、教育機構及23個國家的代表團。

ICT ADOPTION INITIATIVE

Over the years, the Centre has actively engaged in and supported various initiatives to bridge the digital divide in our society and enable more citizens to enjoy the advantages offered by technology. We have persuaded a number of different organizations to join hands with us in assorted digital inclusion programmes for the community. These efforts enable young people from poor families, senior citizens, persons with disabilities, and other needy members of the community, to access, learn and use ICT and online services, to better help them integrate into the information society.

The Centre has also engaged business establishments and partners to provide support to NGOs with computer facilities and basic technology courses to assist various needy groups in different parts of Hong Kong. The effort has enhanced the NGOs' information technology capacity and resources to sustain ongoing computer-related services and deliver professional training.

推動ICT普及化

多年來，中心積極籌辦及支持各類活動，致力推動數碼科技在社會上的應用，讓更多市民享受科技帶來的好處。中心更成功邀得多間機構與我們攜手合作，在社區推行連串數碼共融活動，讓來自低收入家庭的青少年、長者、殘疾人士及其他需要協助的社區成員，可以接觸、學習及使用各種ICT及上網服務，協助他們融入資訊社會。

中心亦與多間商業機構和業界夥伴合作，為多間非政府組織提供電腦設備支援及基本科技課程，讓香港各階層有需要的團體獲得更多協助。這些支援為非政府組織提升資訊科技能力和資源，協助他們能夠持續提供電腦相關服務及專業培訓。

Words from our intern
實習生的話

"I benefited from the hands-on technical experience, which enabled me to engage and learn from professional ICT practitioners. My supervisor at Microsoft was helpful. He was always there to give me guidance and mentoring. I would have missed a great opportunity if I had not joined the Cyberport internship programme. I will highly recommend other students to join the programme this year."

「透過親身參與ICT工作，我獲得了實用的工作技巧及經驗，並能夠從ICT業界人士身上學習專業知識，特別是在微軟工作時，主管經常從旁提點及指導我，使我獲益良多。如果我沒有參加數碼港的實習計劃，一定不會獲得這個難能可貴的學習機會。所以，我會建議其他同學積極參加今年度的計劃。」

Mr Helic Leung
Participant of the HK-SH ICT Internship Programme, student of the Chinese University of Hong Kong

梁銘林先生
滬港資訊及通訊科技短期實習計劃參加者，香港中文大學學生

About the Hong Kong-Shanghai ICT Internship Programme

Launched in June 2011, the Hong Kong-Shanghai ICT Internship Programme offered university students from Hong Kong the opportunity to gain hands-on experience and valuable contacts in the industry by working on ICT-related projects for multinational corporations in Shanghai.

Programme Duration: 6-12 weeks
Eligible Participants: Full-time ICT students from universities in Hong Kong

Participating companies in 2011:
- Concept Art House LLC Shanghai Rep. Office
- EMC Computer Systems (FE) Limited
- IBM China/ Hong Kong Limited
- Leovation Limited
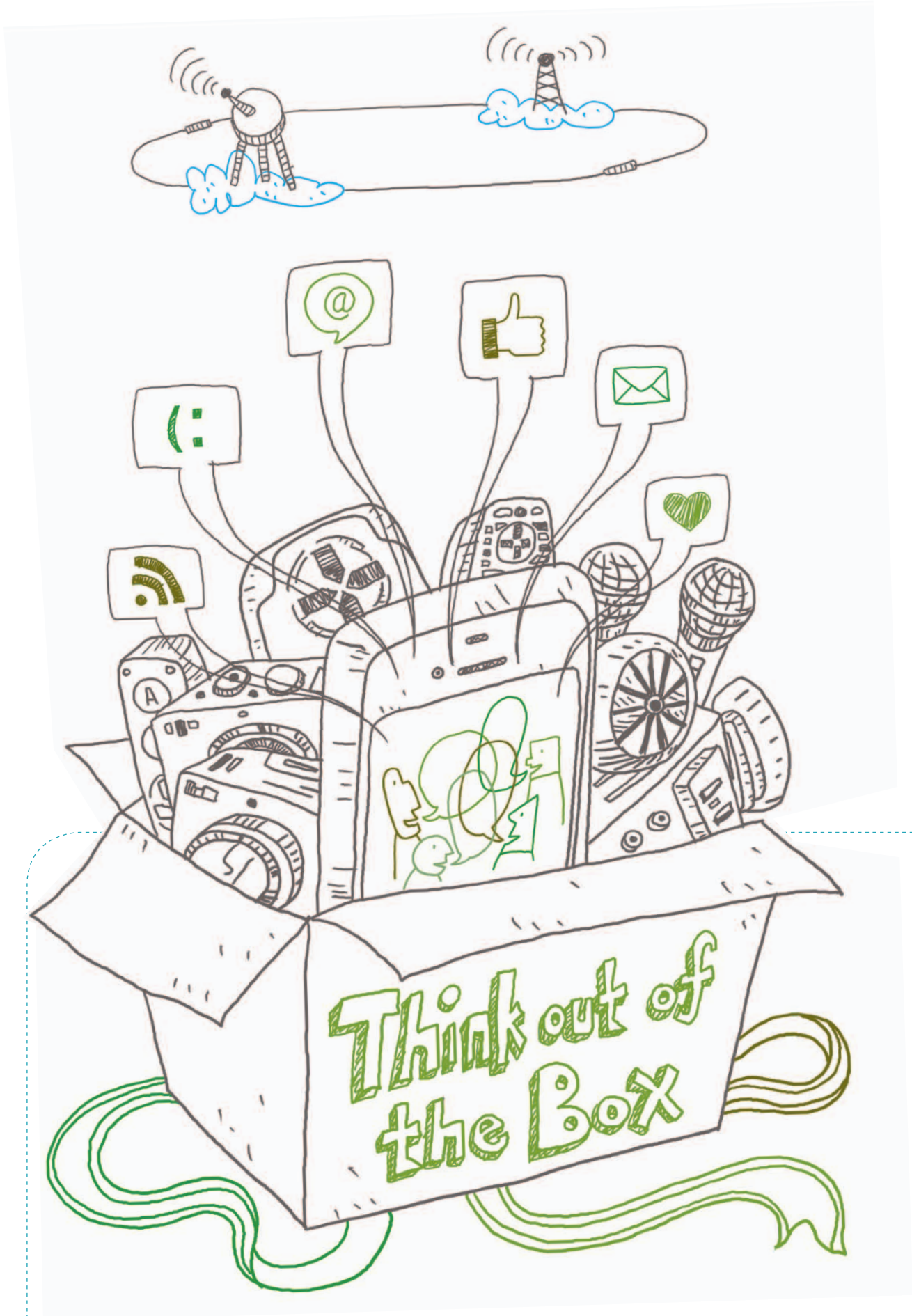- Microsoft Corporation
- Shui On Land Limited

