



HIGHLIGHTS OF THE YEAR 年度匯聚

HIGHLIGHTS OF THE YEAR

年度匯聚

HKIRC is committed to serving the Internet community and promoting the use of .hk domain name across different sectors. During the past year, a number of activities and initiatives for .hk and .香港 domain names were carried out by HKIRC as follows:

“2016 Digital Marketplace – Smart City Business – Shaping Our Future” Seminar

The “2016 Digital Marketplace – Smart City Business – Shaping Our Future” (DMP) seminar was held in August 2016. Stepping into its 8th year, the DMP seminar focused on the discussions on innovation and technology business, its challenges and opportunities that will impact on the future of smart city development of Hong Kong.

Guest speakers from MTR, PwC Advisory Services, Future Impact Lab Limited, The Chinese University of Hong Kong, JOS, Realmax Hong Kong, Smart City Consortium, Hong Kong Cyberport Management Limited as well as Octopus Cards Limited were invited to share their views and experience on various topics, such as robotics, P2P Mobile Payment, social listening, etc.

The full-day seminar gathered over 500 participants and kept them abreast of the latest trend and technology related to smart city business.

HKIRC 致力服務互聯網社群，推動不同界別使用 .hk 域名。於過去一年，HKIRC 透過舉辦及參與不同活動，推廣 .hk 及 .香港 域名予本地社群及企業。

「2016 數碼市場 - 邁向『智慧城市』新機遇」研討會

「2016 數碼市場 - 邁向『智慧城市』新機遇」研討會於 2016 年 8 月舉行。踏入第 8 年，研討會主題圍繞香港邁向「智慧城市」有關方面的科技和創新發展、所帶來的機遇和挑戰及對香港未來發展為智慧城市的影響。

演講嘉賓來自不同行業，包括香港鐵路有限公司、羅兵咸永道、Future Impact Lab、香港中文大學、JOS、瑞豐科技有限公司、香港智慧城市聯盟、香港數碼港管理有限公司，以及八達通卡有限公司等就是次的議題分享經驗及見解。研討會內容非常豐富，當中包括 P2P 流動支付，智能機械人，網上社群聆聽等。

是次全日研討會匯聚了超過 500 名與會人士，一同了解「智慧城市」的最新科技發展及市場動態，掌握第一手市場資料，從而探討營商新角度。



The DMP seminar provided a platform for local businesses, SMEs, and ICT experts to exchange views and explore the underlying opportunities in smart city. 數碼市場研討會 (DMP) 為本地公司、中小企及資訊科技專家提供一個互動交流平台，共同探討拓展智慧城市中的潛在機遇。

HIGHLIGHTS OF THE YEAR

年度匯聚

Survey on “Would Smart Technologies Smarten up Hong Kong?”

In order to shed more lights on what smart city means to Hong Kong people and to unveil the business opportunities for the local community, HKIRC conducted an online survey titled “Would Smart Technologies Smarten Up Hong Kong?” in July 2016. With a total of 1,322 responses from local internet users received, over 50% think it is important for the government to transform Hong Kong into a smart city.

《智能科技 - 香港邁向更『智慧城市』？》問卷調查

為了揭示香港市民對發展「智慧城市」的看法，及探索如何為本地企業帶來的商機。HKIRC 在 2016 年 7 月進行了一項名為《智能科技 - 香港邁向更『智慧城市』？》的網上問卷調查。是次調查共有 1,322 名本地網民參與，結果反映超過 50% 的受訪者認為政府落實發展香港為「智慧城市」方面尤關重要。

An Overview of Smart City Survey Report:
智慧城市調查結果概覽：

WOULD SMART TECHNOLOGIES SMARTEN UP HONG KONG?

智能科技 - 香港邁向更『智慧城市』？

迎接更智慧化的香港，你準備好了嗎？
Are you prepared for a smarter Hong Kong?

