

Hong Kong Association of Interactive Marketing 香港互動市務商會

Chairman's Report 2007/2008

By Francis Fong

Chairman of HKAIM 2007 / 2008

Objectives 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

Structure of the Ex-Co

- 1 x Chairman
- 2 x Vice-Chairmen
- 5 x Presidents & VPs of Sub-committee
 - Policies & Industrial Standards
 - Educational Services
 - Industrial relationship
 - Membership recruitment
 - Research & Development
 - Public Communication
- HKPC is acting as our secretariat for daily operation and event management now.

Executive Committees

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

*** All retired exco will become our business advisors.**

Honorary Advisory Board

(in alphabetical order of the surnames)

- Prof. Keith Chan - Head of Dept of Computing, Hong Kong Polytechnic University
- Mr. Nicholas Chan – Partner, Squire, Senders & Dempsey L.L.P. (Our Honorary 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, JP - HSBC
- Mr. KT Yung - General Manager, IT Industry Development Division, Hong Kong Productivity Council (HKPC)

HKAIM 2008 Events & Projects

- Inauguration Ceremony & Cocktail
- e+m Business Solution Day
 - Co-organized with HKPC
 - Held on Mid-Oct, 2007, with 300+ attendants (free events)
- HKAIM eMarketer Coffee Break
 - Co-organized with Radica
 - Held 2 times during 2008
- eCMO Conference 2008
 - Co-organized with HKPC
 - Held on Jun 2008, with 150+ attendants (paid event)
- Green IT Talk Series
 - Co-organized with ISOC-HK
 - Held 2 times in July & Sept 2008

HKAIM Inauguration Ceremony

- HKAIM Inauguration Cocktail was held on Sept 20, 2007 at HKUST Business Center
- Over 200+ guests from different sectors
- Laid down important foundation of HKAIM for her future projects



e+m Business Solution Day 2007

- Co-organized with HKPC, held on Oct 9, 2007
- Over 300+ participants (free entry)
- A good sign to show the importance of interactive marketing across different industries



eMarketer Coffee Break

- Held 2 times on Jan 21, 2008 (@ Friar Tuck, TST) and Mar 13, 2008 (@ Star Cruise)
- Co-organized with RADICA
- Have 60+ & 30+ attendants respectively (paid events)
- Maintain regular networking with the industry and marketers



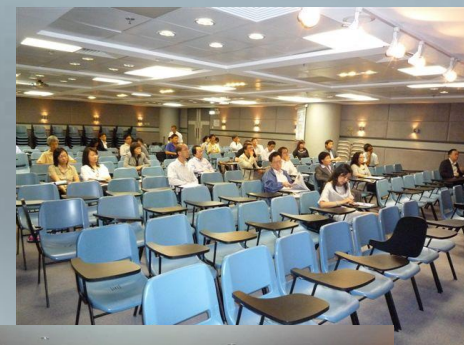
eCMO Conference 2008

- Held on Jun 28, 2008 at 1/F, HKPC
- Over 150+ attendants (paid event)
- Sponsored by PCCW, SonyEricsson, etc
- Overwhelming result, making around \$100K profit
- Attendants' feedback were very good



Green iT Talk Series

- Held on Jul 7, 2008 (@ CityU) and Sept 23, 2008 (@ HKPC)
- Co-organized with ISOC-HK
- 30+ and 50+ people attended
- HKAIM will like to educate the public about Green IT and spread the message "Save the World"



HKAIM being supporting organization

- Sept 07 – Digital Agenda Forum Series by office of Legislator CK Sin Office
- Feb 08 – Joint ICT Spring Dinner by HKITF
- Jun08 – ad:tech Singapore 2008 by ad:tech
- Aug 2008 – Celebration Cocktail Reception to Mr. Rita Lau (Sec of CEDB) by HKCS
- Sept 2008 - ICT Award 2008 by WTIA
- Oct 2008 – ADMA Annual Conference 2008 by ADMA
- Dec 2008 – ASOCIO ICT Summit 2008 by ISIA

HKAIM Upcoming Projects in 2009

- Annual General Meeting will be held on Feb 17, 2009
- Interactive Marketing Training Workshop from Mar – May 2009
- Regular Bi-Monthly Coffee Break on (next one will be held on Mar 2009)
- eCMO Conference in Mid 2009
- e+m Business Solution Day 2009
- Hong Kong Interactive Marketing Competition
 - Competition start in Fall 2009
- VIP Luncheon / Dinner
- Summer Ball / Party

Aims of HKAIM in 2009 / 2010

- To maintain its profitable cash position, target to have its own office with 1-2 permanent full time staffs in 2010
- To organize at least 10 events in the year of 2009/2010
- To raise HKAIM profile to a higher level within and across industry
- To recruit more corporate and individual members (target at 200 corporate and individual members total)

New Honorary Advisors & Executive Committees

- New Honorary Advisor
 - Bruce Lam – Nokia
 - Angel Tong - Angelface
- New Executive Committee
 - Lento Yip – Netfront
 - Raymond Ho – HGC
 - Anna Au – Volkswagen HK
 - Daniel Chung – Nokia
 - Andy Ann - NDN
 - Ralph Szeto – CMRS
 - Michael Chu – Evolve Associates Limited
 - Ruth Lee – DDB

HKAIM Name Card



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of Interactive Marketing
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Hong Kong Association of Interactive Marketing Limited

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End of Chairman Report - 2007/2008

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