



Digital 2014



Organizers: U.S. Commercial Service, American Consulate General Hong Kong,
Hong Kong Association of Interactive Marketing (HKAIM)

Date: 27 June 2014 (Friday)

Time: 14:00-17:30 (registration starts at 13:30)

Venue: Function Room 1-3, Level 3, Core E, Cyberport 3, Hong Kong

Programme Rundown (subject to changes)

13:30-14:00 Registration

14:00-14:05 **Welcoming Speech**
Mr. Francis Fong, Chairman, Hong Kong Association of Interactive Marketing

14:05-14:10 **Opening Speech by Guest of Honor**
Mr. Clifford A. Hart, Jr. Consul General of the United States of America to Hong Kong and Macau

14:10-14:20 **Souvenir Presentation & Group Photo**

14:20-14:40 **Digitizing Asia**
Mr. Dominic Allon, Managing Director, Google Hong Kong

14:40-15:00 **Be in the Moments that Matter**
Mr. Adam Anger, General Manager, Advertising and Online, Greater China Region, Microsoft

15:00-15:20 **Leveraging Facebook in a Connected World**
Mr. Benny Chu, Head of Tech & Telco, Facebook Greater China

15:20-15:40 **Panel Discussion I**
Moderator: Mr. Stanley Chow, General Manager, Publicis Modem

15:40-16:00 Tea Break

16:00-16:20 **LinkedIn: How to create compelling content as a brand, on LinkedIn – and measure your success**
Ms. Soniya Monga, Regional Account Director, North Asia, LinkedIn

16:20-16:40 **Disruption**
Mr. Peter Dingle, Brand & Marketing Strategy Manager, Intel Semiconductor (US) Limited

16:40-17:00 **A Unified Digital Power in the New Era**
Mr. Rico Chan, Vice President & General Manager, Yahoo Hong Kong

17:00-17:20 **Panel Discussion II**
Moderator: Mr. Ralph Szeto, Managing Partner, CMRS Digital Solutions Limited