1

Most recalled Smarter City policies 最為人知的智慧城市政策



Above 60% of the respondents heard of “Government Wi-Fi Program”
60% 以上受訪者曾聽聞「香港政府 Wi-Fi 通計劃」

60%



Above 26% heard of “Energizing Kowloon East”
26% 以上受訪者曾聽聞「起動九龍東」計劃

26%



Above 20% heard of “Digital 21 Strategy”
20% 以上受訪者曾聽聞「數碼 21」資訊科技策略

20%

HIGHLIGHTS OF THE YEAR

年度匯聚

2

Public Education is required 需加強公眾教育



About 80% of the respondents do not know much about the initiatives driven by Hong Kong Government on Smart City
約 80% 受訪者對政府推廣香港為智慧城市的發展認知不多

80%



Above 35% think Smart Government Services should be improved
35% 以上受訪者認為智慧政府服務需要改善

35%



Above 50% think Hong Kong is not smart enough
50% 以上受訪者認為香港不夠智慧化

50%

3

Smart City products are used by Hong Kongers 香港人使用的智慧城市產品



Smart Economy 智慧經濟

70%

Over 70% use 2-3 times per week
E.g. NFC (Near Field Communication) service, e-Banking, Freelance jobs matching
超過 70% 受訪者每週使用 2-3 次
例子：NFC（近距離無線通訊技術）、網上理財、自由職業配對



Smart Transport 智慧交通

80%

About 80% use 2-3 times per week
E.g. Location-based services (e.g. GPS), Vehicle booking Apps (e.g. GoGoVan, Uber)
近 80% 受訪者每週使用 2-3 次
例子：流動定位服務（例如：GPS）、預約交通工具應用程式（例如：GoGoVan, Uber）

HIGHLIGHTS OF THE YEAR

年度匯聚



Smart Living 智慧生活

75%

More than 75% use 2-3 times per week
E.g. e-Health systems, Accessible technology, Wearable devices
超過 75% 受訪者每週使用 2-3 次
例子：醫健通系統、無障礙技術、可穿戴式設備



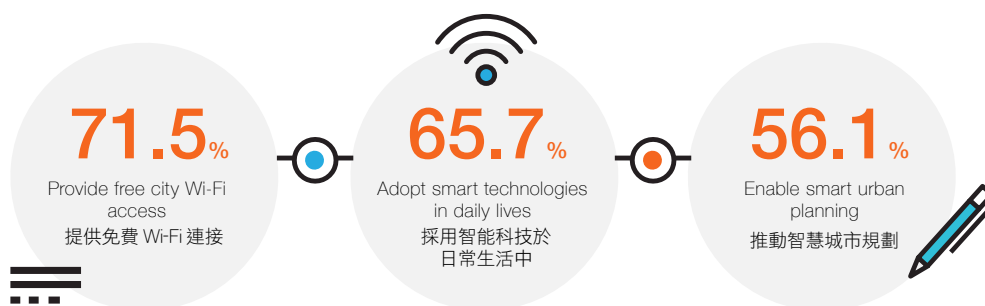
Smart Government 智慧政府

70%

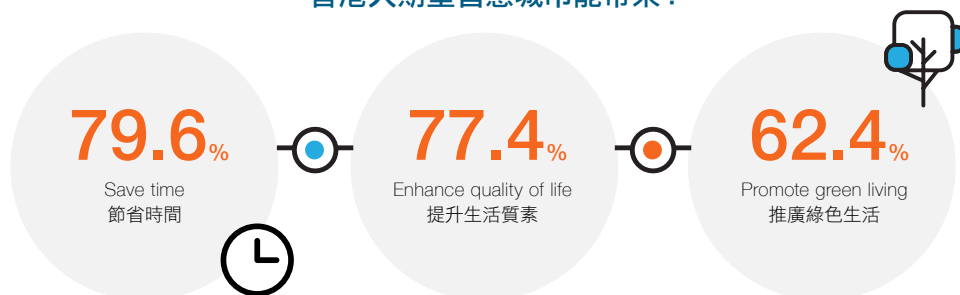
More than 70% use 2-3 times per month
E.g. data.gov.hk, Tellme@1823, GovHK
超過 70% 受訪者每月使用 2-3 次
例子：資料一線通、Tellme@1823 手機應用程式、香港政府一站通

