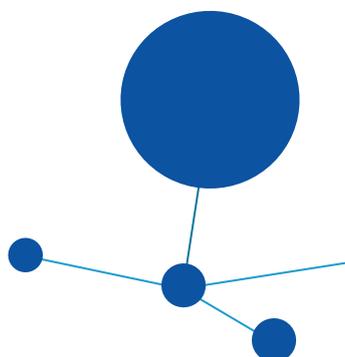
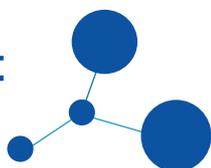


CEO's Statement 行政總裁報告



CEO
行政總裁

Mr. Wilson WONG
Ka Wai

黃家偉先生



“ Our core mandate, namely to encourage the better understanding and use of Internet technology, has been a driving force behind our attempts to build a more inclusive Internet community.

鼓勵大眾了解並使用互聯網科技是我們的
核心使命，亦是我們持續不懈建設共融
互聯網社群的推動力。 ”

We have made significant strides forward over the last year in our commitment to promoting ecommerce and building a better Internet community. Our effort to provide a stable and secure domain name system is only among one of the initiatives in which we have been helping Hong Kong become an international hub for ecommerce.

HKIRC has continued to be unwavering in its efforts to create a safe and trusted .hk digital scene. The goal of further elevating .hk security level requires a two-pronged effort in which both HKIRC and stakeholders need to take part in together. We already had a number of measures in place to protect the .hk members on our end, for instance, deploying DNSSEC in the root zone for .hk domain and performing document-vetting to ensure there is a legitimate business behind each .com.hk application; over the past year we further strengthened our services to establish a reliable online environment for ecommerce businesses. In March 2019, HKIRC was awarded ISO 27001 certification in recognition of our commitment to developing and embedding policies and procedures within our business in compliance with the industry standard and best practices. On top of these, we offered free in-depth website security scan services to all SME .hk domain holders and concurrently, we shared with them our findings regarding the cyber security weaknesses and insufficiencies of the local network environment, anticipating that these value-added services could assist domain users in identifying their website issues and mitigate them quickly. Since most SMEs lack in-depth cyber security understanding, we took a step forward to organise educational seminars to boost the cyber security knowledge and awareness of local enterprises. All the above initiatives avail the opportunity to the betterment of the .hk digital scene.

過去一年，我們於促進電子商貿及建立良好的互聯網社區方面取得顯著進步。我們致力提供穩定安全的域名系統，而這僅僅是推動香港成為國際電子商貿中心的眾多舉措之一。

HKIRC繼續致力於創建安全及可靠的.hk數碼景貌。實現進一步提高.hk安全水平的目標，需要HKIRC及持份者的共同努力。我們已採取多項措施保障.hk會員，例如，在.hk的根區域中部署DNSSEC以及審核.hk的申請文件，確保每個.com.hk背後為一間已註冊的公司。去年，我們進一步提升服務，為電子商貿企業建立安全可靠的網上環境。2019年3月，HKIRC榮獲ISO 27001認證，足見本公司按行業標準及最佳規範制定政策和程序並將其融入業務中所作的努力。此外，我們向所有中小企業.hk域名持有人提供免費的網站安全掃描服務，同時與他們分享關於網絡安全及本地網絡環境有待改善之處，希望這些增值服務可協助域名用戶識別並及早改善網站問題。由於大多數中小企業缺乏對網絡安全的深入了解，我們亦同時舉辦研討會，以提高本地企業的網絡安全知識及意識。上述所有舉措都為改善.hk數碼景貌帶來機遇。

Our core mandate, namely to encourage the better understanding and use of Internet technology, has been a driving force behind our attempts to build a more inclusive Internet community. We aim to convey an important message to .hk users: the increasing adoption of accessible websites not only positively impacts the Internet community, but it also paves the way to an improved website structure and helps businesses conform to good coding practice that results in better SEO rankings; going accessible is a move that is favorable to all. During the year, we actively promoted the Web Accessibility Recognition Scheme to .hk members and offered free technical workshops to local enterprises to encourage them to incorporate accessible features into their websites. To gain an overview of the adoption of accessible websites and mobile apps, we also organised a survey on the web accessibility situation in Hong Kong. Throughout the year, we shared our findings and exchanged views on web accessibility with our regional counterparts and ccTLD operators at overseas industry events.

The new HKIRC corporate identity, which includes a fresh logo and a revamped website, was introduced in December. The new identity reflects HKIRC's forward momentum and the growing sophistication of our services and initiatives in promoting Hong Kong as an inclusive, secure and international city for the Internet, and encouraging the use of the Internet and related technologies.

Looking ahead, HKIRC envisages another year full of both challenges and opportunities for the domain industry. We will continue to seek new ways to grow .hk domain registration and to increase the reach of our Internet community programmes, while continuing to protect even more .hk domain holders against cyber attacks.

Finally, I would like to thank our Chairman, Mr. Simon Chan, and the HKIRC Board, for their steadfast leadership and continued support. Their work has made the past financial year a success on many fronts.

鼓勵大眾了解並使用互聯網科技是我們的核心使命，亦是我們持續不懈建設共融互聯網社群的推動力。我們旨在向.hk用戶傳達重要訊息：無障礙網頁的日益普及不僅對互聯網社群產生正面影響，亦有助改善網頁架構，同時有助企業遵循良好網頁編碼準則，從而提升SEO排名，可見採用無障礙網頁設計是令所有人均受惠的舉措。年內，我們積極向.hk會員推廣無障礙網頁嘉許計劃，並為本地企業提供免費技術工作坊，鼓勵企業將無障礙網頁功能併入網站。為了解無障礙網頁及流動應用程式在香港的應用情況，我們進行問卷調查以了解整體情況。我們並於國際會議上與區內同行及國家頂級域名營運商分享有關無障礙網頁的調查結果並交流意見。

HKIRC於12月推出全新品牌形象，當中包括新標誌及全新網站設計。新品牌形象呈現HKIRC日益完善的服務、多元化的倡議及不斷求進的動力；同時緊扣營造香港成為網絡共融及安全的國際城市，並鼓勵使用互聯網及相關科技的使命。

展望未來，HKIRC預期域名行業將繼續充滿挑戰與機遇。我們將繼續以新方法促進.hk域名註冊量及擴大互聯網社群活動的覆蓋範圍，同時繼續保護更多.hk域名持有人免受網絡攻擊。

最後，我要感謝主席陳細明先生及HKIRC董事會的堅定領導及持續支持。有賴董事會在過去一年的指導，HKIRC得以在上一財政年度於各項領域成就斐然。

