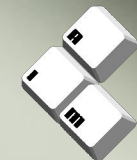


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Hong Kong Association of
Interactive Marketing (HKAIM)

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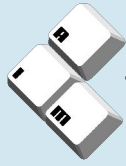


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Background of HKAIM

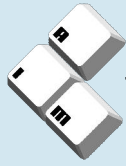
- In the past 10 years, Internet has changed the life of the general public at a very quick speed.
- The Web is also becoming more interactive than only a static website for people to surf only.
- Next generation online marketing, such as e-mail, IM, Forum, etc become more important than only traditional marketing such as TVC, newspaper & magazine as these marketing are more targeted customer with a more countable results like click-via rate, page view, etc.
- The "AIM" of HKAIM is to bridge the gap of On-line marketing & other sectors, such as IT, Advertiser to even general public.
- We will also act as a bridge to HKSAR Gov't on specific issues like Freedom of Speech (on-line), e-mail spamming, etc where these issues are always being wrongly addressed by other IT professionals as something need to regulate only, but not promote.



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Objective of HKAIM

- Identify standard and regulations within the industry in Hong Kong
- Liaise with Hong Kong and China Government on industry-related issues
- Promote the value and success of Interactive Marketing to public community
- Provide platform for industry professional to share ideas
- Enable the continuity of the professional development in the industry
- Provide opportunity to network with fellow marketers, agencies and vendors while sharing best practices and the latest industry developments



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Executive Committees

Chairman	- Mr. Francis Fong (Synergy)
Vice-Chairman	- Mr. Sam Hui (Nextmedia) - Mr. Kevin Huang (Pixelmedia)
Executive Officer	- Ms. Esther Yip
<u>Sub-committee</u>	
Policies & Industrial Standard	
President	- Mr. Francis Kwok (Radica)
Vice-President	- Ms. Patricia Woo (SSD)
Educational Services	
President	- Mr. Alex Chung (Sony)
Industrial Relationship	
President	- Mr. Alex Yu (VARBridge)
Research & Development	
President	- Mr. Sidney Yim (Nextmedia)
Vice-President	- Mr. Sang Young (SecuriTech)
Membership Recruitment	
President	- Mr. Sammy Chan (WorldCard)
Public Communications	
President	- Ms. Mavis Kok
Other Exco	- Ms. Noelle Cheng (Fancl) - Mr. Steve Lau (HKPC) - Mr. Stephen Kwan (PCCW) - Mr. Joseph Kam (Nielsen / NetRating)

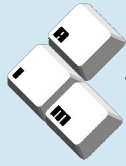


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Honorary Advisory Board

As of Jun 24, 2007 (in alphabetical order of the surnames)

- Professor Keith Chan - Head of Dept of Computing, Hong Kong Polytechnic University
- Mr. Nicholas Chan – National Partner, Squire, Senders & Dempsey L.L.P. (Our Legal Advisor)
- Professor Stephen Ho - Vice Chairman of Chartered Institute of Marketing (CIM HK)
- Mr. Erwin Huang, Deputy Chairman, TSL Jewellery (HK) Ltd.
- Ms. Marisa Kwok - Managing Director, SonyEricsson
- Mr. Richard Li – Chairman, PCCW Limited
- Mr. Charles Mok - Chairman of ISOC-HK
- Hon. Sin Chung Kai - Legislative Councilor
- Mr. K.T. Yung - General Manager, IT Industry Development Division, Hong Kong Productivity Council (HKPC)



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Inauguration Ceremony

- Sept 20, 2007 (Thursday)
- 5:30pm – 7:30pm (Speech at 6pm)
- 15/F, HK Club Building, 3A Charter Road, Central
- Guest of Honor
 - Ms. Marion Lai – Director General of Telecommunications, OFTA
 - Mr. Richard Li – Chairman, PCCW
 - Mr. CK Sin – Legislative Councilor, ITFC
 - Mr. Charles Mok – Chairman, ISOC HK



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HKAIM Upcoming Project

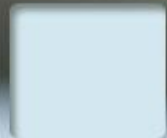
- e+m Business Solution Day
 - Co-organized with HKPC
 - Event at Mid-Oct, 2007
- HKAIM Networking Hour
 - Invited industry well-known icon to have a evening chat with attendants
- HK Interactive Marketing Competition
 - Co-organized with NextMedia & others
 - Competition start in Early 2008





Future events

- Seminars & talks related to industry issues (e.g. fighting cyber-crime / spamming)
- Lesson / Lecture on On-line Marketing
- Regular Networking Event with Well-known speaker to share valuable experience
- Annual Dinner, Spring Dinner, Annual Ball for Fund Raising, etc.

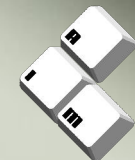


Thank You!

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