香港人想要一個更智慧化城市 Hong Kongers want a Smarter City

Hong Kongers think a Smart City can: 香港人認為智慧城市可達至：



Hong Kongers wish to enjoy: 香港人期望智慧城市能帶來：



HIGHLIGHTS OF THE YEAR

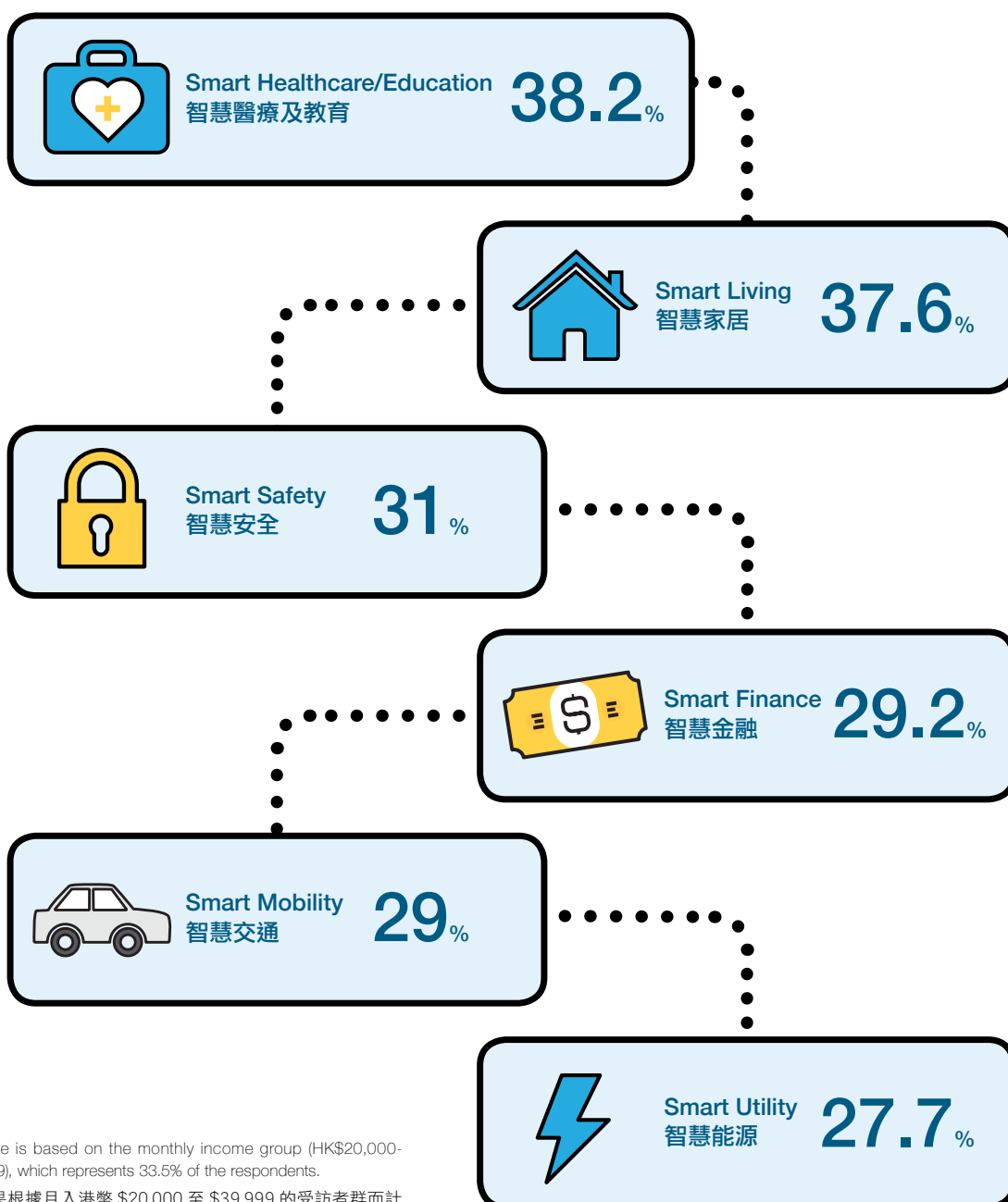
年度匯聚

智能科技的龐大商機

Massive business opportunities in Smart Technologies

Over 70% of the respondents are interested in Smart Technologies in a near future. For those who are willing to spend 11% or above of their monthly incomes, they would like to spend the most on Smart Healthcare and Smart Education out of the following types of Smart Technologies*. It implies a massive business potential for our startups and business community.

超過 70% 的受訪者對不久將來採用智能科技感到興趣。對於願意在智能科技上花費月入 11% 或更多的受訪者，他們願意花費最多於智慧醫療和教育兩方面*。這意味著智能科技將會為初創企業和商業社群帶來龐大商機。



*The above is based on the monthly income group (HK\$20,000-HK\$39,999), which represents 33.5% of the respondents.

* 以上結果根據月入港幣 \$20,000 至 \$39,999 的受訪者群而計算，共佔所有受訪者的 33.5%。

HIGHLIGHTS OF THE YEAR

年度匯聚

The “Best .hk Website Awards 2016”

The “Best .hk Website Awards” was held annually to recognise and commend outstanding .hk websites from different sectors in the local Internet community. Unlike many other website awards competitions, the winners are not selected solely on design, but how well the winners use new technologies in their website development in order to serve, engage and interact with their audiences. Most importantly, the size of the awarding organisations or web traffic is not a key consideration in judging. The finalists came out from a very rigorous assessment, covering initial screening, public voting, initial assessment and final vetting.