關於「滬港資訊及通訊科技短期實習計劃」

「滬港資訊及通訊科技短期實習計劃」於2011年6月推出，為香港的大學生提供實習機會。透過參與跨國企業在上海進行的ICT項目，參加者能夠親身接觸ICT行業的工作，獲得畢生受用的寶貴經驗。

實習期：6-12週
參加者資格：本地大學全日制ICT學科學生

2011年參與公司：
- 美國概念藝術屋有限公司上海代表處
- EMC 電腦系統(遠東)有限公司
- 國際商業機器中國香港有限公司
- 利奧創意媒體有限公司
- 微軟公司
- 瑞安房地產有限公司

TECHNOLOGY CENTRE
科技中心

Mission

- Bring cutting-edge industry tools and knowledge to Hong Kong in order to develop a diversified technology-oriented local industry with a global outlook and network.
- Provide state-of-the-art hardware and software facilities to ICT and digital entertainment practitioners.

使命

- 將業界尖端技術與知識引入香港，務求以全球化的視野和網絡推動本地科技產業作多元化發展。
- 為ICT業界及從事數碼娛樂事業的公司提供先進的硬件配套及軟件支援。

The Technology Centre is dedicated to bringing cutting-edge industry tools and knowledge to Hong Kong in order to develop a diversified technology-oriented local industry with a global outlook and network. Since its inception in 2003, the Technology Centre (formerly the Digital Media Centre) has supported local businesses through the investment of high-end production equipment, as well as the production of videos, films, animations and game content for online platforms.

Due to the rapid pace of development of ICT, the Centre will further enhance its role in the adoption of state-of-the-art technology in the streams of digital entertainment, social media, cloud computing and mobility solutions to better help ICT start-ups capture growing opportunities in these four areas.

科技中心致力將業界尖端技術與知識引入香港，務求以全球化的視野和網路推動本地科技產業作多元化發展。自2003年成立以來，科技中心（前身為數碼媒體中心）一直透過投資高端生產設備，支持本地企業製作短片、電影、動畫和為網上平台創建遊戲內容。

ICT業界發展一日千里，科技中心將加強推動數碼娛樂、社交媒體、雲端科技及流動方案四方面的先進技術的應用，進一步協助本地ICT起步企業掌握這四個範疇的發展機遇。

TECHNOLOGY CENTRE 科技中心

DIGITAL ENTERTAINMENT

Digital Cinema Exchange (DCX)

Launched by the Centre in October 2009 with funding from the Hong Kong Film Development Council, the Digital Cinema Exchange Pilot Scheme made use of Cyberport's robust network infrastructure and cloud computing solutions to create a high-speed digital exchange platform. This enabled the local film industry to transmit large amounts of high-resolution digital content through a highly secured network for purposes of broadcast, distribution and production. The results have been well received by content providers, cinema operators and audiences.

The Centre has delivered over 30 different forms of entertainment for the public to enjoy, such as live concerts and operas, as well as helping film distributors to transmit digital prints to Hong Kong. Through the DCX platform, the 2011 Wimbledon championship games were transmitted live in 3D from the United Kingdom to five Hong Kong digital cinemas in July 2011.

In November 2011, Cyberport continued the DCX service with its own funding.

4K Live Streaming Technology

While most industry practitioners in the market are still using 2K technology for movie production, Cyberport introduced 4K live streaming technology, offering a next level experience for those in the local industry. This technology offers four times the resolution of HDTV, and is capable of delivering a wide range of content, including 3D content, to large theatre venues in real time. During the review period, the Centre has hosted 4K demonstrations within Hong Kong, and between Hong Kong, the US, and Japan, as well as a workshop introducing a complete 4K production chain for filmmakers. Such initiatives were realized through our partnership with the digital media organization CineGrid in 2010, when Cyberport became their first member from the Greater China region.

數碼娛樂

數碼電影交換平台 (DCX)

科技中心得到香港電影發展局撥款，於2009年10月推出「數碼電影交換平台試驗計劃」，利用數碼港的先進網絡基建及雲端運算方案，提供一個高速傳輸平台，讓本地電影業界在安全可靠的網絡環境下，大量傳送高品質的數碼影像內容，以便進行播放、發行及製作。計劃推出後成效顯著，備受電影製作商、電影院商及觀眾歡迎。

透過「數碼電影交換平台」，科技中心已為觀眾帶來超過30場不同性質的現場直播，包括演唱會及歌劇等，並協助電影發行商傳送數碼電影到香港。於2011年7月，本港五間數碼戲院更利用「數碼電影交換平台」為於英國舉行的2011溫布頓網球錦標賽作3D現場直播。

自2011年11月起，數碼港利用自資撥款繼續支持「數碼電影交換平台」運作。

4K直播技術

當大部份電影業界成員仍採用2K技術製作電影，數碼港已推廣4K視頻直播技術，引領本地電影業進入更高的技術層次。透過這項技術，電影業界可製作出較HDTV解像度高四倍的優質影片，並可將包括3D影像在內的各類內容，即時傳送至大型戲院進行播放。數碼港於2010年成為數碼媒體組織CineGrid在大中華地區的首名會員。在CineGrid的合作及支援下，科技中心於本年度在香港進行4K視頻境內傳送示範，更成功進行香港至美國及日本的4K視頻越洋傳送。此外，科技中心亦為製片商舉辦工作坊，介紹4K視頻的完整製作流程。

Stereoscopic 3D Competition

The Centre has also promoted the adoption of stereoscopic 3D (S3D) imaging technology, which is increasingly popular among filmmakers. To this end, Cyberport hosted The First Hong Kong S3D Competition in June 2011 with funding support from Create Hong Kong. This competition has helped encourage the production of more local S3D content.

