

**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

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

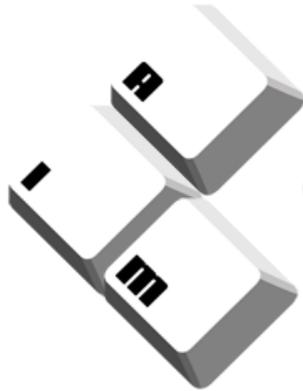
# New Honorary Advisors & Executive Committees

- 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



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# HKAIM Name Card



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

Hong Kong Association of Interactive Marketing Limited

**FONG PO KIU, FRANCIS 方保僑**  
CHAIRMAN



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

Mobile : 852 9103 8196  
Email : Francis.Fong@hkaim.org

Fax : 852 3013 9512

Web : [www.hkaim.org](http://www.hkaim.org)

c/o ITID, HKPC Building,

78 Tat Chee Avenue, Kowloon Tong, Hong Kong



# End of Chairman Report - 2007/2008

Enquiry: 8106-8622

Fax: 3013-9512

E-mail: [info@hkaim.org](mailto:info@hkaim.org)

Website: [www.hkaim.org](http://www.hkaim.org)