


**TENTATIVE CONFERENCE PROGRAM**

11 July 2007, Level 4, Hong Kong Convention & Exhibition Centre	
Web2.0 & Future Internet Development	
<p>10:00 – 10:30</p> 	<p><b>(KS1)</b>  <b>Harnessing the Power of Web2.0</b></p> <ul style="list-style-type: none"> <li>- How the innovation of Web2.0 help to bring business opportunity</li> <li>- How to maximize the value creation process for entrepreneurs and deliver excellent returns for investors.</li> </ul> <p><b>Mr. Vincent Chan, Managing Director (North Asia), JAFCO Asia</b></p>
<p>10:30 – 11:00</p> 	<p><b>(KS2)</b>  <b>Securing Your Web Applications</b></p> <p><b>Mr. Billy Chuang, Presales Manager, CEH, F5 Networks (HK) Ltd.</b></p>
11:00 – 11:30 Morning Networking Break	
<p>11:30 – 11:55</p> 	<p><b>(KS3)</b>  <b>Mashing up Web 2.0 and E-Commerce</b></p> <p>Current Web 2.0 applications such as Blogger, Gmail and Flickr, are largely realized in the consumer domain. It is anticipated that there is a significant impact of applying Web 2.0 to implement e-commerce services. The speaker will share with us on how to adopt web 2.0 in business world from an academic R&amp;D center's perspective.</p> <p><b>Mr. Patrick Yee, Chief Architect, Center for E-Commerce Infrastructure Development (CECID), HKU</b></p>
<p>11:55 – 12:20</p>	<p><b>(KS4)</b>  <b>Case Study: Effectively Use of Web2.0 to Understand Your Customers and Competitors</b></p> <p>You want to know what your customers are saying about you. And you want to know what your competitors' customers are saying about them. Here's a case-study of how aNobii is using Web 2.0 to gather opinions and turn them into action items. As you will see, this could work just as well for non-web businesses - including yours.</p> <p><b>Mr. Greg Sung, Founder, aNobii</b></p>
<p>12:20 – 12:45</p> 	<p><b>(KS5)</b>  <b>The Real Use of Web2.0</b></p> <p><b>Mr. David Lee, Chairman and Co-Founder, Team and Concepts Limited (TnC)</b></p>
12:45 – 14:00 Lunch Break	
<p>14:00 – 14:30</p> 	<p><b>(KS6)</b>  <b>The Role of CDN in the Development of Web 2.0</b></p> <p><b>Mr. An Wei, Vice President, ChinaCache</b></p>

14:30 – 14:55	 <p><b>(KS7)</b> <b>Leveraging Social Software for Organizational Gains</b></p> <p>This session will outline the prevailing types of people-based social software for bottom-up knowledge sharing. In particular, it will specifically focus on the concept and applications of mash-ups, user-calibration of web services using RSS newsfeeds, and lessons learnt from integrated collaboration hands on workshops conducted for a government department and a private firm."</p> <p><b>Prof. Eric Tsui, Professor, The Hong Kong Polytechnic University</b></p>
14:55 – 15:20	<b>Afternoon Networking Break</b>
15:20– 15:45	 <p><b>(KS8)</b> <b>Web 2.0: Entertainment 2.0 in China</b></p> <p><b>Mr. Simon Chan, CEO, WaZhua Limited (蛙爪娛樂)</b> WaZhua is a web2.0 entertainment virtual world and social network, which has received the first round investment from the chairman of a HKSE Listed company in early 2007.</p>
15:45 – 16:45	<p><b>Closing Panel Discussion</b> <b>What's the Next Wave after Web2.0? What will be its Impact in China?</b></p> <p><b>Panel Chairman:</b> <b>Mr. Simon Chan, CEO, WaZhua Limited (蛙爪娛樂)</b></p> <p><b>Panelists:</b> <b>Mr. Billy Chuang, Presales Manager, CEH, F5 Networks (HK) Ltd.</b> <b>Mr. Marco Lai, President, <a href="http://www.moabc.com">www.moabc.com</a> (摩網信息技術有限公司)</b> <b>Mr. Alexander Lee, Co-founder &amp; Vice President, <a href="http://www.moochi.com">www.moochi.com</a> (北京維視創思科技有限公司)</b> <b>Mr. Ease Wong, CEO, <a href="http://www.yeejee.com">www.yeejee.com</a></b> <b>Mr. Paul Zheng, General Manager, <a href="http://www.jobui.com">www.jobui.com</a> (廣州職友集網路技術有限公司)</b></p> <p><i>**Panel Discussion will be conducted in Cantonese</i></p>
<b>End of the Conference</b>	

*\*\*All rights reserved for Zenith Events Corporation Ltd. Neither any of the content could be used or copied.*

*Tentative conference program is subjected to change without prior notice.\*\**