Winners of the Centre's stereoscopic 3D animation competition were also nominated to participate in the Autodesk Panorama 2011 Training Camp. They received critiques of their work from professionals in the digital entertainment industry, and review sessions to help them advance their skills.

立體3D創作比賽

立體3D影像技術在電影製作方面逐漸盛行，科技中心亦積極推廣有關技術在香港的應用。為此，數碼港在創意香港的支持下於2011年6月舉辦「全港首屆立體3D創作比賽」，鼓勵本地業界創作更多優質的立體3D內容。

比賽得獎者更獲提名參加Autodesk Panorama學生訓練營2011，由數碼娛樂業界的專家為他們的作品提供指導及意見，改進創作技巧。
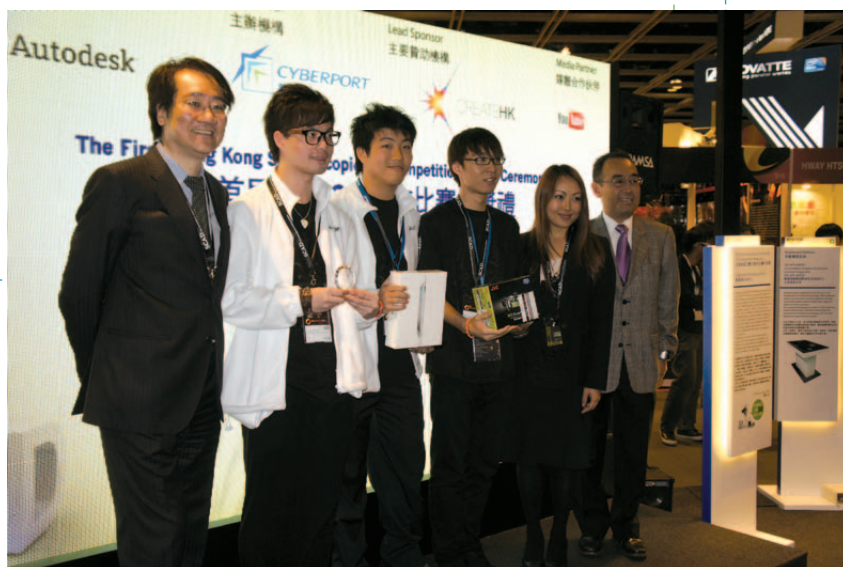
TECHNOLOGY CENTRE 科技中心

Dedicated S3D Channel on YouTube

The Centre took advantage of YouTube Hong Kong's capability of supporting S3D content and created a dedicated S3D channel to showcase entries made for Hong Kong's first S3D competition. The aim was to further drive the adoption of S3D Internet technology, leverage the S3D content in Hong Kong and encourage the production of quality content with either native 3D live action or stereoscopic 3D animation.

The brand channel had reached over 157,000 video views as of March 2012. The Centre is now actively using the YouTube 3D brand channel for promoting long-term S3D activities and events like training, workshops and technology transfer sharing sessions, and will use the channel in the future to promote the latest S3D technology developments to the community.

SOCIAL MEDIA

Social media technology is becoming increasingly entwined with new emerging technologies. As interactivity and quick access to behavioral information becomes more important in this highly digitized environment, a revolutionary new era of social networking promises vast revenue generating potential for businesses poised to adapt to this new knowledge-based economy.

The Centre has collaborated with local educational institutes to prepare young people to take advantage of business opportunities arising through social media, and to assist them in staying abreast of new technology and its commercial applications.

於YouTube設立專用立體3D頻道

看準YouTube香港可支援立體3D影像播放，數碼港特別在YouTube設立一條專用的立體3D頻道，播放全港首屆立體3D創作比賽的參賽作品，以進一步推動本地創作業界於網上採用立體3D技術，並鼓勵他們以立體實景或立體3D動畫技術製作更多優質影片。

截至2012年3月，該頻道已累積超過157,000次觀看次數。科技中心現正積極利用這條YouTube 3D品牌頻道為立體3D技術進行長期推廣，同時透過舉辦培訓、工作坊及技術轉移分享會等活動，向大眾介紹立體3D技術的最新發展。

社交媒體

時至今日，世界已步入高度數碼化的大環境，公眾對互動交流及快速獲取社群行為資訊的需求更趨熱切，社交媒體科技與新興科技的關係密不可分。社交網路掀起了革命性的新時代，發展出全新的知識型經濟模式，為投身其中的企業開拓出龐大的營商機遇。

科技中心與本地院校緊密合作，讓年青才俊作好準備，迎接社交媒體所帶來的商機，並協助他們緊貼相關技術及商業應用的最新發展趨勢，盡享競爭優勢。

HKUST Collaboration Provides a Digital Media Platform

Cyberport collaborated with the HKUST NIE Social Media Laboratory in February 2012 to capitalize on the synergy of emerging social media and interactive technology. The Centre provided HKUST students with intensive multimedia training to equip them to create the kinds of interactive content required in the development of social media technology. This collaboration corresponds with the Centre's mission to promote digital technology, and Cyberport's larger mission to attract and nurture the next generation of ICT talent and encourage the adoption of new technologies within the commercial sector.

與香港科技大學合作推出數碼媒體平台

數碼港與香港科技大學NIE社群媒體研究中心於2012年2月啟動數碼媒體平台合作，促進新興社交媒體及互動技術的融合及應用。隨著社交媒體的技術發展，各種互動式媒體內容的需求亦日漸增加，科技中心更為科技大學學生提供密集式的多媒體技術培訓，讓他們為未來發展趨勢作好準備。這個合作計劃秉承了科技中心致力推動數碼科技發展的宗旨，並讓數碼港進一步履行使命，積極培育及吸納ICT業界人才，推動新興科技在商界的普及使用。

CLOUD COMPUTING

Cloud computing is another crucial technological focus for Cyberport. With a comprehensive and integrated solution delivered by cloud technology, an ICT company can manage its business more efficiently and effectively even as it grows in size and complexity. In July 2011, the Centre began development on the Cyberport Cloud Computing Platform to offer ICT businesses a simulation environment and up-to-date information on cloud technology.