This year, more than 450 entries were received under four award categories: “Commercial”, “Non-commercial”, “Government Departments” and “LegCo Members”. Assessments were conducted by the panel of judges based on the four judging criteria, including overall design and functionality, engagement, use of social media and accessibility.

2016 年度「最佳 .hk 網站獎」

一年一度的「最佳 .hk 網站獎」旨在表揚本地公司及各機構運用 .hk 建立出類拔萃的網站。這獎項有別於其他網站比賽，除了要有出色的網站設計外，得獎者亦須充份發揮如何善用創新科技建立優秀網站，不但為客戶提供所需的服務，更令客戶全面投入、促進互動交流。同時，我們亦不會只側重獲獎公司的規模或網站的流量，而優秀網站是必須經一輪嚴格的評審過程，包括初審、公眾投票、個別評審和最終評審。

今年獎項共獲超過 450 個網站參賽，而參賽網站共劃分為四個組別，分別為「商業組」、「非商業組」、「政府部門組」及「立法會議員組」。評審團會就網站整體設計及操作、互動投入性、善用社交媒體及無障礙網頁等四項準則進行評審。



Winners from “Best .hk Website Awards 2016” were applauded during the Award Presentation Ceremony in April 2016.

「2016 最佳 .hk 網站獎」的得獎者於 2016 年 4 月出席頒獎典禮並獲得高度認同。

HIGHLIGHTS OF THE YEAR

年度匯聚

Expert Sharing

Through the active participation in seminars, conferences and sharing groups, HKIRC has developed a close relationship with experts in various industry sectors. HKIRC was frequently invited and engaged in speaking opportunities to exchange views on domain name security aspects, such as the Cyber Security Conference 2016 cum Formation of Cyber Security Alliance organised by Hong Kong Information Technology Federation ("HKITF") in May 2016, the seminar of Intellectual Property Rights Protection on the Internet in June 2016 as well as the Counterfeit Medicines and Medical Devices Seminar in September 2016 which were both organised by Hong Kong Customs, and the seminar about e-commerce security for the "No Fakes Pledge" Scheme organised by Intellectual Property Department in October 2016. In December 2016, HKIRC also participated in Network Security Seminar of 2016 Taiwan Internet Forum held by TWNIC to introduce the DNS-related attacks and domain name security, and gained better understanding on the internet security landscape.

