



# Digital 2015



Organizers: U.S. Commercial Service, American Consulate General Hong Kong  
 Hong Kong Association of Interactive Marketing (HKAIM)  
 Venue Support: Hong Kong Cyberport Management Company Limited  
 Date: Sept 18, 2015 (Friday)  
 Time: 14:00-17:30 (registration starts at 13:30)  
 Venue: Function Room 1-3, Level 3, Core E, Cyberport 3, Hong Kong

## Program Rundown

13:30-14:00	<b>Registration</b>
14:00-14:05	<b>Welcome Speech</b> Mr. Francis Fong, Chairman, Hong Kong Association of Interactive Marketing
14:05-14:10	<b>Opening Remarks by Guest of Honor</b> Mr. Clifford A. Hart, Jr. Consul General of the United States of America to Hong Kong and Macau
14:10-14:15	<b>Speech by VIP Guest</b> Honorable Charles Mok, JP, Legislative Councillor – Information Technology
14:15-14:20	<b>Souvenir Presentation &amp; Group Photo</b>
14:20-14:40	<b>The Shift to Smartphone Dominance</b> Mr. Rico Chan, Vice President & General Manager, Yahoo Hong Kong & INSEA Sales
14:40-15:00	<b>Consumer Trends and Technology</b> Mr. Caley Iandiorio, Global Industry Marketing Manager, Commerce, Akamai
15:00-15:20	<b>Building Value for People and Brand</b> Mr. Andrew Wong, Head of Agency, Greater China, Facebook
15:20-15:40	<b>Panel Discussion I</b> Panelists: Mr. Rico Chan, Mr. Caley Iandiorio, Mr. Andrew Wong Moderator: Mr. Rudi Leung, Partner, Turn Plus Communication Ltd.
15:40-16:00	<b>Tea Break</b>
16:00-16:20	<b>Transforming Business Through Digital</b> Mr. Horace Chow, General Manager, Microsoft Hong Kong Limited
16:20-16:40	<b>Relevance Imperative</b> Ms. Nellie Chan, Director of Marketing Solutions, South East Asia and North Asia, LinkedIn
16:40-17:00	<b>Focused Solutions in Smart Infrastructure that can be Delivered in Asia Pacific and Japan Today and Solution Road Map for 2016</b> Mr. Leif Nielsen, Director, Vertical Solutions and Technical Excellence, Intel Sales Group, Asia Pacific, Hong Kong
17:00-17:20	<b>Panel Discussion II</b> Panelists: Mr. Horace Chow, Ms Nellie Chan, Mr. Leif Nielsen Moderator: Mr. Rudi Leung, Partner, Turn Plus Communication Ltd.
17:20	<b>End of Program</b>