As of March 2012, 12 companies have tried the Cyberport Cloud Computing Platform, including existing incubatees and alumni, for use on projects ranging from music recognition software, educational games, interactive video conferencing portals, equipment optimization, and more.

雲端運算

雲端運算是數碼港另一項重點科技項目。隨著ICT公司規模逐漸擴展，它們的架構亦變得更為複雜，透過雲端科技帶來的整合式商業方案，這些公司將可更快及更有效地管理業務運作。為建立一個有利於這些方案發展的環境，科技中心於2011年7月開始著手開發數碼港雲端運算平台，讓ICT企業能夠利用最新的雲端科技知識及技術。

截至2012年3月，數碼港雲端運算平台已有12間公司參與試用，包括正接受培育的公司和培育計劃的畢業公司，為它們於一系列發展項目中提供協助，包括音樂辨認軟件、教育遊戲、視像會議互動平台、設備優化項目等。

TECHNOLOGY CENTRE 科技中心

MOBILITY SOLUTION

Mobile service development, managed by the Hong Kong Wireless Technology Industry Association (HKWTIA), is another key focus. Cyberport promotes the development of wireless services through its support for the Hong Kong Wireless Development Centre (HKWDC), a Centre operated by HKWTIA, located at Cyberport campus.

Wireless Services Value Chain Corporation

In July 2010, HKWTIA and HKWDC together established the Wireless Services Value Chain Cooperation (WSVCC) platform in mainland China. The aim of WSVCC is to encourage collaboration and knowledge sharing in mobile and wireless technology between Hong Kong and the Mainland. Under this initiative, the Centre organized a series of 19 events during the review period, including networking events, training sessions and panel discussions. Representatives from global wireless and ICT companies shared their expertise on a series of industry topics, such as the necessary infrastructure of a smart city, and roadshows held in May and November 2011 in Guangzhou to strengthen the connections between Hong Kong and China telecom operators and mobile technology enterprises.

流動方案

流動服務也是本港科技業界的發展重點，並由香港無線科技商會(HKWTIA)全力推動。數碼港亦透過支援商會旗下設於數碼港園區內的香港無線發展中心(HKWDC)，促進無線服務的發展。

珠三角移動應用合作平台

HKWTIA 及 HKWDC 於 2010 年 7 月攜手合作，在中國內地設立珠三角移動應用合作平台(WSVCC)，推動中港兩地的流動通訊及無線科技業界互相合作，促進知識技術的分享交流。透過此計劃，科技中心在本年度內舉辦 19 個活動，包括業界交流活動、培訓課程、小組研討會等，邀請世界各地的無線服務業界及 ICT 公司就業界的不同議題分享心得及專業知識，這些議題包括探討建設智能都市的必備基建等。此外，WSVCC 亦於 2011 年 5 月及 11 月假廣州舉行產品巡迴展覽，加強中港兩地電訊業界及流動技術公司的合作交流。

Technical Training

To enhance the technical skills of industry practitioners and enable them to keep pace with international competition, concurrent technical training courses were organized. These included development training courses for iOS 4, iOS 5 and Android 3.0 Honeycomb, as well as HTML5 programming. In 2011, over a hundred developers enhanced their skills through these training courses.

Mobility-related Events and Activities

During the review period, a wide range of conferences, exhibitions and similar events on mobility solutions were organized. These included Disaster Communications 2.0, discussing the use of wireless technology during natural disasters, and the 2011 Hong Kong Marketing Smartphone Apps Popularity Contest, promoting smartphone use in creative advertising and marketing campaigns. Such events help the organization develop a training scheme to benefit local 3G talents for a future in application development, and provide promotional avenues for industry players to generate business opportunities. These are vital stepping stones toward HKWDC's goal of increasing Hong Kong's competitive edge in the Asia-Pacific wireless industry, and Cyberport's mission of transforming Hong Kong into an ICT hub for the region.

In addition to these events, HKWDC also conducted about 100 demonstrations during the review period to illustrate the performance of mobile and wireless applications developed locally.

技術培訓

為提升科技業界從業員的專業技術,以在國際市場中保持競爭力,HKWDC 舉辦了多個專業技術培訓課程,包括以開發iOS 4、iOS 5及Android 3.0 Honeycomb系統為主題的培訓課程,以及關於編寫HTML5程式的課程。在2011年,已有超逾100名開發人員參加有關課程,提升其技術水平。

與流動技術相關的活動

年度內,HKWDC 舉辦了各式各樣以流動方案技術為主題的會議、展覽等活動,包括透過「災難通訊應變2.0」交流會探討在天災發生時無線科技可如何協助拯救生命,而「2011香港最受歡迎市場推廣Smartphone Apps大賽」則推廣智能手機在廣告及市場推廣活動中的應用。HKWDC透過這些活動培育本地3G專才,配合未來的流動應用程式發展趨勢,並為本地業界提供宣傳渠道,讓它們發掘更龐大的商機。這些活動不但協助HKWDC,實現加強本港無線業界在亞太區內競爭力的目標,它們更進一步協助數碼港實踐推動香港成為亞太區ICT業界的領先樞紐的使命。

除了舉辦以上活動外,HKWDC 亦在本年度內進行超過100次的流動方案示範活動,展示本地流動及無線應用業界的發展成果。

Words from our partner
合作機構的話

"The Digital Cinema Exchange pilot project was a huge success, and really illustrated its power in increasing efficiency and speeding up cinema digitalisation by broadcasting Asia's first live 3D broadcasts of the FIFA World Cup and the Wimbledon Championships via network, and making Hong Kong the first Asian city outside Japan broadcasting Japanese live concert. This has helped to create a platform for future live 3D content. We are very grateful for the Cyberport Technology Centre's participation in this initiative, in particular their technical support. We hope this technology can be used in cinemas citywide in order to optimise its full benefits."