專家分享

HKIRC 透過積極參與各類型的研討會、高峰會議、互動交流小組，與不同界別的專家建立密切的關係。HKIRC 經常被邀請出席演講場合，與大眾分享有關互聯網域名的安全議題，例如在 2016 年 5 月由香港資訊科技商會 (HKITF) 舉辦的 2016 網絡安全講座暨網絡安全聯盟；另一方面，由香港海關分別在 2016 年 6 月和 9 月舉辦的有關保護網上知識產權及打擊假冒藥物和醫療儀器的研討會，以及在 2016 年 10 月由知識產權署舉辦的「正版正貨承諾」計劃電子網絡交易安全會議。於 2016 年 12 月，HKIRC 亦參與台灣財團法人台灣網路資訊中心 (TWNIC) 舉辦的台灣網絡研討會，介紹與網域名稱系統 (DNS) 的相關攻擊手法及域名安全的議題，並共同探討網絡安全環境。



Experts exchanged views and shared the best practice on managing cyber security in the Cyber Security Conference 2016 cum Formation of Cyber Security Alliance. 專家們於 2016 網絡安全講座暨網絡安全聯盟活動中，就管理網絡安全的議題，分享見解及探究最佳的管理方案。



HKIRC joined a seminar organised by Hong Kong Customs to share our experience of combating Internet crimes through collaborative effort with law enforcement agencies. HKIRC 參與由香港海關舉辦的研討會，分享與執法機構攜手打擊網絡罪行的經驗。

HIGHLIGHTS OF THE YEAR

年度匯聚

Regional and International Co-operation

The HKIRC noted the internet world keeps evolving, the management has been progressively participating in regional and international co-operation and fora, ensuring to adopt the global best practice on effectively managing internet domain name resource and respond the market timely to the ever-changing needs. We have been involving in the following international organisations and associations:

- **ICANN**

Internet Corporation for Assigned Names and Numbers ("ICANN") is a non-profit-making multi-stakeholder organisation headquartered in Los Angeles. Its primary mission is to maintain the security and stability of the Internet Protocol addressing and Internet domain name system, and to administer the allocation of Internet Protocol addresses and top-level domains. HKIRC has sent delegates to attend the ICANN meetings in many years in the past. HKIRC staff also participated in different working groups such as ccNSO (Country Code Names Supporting Organisation) of ICANN.

- **CDNC**

Chinese Domain Name Consortium ("CDNC") is an independent non-profit organisation to facilitate the communication and coordination regarding the technical standards and policies of the Chinese Domain Name System. It was founded by CNNIC (China Internet Network Information Center), TWNIC (Taiwan Network Information Center), HKIRC and MONIC (Macao Network Information Center) in 2000. HKIRC attended the CDNC meeting held in Hainan in March 2016.

- **APTLD**

Asia Pacific Top Level Domain Association ("APTLD") is a regional body consisting of the ccTLD managers in the Asia Pacific region. Its mission is to facilitate exchange of knowledge and experience to help ccTLD managers achieve world best practices. HKIRC has been supporting continuously part of the secretariat work of APTLD.

地區及國際合作

HKIRC 關注到互聯網世界不斷發展，我們的管理團隊亦越來越多參與國際及區域性會議、以確保掌握及參考國際最佳慣例，適時地管理域名及互聯網資源，及回應不斷轉變的互聯網社群需求。2016 年，HKIRC 已參與的國際機構及組織包括：

- **ICANN**

互聯網域名及規約編號編配組織 (ICANN) 總部設於洛杉磯，為一國際性非牟利機構。其成員包括多方持份者。ICANN 的主要使命是維護互聯網規約地址 (IP Address) 及域名系統的穩定及安全運作，以及編配互聯網規約地址及頂級域名等工作。HKIRC 於過去多年均有派出代表出席 ICANN 舉行的會議。HKIRC 員工亦有參與如國家域名支援組織 (ccNSO) 等的不同工作小組共同探討不同議題。

