



# Digital 2016



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 23, 2016 (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

13:40-14:05	<b>Registration</b>
14:05-14:10	<b>Welcome Speech</b> Mr. Ralph Szeto, Chairman, Hong Kong Association of Interactive Marketing
14:10-14:15	<b>Opening Remarks</b> Mr. Jim Cunningham, Chief Commercial Consul, American Consulate General Hong Kong and Macau
14:15-14:20	<b>Souvenir Presentation &amp; Group Photo</b>
14:20-14:40	<b>Accelerating the world's transition towards sustainable energy</b> Ms. Isabel Fan, Regional Director, Tesla Hong Kong, Macau and Taiwan
14:40-15:00	<b>Topic: TBC</b> Mr. Kenneth She, Head of Hong Kong, Uber
15:00-15:30	<b>Panel Discussion I</b> Panelists: Ms. Isabel Fan, Mr. Kenneth She Moderator: Mr. Raymond Ho, Vice Chairman, HKAIM
15:30-16:00	<b>Tea Break</b>
16:00-16:20	<b>Topic: Future is Media-First</b> Ms. Kathy Chen, Managing Director, Greater China, Twitter ( <i>*Presentation in Mandarin</i> )
16:20-16:40	<b>Topic: Expedia: Changing the way we travel</b> Ms. Catherine So, General Manager, North East Asia, Expedia
16:40-17:00	<b>Topic: Finding the Humanity in Artificial Intelligence</b> Mr. Jonathan Kotthoff, CEO & Founder, migo IQ
17:00-17:30	<b>Panel Discussion II</b> Panelists: Ms. Catherine So, Mr. Jonathan Kotthoff Moderator: Mr. Raymond Ho, Vice Chairman, HKAIM
17:30	<b>End of Program</b>