「作為一個試驗計劃，『數碼電影交換平台』可說是非常成功。透過這個平台，我們進行全亞洲首次以網絡作3D現場直播的FIFA世界盃足球賽及溫布頓網球錦標賽，亦令香港成為全亞洲首個日本以外現場直播日本演唱會的地方，為將來作更多3D現場直播鋪路。我們十分感謝數碼港科技中心的參與及付出，尤其是提供技術方面的支援。希望這項技術能普及至全港各間戲院，發揮更強大的科技優勢。」

Ms June Wong
Chairman, Hong Kong Theatres Association Ltd

黃寶珠小姐
香港戲院商會理事長

Photo taken by Sing Tao Daily 相片由星島日報拍攝

About the Digital Cinema Exchange Pilot Scheme (DCX Scheme)

DCX is a digital entertainment pilot scheme pioneered by Cyberport's Technology Centre funded by the Film Development Fund in 2009. Using Cyberport's robotic network infrastructure and cloud computing solutions to create a high-speed digital exchange platform for cinemas, film distributors, film production and post-production companies, DCX enables the secure transmission of high-resolution digital content.

Participating Circuits:
- Broadway Cyberport
- Paris London New York Milano Cinema
- Golden Harvest Tsing Yi
- MCL Telford Cinema, MCL Metro Cinema
- The Grand Cinema
- UA Tuen Mun Town Plaza, UA iSQUARE, UA MegaBox
- Palace apm

Major achievements:
- First 3D FIFA World Cup broadcast to digital cinema in Asia via network
- First 3D Wimbledon game broadcast in Asia via network
- 3 live 4K content transmission
- 51 live events broadcasted via the Digital Cinema Exchange platform

關於「數碼電影交換平台」試驗計劃 (DCX計劃)

由電影發展基金資助的DCX計劃是一個數碼娛樂界先導計劃,由數碼港科技中心在2009年推出,並由電影發展基金撥款支持。計劃利用數碼港的強勁網絡及雲端科技,提供一個高速傳輸平台,讓戲院、電影發行商、製片商及後期製作公司在一個安全網路環境下傳輸高品質的數碼內容。

參與院線:
- 數碼港百老匯
- 巴黎倫敦紐約米蘭戲院
- 嘉禾青衣電影城
- MCL德福戲院、MCL將軍澳戲院
- The Grand Cinema
- UA屯門市廣場、UA iSQUARE、UA MegaBox
- Palace apm

取得成果:
- 於亞洲區內首次以網絡進行FIFA世界盃足球賽3D直播
- 於亞洲區內首次以網絡進行溫布頓網球錦標賽3D直播
- 進行3場4K數碼內容的視頻直播
- 利用「數碼電影交換平台」進行51場現場直播
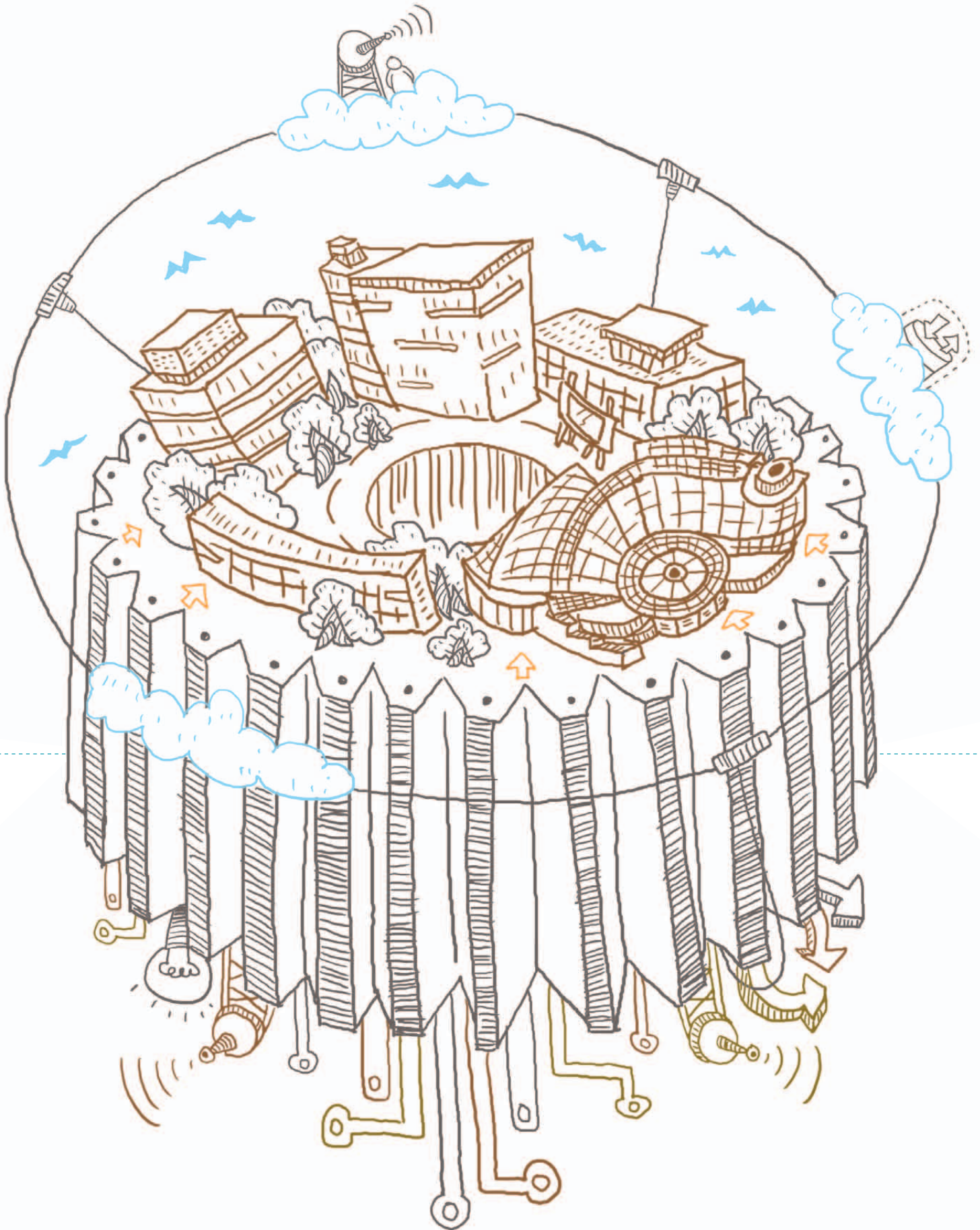
CAMPUS DEVELOPMENT CENTRE
園區創建中心

Mission

- Provide ICT companies with office space, infrastructure and services designed to meet their businesses' specialized technological needs.
- Develop, manage and maintain the Cyberport campus and facilities, with the utmost concern for customer satisfaction, safety, and sustainability.
- Provide an inspirational and creative environment for Cyberport tenants and visitors.