- **CDNC**

中文域名協調聯合會 (CDNC) 是一個獨立及非牟利組織，旨在促進中文域名系統技術標準和有關之措施和溝通。聯合會由 CNNIC (中國互聯網路資訊中心)，TWNIC (財團法人台灣網路資訊中心)，HKIRC 及 MONIC (澳門互聯網路資訊中心) 於 2000 年共同成立。HKIRC 於 2016 年 3 月於海南出席了 CDNC 的會議。

- **APTLD**

亞太區頂級域名組織 (APTLD) 為一區域性組織，其成員來自亞太區的 ccTLD 管理層。APTLD 的使命是促進區內 ccTLD 管理者的知識及經驗交流，以達至世界級的管理水平。HKIRC 亦有一直支援 APTLD 的秘書處工作。

HIGHLIGHTS OF THE YEAR

年度匯聚

Community Outreach

HKIRC took part in various community outreach programmes which were designed to benefit the community while providing educational experiences for students. These programmes are supported and driven by our strategic views on encouraging better understanding and use of Internet and related technology in our society.

In 2016, the management representative was invited by the Association of I.T. Leaders in Education ("AiTLE") to share the information on Internet security with about 500 primary and secondary school teachers. HKIRC also provided the guidelines of managing .hk domain name specifically to the school teachers.

HKIRC also shared insights on .hk domain name security at the event organised by Lingnan University. The students, who were mostly from the large corporations or government officials, attended the workshop to learn about the first-hand intelligence and case studies that cover multiple aspects of the internet crime ecosystem.

Apart from the focus on internet domain related, HKIRC proactively collaborate with Youth Mechanic Association of Hong Kong ("YMHK") for Youth Robot Joint School Competition in December 2016. HKIRC strongly supported it as the programme helped cultivate youth's most important qualities in creativity, resilience and perseverance through using technologies to build robotics in various stages of the competition. There were over 200 students from 56 schools participated in this programme. We were one of the officiating guests to witness the finalists working very hard to win over others.

