

## **My City My Domain**

In the information age, companies expand business through the Internet. Successful businesses usually build their official websites to create brand image rather than heavily investing in shopfront design and façade decoration, which are what most companies did before the dotcom era. Building impressive website is more than just the stylish design. An intuitive, easy-to-remember Internet domain name is also required to name their website so that it can be easily located and becomes a fundamental channel of communications.

.hk is the country code top-level domain (ccTLD) for Hong Kong. It represents Hong Kong – the Asia’s World City. Companies and individuals can use a unique .hk to highlight the “Hong Kong Brand” online, and associate its product or service, or strengthen the bondage with the daily life of Hong Kong people.

Through local websites such as [www.mtr.com.hk](http://www.mtr.com.hk), [www.rthk.hk](http://www.rthk.hk), what Hong Kong’s companies offer becomes easily accessible for all people around the world. Individuals can also create email addresses using .hk domain names, e.g. [mail@周潤發.香港](mailto:mail@周潤發.香港), to promote individual branding with no additional cost. Moreover, .hk is a secure and trustworthy ccTLD with very few phishing websites reported. The image is positive with a clear and distinct local identity.

.hk domain name plays an important role in fostering communications and harmony in the local community. In addition to Hong Kong based

companies and organisations, individuals, bloggers, government officials and political parties can also use .hk domain names to maintain close relationship within the local community. By using .hk domain names, we hope a stronger recognition of Hong Kong identity, a stronger sense of pride and sense of belonging in Hong Kong can be cultivated.

Considering that each citizen can create their own online brand in Hong Kong, would you like to get a .hk now? Which .hk websites do you think can best represent the Hong Kong spirit, strengthen our sense of belonging, foster harmony, or make us feel proud of being Hong Kong people? You are most welcome to share your views by contributing your article under the theme “**My City My Domain**” or post your comment on FB Fan Page: [www.facebook.com/HKIRC](http://www.facebook.com/HKIRC) or email to [marketing@hkirc.hk](mailto:marketing@hkirc.hk).