使命

- 為ICT公司提供各種合適的辦公室、設備和服務，以滿足租戶的專業科技需求。
- 以客戶滿意程度、安全性及可持續發展等原則為大前提，發展、管理及保養數碼港園區內的設施。
- 為數碼港的租戶和訪客提供啟迪創意思維的環境。

The Campus Development Centre is responsible for the development, management and maintenance of the Cyberport campus' facilities. Through the Centre, Hong Kong ICT companies and companies seeking to establish a presence in Hong Kong can lease office space specially designed to meet their technological needs. The campus also includes The Arcade, Cyberport's avant-garde shopping mall, and our on-site hotel Le Méridien Cyberport. We aim to foster inspirational workspaces and a self-sufficient creative community in which entrepreneurs and creative executives can relax, interact and network.

園區創建中心負責數碼港園區設施的發展、管理和保養，並為本地ICT公司或計劃在香港建立基地的外國公司，提供合適的辦公室和完善的科技支援；園區內更設有先進完備的數碼港商場及環境優美的數碼港艾美酒店。我們的目標是提供一個啟迪思維的工作環境和不假外求的創意社區，讓企業家和別具創意的行政人員在園區內享受舒適環境，互相交流及聯繫。

THE CYBERPORT COMMUNITY

數碼港社區

Unlike the traditional clustered skyscrapers so familiar to the general business community, the low-density, low-rise and aesthetically appealing Cyberport campus was specifically designed to foster creativity and innovation. With its interconnected state-of-the-art broadband network and 100,000m² Grade A intelligent offices, cutting-edge IT and telecommunications facilities, Cyberport has everything a digital company could need to succeed in the competitive ICT marketplace.

數碼港園區與充斥摩天大樓的傳統商業社區截然不同，這裡的建築規劃講求美感，密度低、層數少，是孕育創意和創新意念的最佳環境。園區以高速寬頻網絡全面覆蓋，供應面積達10萬平方米的甲級智能寫字樓，並提供尖端的資訊科技與通訊設備支援，讓租戶在競爭激烈的ICT行業中盡握致勝優勢。

CAMPUS DEVELOPMENT CENTRE 園區創建中心

For the year 1 April 2011 - 31 March 2012, the Cyberport IT community continued to grow at a promising pace. During the review period, the occupancy rate of Cyberport's lettable office space was 86%, compared to 81% at the end of March 2011. There were 113 companies, comprising 75 commercial organizations, 7 non-profit organizations, 1 government department and 30 on-site incubatees.

Over the years, Cyberport has attracted many well-known international companies in the ICT industry. As of March 2012, 52% of Cyberport's 75 office tenants had non-local origins, with 51% of them establishing their first foothold in Hong Kong at Cyberport. Of the office tenants, 60% were SMEs. During the year, Cyberport's office tenants employed around 5,000 people.

於2011年4月1日 至2012年3月31日 的年度內，數碼港社區繼續穩步發展，其可出租寫字樓面積的租用率由2011年3月底的81%上升至86%。本年度數碼港共有113間公司，包括75間商業機構、7間非牟利機構、一個政府部門和30間駐場受培育公司。

多年以來，數碼港成功吸引多間國際知名的跨國ICT企業進駐。截至2012年3月，數碼港的75個商業租戶中，非本地公司佔52%，當中51%是以數碼港作為他們登陸香港的首個立足點，另外有60%的商業租戶為中小企業。本年度數碼港的寫字樓租戶合共聘用了約5,000人。

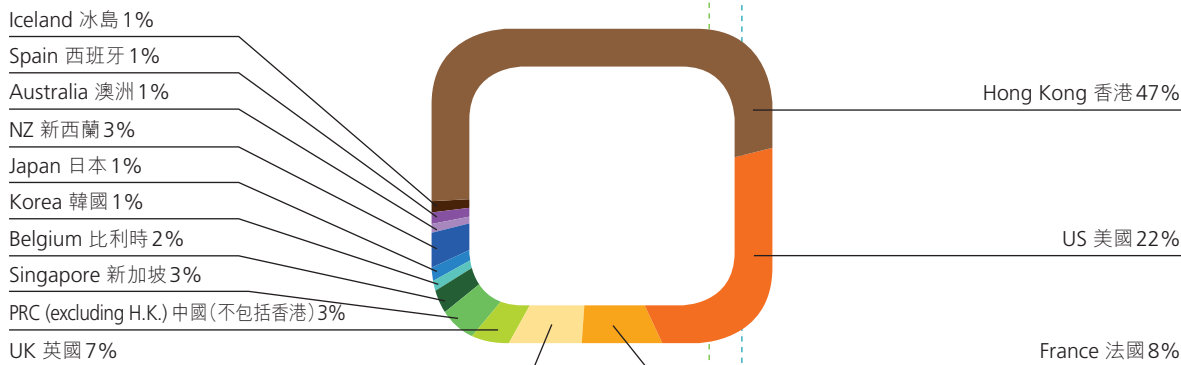| Tenants & Occupancy 租戶及租用率 |
| --- |
| A total of 113 companies
共113個租戶 |
| Overall occupancy rate is 86%
整體租用率86% |
| Over 50% are non-local original companies
超過50%租戶為非本地公司 |
| 60% are SMEs
60%租戶為中小企業 |
| Around 5,000 people employed in the community
聘用約5,000人 |

Office Tenant Mix (Country/Region) 辦公室租戶分佈（所屬國家／地區）

Iceland 冰島1%
Spain 西班牙1%
Australia 澳洲1%
NZ 新西蘭3%
Japan 日本1%
Korea 韓國1%
Belgium 比利時2%
Singapore 新加坡3%
PRC (excluding H.K.) 中國（不包括香港）3%
UK 英國7%

Hong Kong 香港47%
US 美國22%
France 法國8%

Smart-Space @ Cyberport

Cyberport launched Smart-Space @ Cyberport to serve as an easy-access programme enabling companies to rent ready-built office units with 2-5 desks per room on a monthly basis at a comprehensive fixed price. It's the perfect launch pad for new start-ups, a welcoming landing for newcomers bringing overseas opportunities to the Asian and Chinese markets, and a flexible environment for existing companies seeking to scale their business.