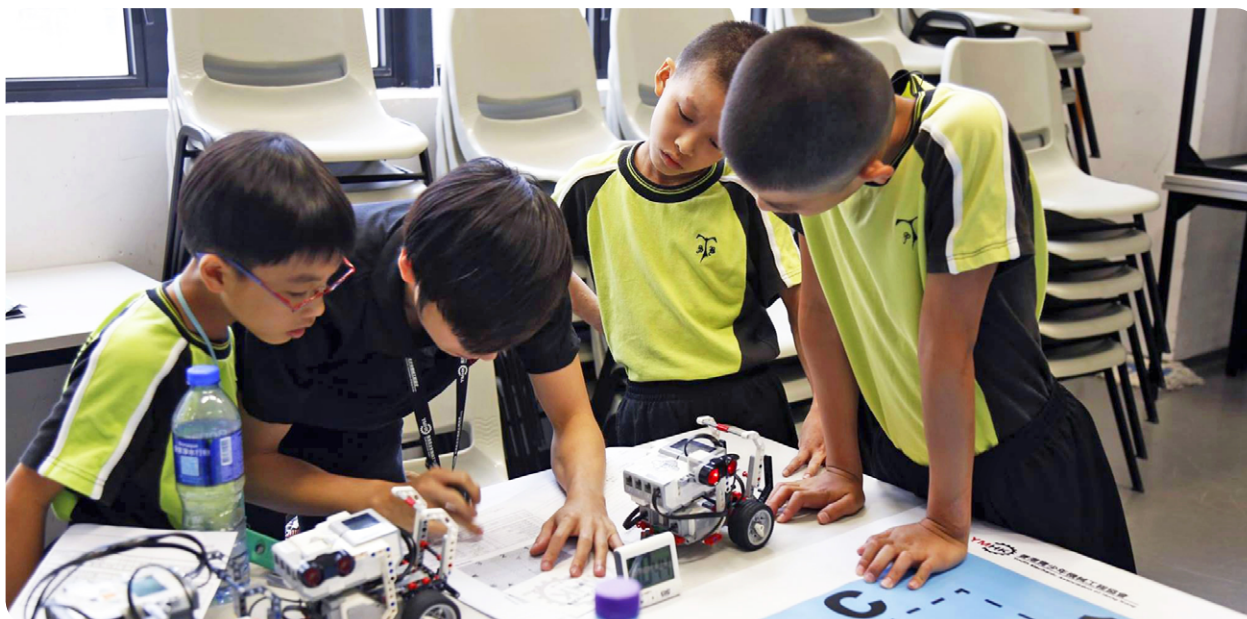
社群連繫

HKIRC 十分重視社群連繫，亦支持有關學生方面的社區教育工作，務求將 HKIRC 的策略性理念付諸實行，藉此透過參與不同社區活動，鼓勵社會各界加深了解互聯網及相關的科技應用。

於 2016 年，管理層代表獲資訊科技教育領袖協會 ("AiTLE") 的邀請，與約 500 名中小學教師分享網絡安全的資訊，並特別就教師的需要提供了有關 .hk 域名管理指引和資料。

HKIRC 亦到訪嶺南大學，並與來自大企業及政府部門的學生，在工作坊上分享 .hk 域名安全的見解，及共同探討在網絡犯罪的生態環境、分享第一手市場資訊及個案實例等。

除了互聯網域名的相關事宜，HKIRC 也關心青少年的個人發展。HKIRC 與香港青少年機械工程協會 (YMHK) 合作，全力支持香港青少年機械人聯校賽，鼓勵他們運用科技去製造機械人並完成比賽中各項挑戰，從中培育青少年的創意、毅力和堅持。活動共得到來自 56 間學校的 200 名學生參加。HKIRC 擔任活動其中一位主禮嘉賓，在比賽當日見證參賽學生全力以赴、爭奪勝利的鬥心。



HKIRC was one of the officiating guests and showed our support on the local youth development programme.

HKIRC 擔任活動其中一位主禮嘉賓，全力支持本地青少年發展計劃。

HIGHLIGHTS OF THE YEAR

年度匯聚

Sponsorships and Supports to Other Industry Events

HKIRC has been the promotion partner of the annual World SME Expo for 11 consecutive years and the International ICT Expo for the second year which were both organised by the Hong Kong Trade Development Council (HKTDC). We set up booths for our accredited registrars to promote .hk domain names by providing free one-stop service packages to local SMEs and enterprises to build websites and seize business opportunities online.

Moreover, HKIRC supported many industry events by sponsoring .hk domain names with free hosting services or actively promote these events on our marketing channels. These included, but not limited to, competition for start-ups and youth incubation programme in IT sector, such as Cyberport Incubation Programme, and Hong Kong Social Enterprise Challenge. We were also the supporting organisation for Hong Kong ICT Awards – Best Business Solution Award and Best Lifestyle Award, and many more.

贊助和支持其他業界活動

HKIRC 擔任由香港貿易發展局舉辦的「國際中小企博覽」及「國際資訊科技展覽」的合作推廣夥伴。「國際中小企博覽」已是連續十一年參與，而「國際資訊科技展覽」則第二次參加。HKIRC 於這兩個活動中都設置攤位，給予認可的註冊服務商提供及協助本地中小企免費登記「一站式」.hk 域名和服務，從而促使他們積極建立網站、開拓市場。

此外，HKIRC 亦支持不少業界活動，例如贊助 .hk 及 .香港域名及免費網頁寄存服務、透過我們的推廣平台協助宣傳活動，其中包括初創企業的比賽和 IT 行業的青年培育計劃，例如數碼港培育計畫、香港社會企業挑戰賽等。此外，HKIRC 亦是其他業界活動的支持機構，包括香港資訊科技及通訊科技獎中的「最佳商業方案獎」和「最佳生活時尚獎」及其他業界活動。