Since its launch, Smart-Space @ Cyberport has accommodated over 40 companies.

Cyberport Tenants Club

Cyberport concerns about the bond-building among tenants and workforce within the Cyberport campus and thus founded the Cyberport Tenants Club (CTC) in 2003 to help tenants become better acquainted. Members help each other and also organize events of interest to the wider community, demonstrating the potential of Cyberport as an ICT hub. These events include networking luncheons at Le Méridien Cyberport for tenants and incubatees; the CTC Basketball Championship, which encourages activity, fun and good sportsmanship; and CyberRun for Rehab, which brought together teams of runners and walkers to raise money for a worthy cause.

Smart-Space @ Cyberport 租用計劃

數碼港推出靈活方便的 Smart-Space @ Cyberport 租用計劃，讓租戶以每月固定的全包租金，租用設備完善並可容納二至五個座位的商務辦公室。此類小型辦公室不但適合起步企業籌辦初期業務，亦為計劃開發中國或亞洲市場的海外企業，以至銳意擴展業務的具規模公司，提供具彈性的辦公基地，藉此在業務上大展拳腳。

由推出計劃起，共有超過40間公司駐戶於 Smart-Space @ Cyberport。

數碼港租戶聯會

數碼港租戶聯會 (CTC) 於2003年成立，旨在為數碼港租戶和其員工提供更多聯誼交流的機會，藉此促進溝通，並加強數碼港的凝聚力。聯會會員發揮互助精神並不時與其他團體或社區聯合舉辦活動，例如於數碼港艾美酒店為租戶及受培育公司舉行聯誼午宴、舉辦 CTC 籃球賽以宣揚運動樂趣和體育精神，以及舉辦隊際賽跑與步行活動「健康萬步數碼港」為慈善團體籌款等，為數碼港社區和社會作出貢獻。

CAMPUS DEVELOPMENT CENTRE 園區創建中心

THE COMMUNITY-BUILDING FACILITIES

Working in tandem to support the self-sufficiency of the Cyberport community are The Arcade, Le Méridien Cyberport, and the campus' associated conference and exhibition facilities.

During the review period, Cyberport hosted 72 ICT and knowledge sharing events large and small within the Cyberport campus, including the Next Generation Information Technology and Standard Symposium, Cyberport SIGGRAPH Asia 2011 Networking Reception and World Developers' Summit 2012 with over 15,800 participants, showcasing the appeal of its lush ambiance and ICT services for industry leaders.

The Arcade

Situated in the heart of Cyberport, The Arcade is a 27,000 m² retail and entertainment complex. It offers the community a state-of-the-art cinema, an international mix of fine dining and restaurants, a variety of lifestyle shops and an on-site supermarket. It is also equipped with avant-garde multimedia facilities and open Wi-Fi, which presents great potential for large-scale conferences and networking events for the ICT sector.

社區建設設施

為要令數碼港成為一個自給自足的社區，園區內亦設有數碼港商場、數碼港艾美酒店及各類完善的會議展覽設施，迎合業界的不同需要。

本年度，數碼港於園區內共舉辦了72個大小規模的ICT業界知識交流活動，包括新一代信息技術及標準論壇、數碼港-亞洲電腦圖形和互動技術會議及展覽(SIGGRAPH)聯誼酒會及國際互聯網開發者會議2012等，吸引超過1.58萬人次參加，見證數碼港憑藉環境與服務優勢，已成為業界精英領袖的匯聚點。

數碼港商場

數碼港商場位處數碼港的中心地帶，總面積超過2.7萬平方米，設有豪華舒適的電影院、匯聚國際美食的高級食府、各類生活時尚零售商舖及大型超級市場，是區內罕有的大型購物消閒中心。商場同時提供先進多媒體設備及開放式無線網絡，是ICT業界舉行大型會議及交流活動的理想地點。

Cyberport celebrated the holidays in style with Christmas Funland 2011. More than 75,000 participants were all invited to the various games on display with mascot Rody at the Funland.
2011年聖誕節，數碼港特別舉辦與眾同樂的數碼港聖誕嘉年華2011。活動吸引逾7.5萬人參加，並與吉祥物Rody參與各類遊戲，洋溢熾熱的節日氣氛。

In the fall of 2011, The Arcade presented a series of Weekend Markets, bringing the Hong Kong public a unique experience modeled on outdoor markets popular in the West.
數碼港自2011年秋季起，推出具有歐美跳蚤市場特色的週末藝墟，為全港市民帶來嶄新的消閒娛樂體驗。

Together with the Hong Kong Internet Society, Cyberport co-hosted the first day conference of the World Internet Developers' Summit 2012, gathered the greatest minds in the ICT industry.
「國際互聯網開發者會議2012」雲集業界精英，共同探討跨平台互聯網開發的商機。

During the year under review, The Arcade successfully established a theme based on the concept of home lifestyle, including new shops such as G.O.D., OVO, Okooko, TREE, JM Style, Indigo Living, and Indigo Kids. A number of thematic events were organized, including the Christmas Funland and Weekend Market, to bring the Cyberport joyful and leisure experience to the public. As of March 2012, The Arcade's occupancy stood at 92%. Recruitment of new shops which fit the trade mix will continue.

Le Méridien Cyberport

The hotel Le Méridien Cyberport is a 170-room haven of chic contemporary design and cutting-edge technology perfectly blended with upscale amenities. The hotel's advanced facilities and urban style offer an ideal venue for any nature of events, with on-site exhibition spaces, catering and guest facilities suitable for industry exhibitions, conferences, forums, training programmes and similar events.

數碼港商場於本年度成功建立時尚家居生活主題，除引入住好啲、OVO、Okooko、TREE、JM Style、Indigo Living及Indigo Kids等優質商戶外，更舉行連串主題性的活動，包括數碼港聖誕嘉年華、週末藝墟等，為市民帶來耳目一新的休閒娛樂體驗。截至2012年3月，數碼港商場的出租率為92%，我們將繼續努力，尋求更多合適的優質商戶進駐。

數碼港艾美酒店

數碼港艾美酒店融合現代化的時尚設計與尖端科技，為賓客提供170間寬敞舒適的客房和各項高級配套設施。酒店設有充裕的展覽場地與優質餐飲款待服務，為舉行業界展覽會、會議、研討會及培訓課程等各種不同性質的活動，提供一個設備與格調兼備的理想地點。

**CAMPUS DEVELOPMENT CENTRE 園區創建中心**

Words from our tenant
租戶的話

"I enjoyed the atmosphere at Cyberport campus, where many other creative talents gathered to make magic happen. It was an amazing experience to meet real Oscar winners at Cyberport's Digital Entertainment Leadership Forum! The facilities here also added value to all stages of our development, especially in post-production."

「我很享受數碼港園區內創意人才之間充滿創作火花的氣氛。我更有幸在數碼娛樂領袖論壇中與奧斯卡獎項得主會面,實在是難能可貴的經驗!數碼港的完善設施為我們在不同發展階段創優增值,對我們發展後期製作相當重要。」

Mr John Chu, BBS
Founder of Centro Digital Pictures Ltd.

朱家欣先生, BBS
先濤數碼企畫有限公司創辦人
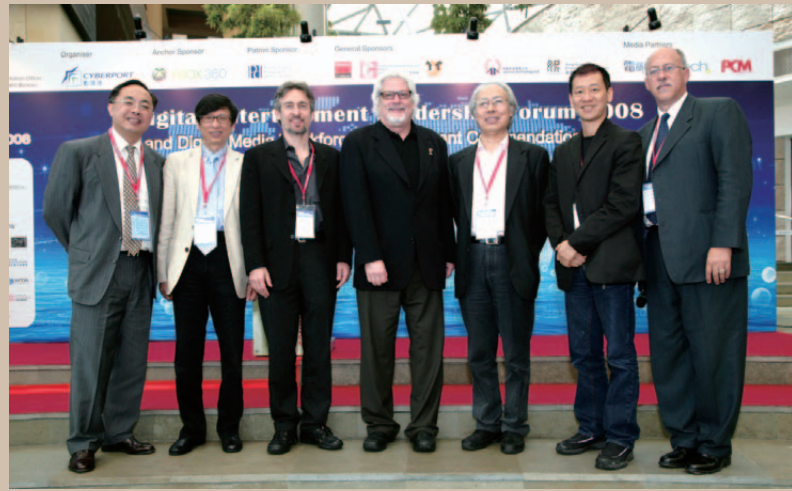
About Centro Digital Pictures

Centro Digital Pictures is widely recognized as a pioneer of digital film effects and computer animation in Asia. Centro's list of award-winning films includes "The Stormriders", "Shaolin Soccer", "Kung Fu Hustle" and "Kill Bill".

With its expertise in producing stunning and entertaining effects for movies, Centro brought this know-how to the attraction world with its 5-min 70mm "Whisker's Wild Ride" 4D simulation film for Hong Kong's Ocean Park, the UAE Pavilion film "A Dream Journey" at the 2010 Shanghai Expo and the "Flight of the Golden Dragon" opening of the Bubble Show, City of Dreams, Macau.

In 2007 Centro co-produced with the Walt Disney studio what was to be Disney's first Chinese language feature film "The Secret of the Magic Gourd" aimed at the mainland market. It was awarded the Golden Rooster Award for Best Children's Film of the Year.

Centro is also renowned for high-end post-production of television commercials. As a 21st century digital studio, Centro's mission is to allow ideas and techniques to cross-pollinate and enrich the storytelling process with the aim of imparting a lasting impression on the audience. As a member of the world-renowned Deluxe Entertainment Services Group, Centro is affiliated with some of the most forefront companies in the world for the creation and delivery of the ultimate quality in all aspects of film-making.

Tenancy: A Cyberport tenant since 2003, Centro Digital Pictures expanded its office in 2005.

URL: www.centro.com.hk

Awards received:
- Over 40 local and international awards, including Hong Kong Film Awards, Taipei Golden Horse Awards, and Golden Roosters Awards

關於先濤企画有限公司

香港先濤集團於一九八五年在香港創立，其董事局主席為亞洲科技精英朱家欣先生。先濤為了開拓影像多元化，引進嶄新的電腦動畫製作設備與技術，早期應用於廣告製作及企業推廣片上，獲得無數國際獎項如香港新機場推廣片等。在電子資訊年代，先濤不惜重資購入先進的數碼器材及培訓專業人士。短短數年間，先濤成功成為一間受國際認可的在亞洲名列前茅的高科技數碼影像製作公司。而且更破天荒地將數碼科技應用在廣告及電影後期製作上。公司業務範圍包括電視廣告製作(膠片或視頻)、意念製作及製作設計、廣告拍攝、電腦動畫及特技效果製作、影視後期製作、音效製作(包括錄音及混音)、互動媒體設計製作、企業推廣片、高解像數碼影像修飾機制作，以至電腦遊戲軟體的開發製作等。公司旗下近200名專業人才，在電影高科技數碼化、電腦動畫、數碼影像及互動媒體科技方面，提供從意念設計至後期製作的整體創作，令電腦科技的想像空間得以充分發揮。

租用情況：先濤數碼企畫有限公司自2003年起成為數碼港租戶，並於2005年擴充辦公室規模。

網址：www.centro.com.hk

所獲獎項：
- 曾獲得逾40個本地及國際獎項，包括香港電影金像獎、台北電影金馬獎及金雞獎