

## CEO's Statement

### 行政總裁報告



#### CEO 行政總裁

Ir Wilson, WONG Ka Wai

黃家偉工程師

".hk" and ". 香港 " Fosters Digital Economy Development

Creates unlimited business opportunities

「.hk」及「. 香港」助力數字經濟發展  
為中小企創機遇、建商機

With the Government taking the lead in making Hong Kong a 'Smart City' and digitising its services, and the community increasingly relying on Internet applications for daily life, the Internet has become an indispensable part of daily life for ordinary citizens. Yet at the same time, cyber security threats have reached unprecedented levels in Hong Kong, leading to increasing demand for enhanced network security. In the light of these two trends, HKIRC has been actively enhancing its service levels and optimising its systems and procedures throughout the year to ensure that ".hk" and ". 香港 " users continue to enjoy reliable professional services, while at the same time maintaining a safe and efficient online ecosystem and helping to protect the interests of the public. Our work has also included actively promoting the use of the ".hk" and ". 香港 " domain names and increasing their utilisation rate, something we have pursued through extensive online promotion of the advantages and value of these domain names to the public.

在政府帶領下全力將香港打造成「智慧城市」，推動服務數碼化，社會上下更依賴網絡的應用，對於民生的便利越見更舉足輕重。另一方面，因應本港面對來自網絡的威脅，優化網絡安全的需求變得殷切。鑑於以上兩項趨勢，HKIRC 於去年 主動積極提高服務水平、優化系統及程序，以確保能為「.hk」及「. 香港」用戶提供專業、可靠且全年無間斷的域名系統服務，維持良好的網絡環境，維護廣大市民使用互聯網的權益。HKIRC 亦延續積極推廣「.hk」及「. 香港」域名的工作，強調域名的優勢和價值，通過線上宣傳來提高使用率和域名數字。

Today's smart cities rely heavily on the Internet and digital infrastructure, and effective cyber security is therefore a crucial component. In recent years, HKIRC has been contributing to making Hong Kong a safer Internet environment by providing free web security services to ".hk" and ".香港" users. Our free website scanning service alerts owners of any security issues for prompt rectification. Given the increase in external cyber threats, HKIRC has also launched a new "Healthy Web" website scanning service which proactively conducts initial scans of users' websites. The first phase of the service focuses on ".edu.hk" and ".org.hk" websites, but this will be extended to cover other users in due course. Response has been very positive since the launch of the service, with more than 10,000 websites having been scanned to date.

HKIRC has also undertaken various other cybersecurity initiatives throughout the year. One of these is our cyber security staff training platform, which we have been running since the second half of 2022. The platform offers free professional training to organisations wanting to enhance their staff's awareness of cyber security, and has been very well received by users. To date, more than 120,000 people have been trained under the programme, which is especially popular among small- and medium-sized enterprises. Last year, we enhanced the programme by developing tailored training content for six different business positions, from corporate management to frontline customer services, providing more targeted training for employees in a short period of time. We subsequently developed three industry-specific sets of training materials, on e-commerce, non-governmental organisations and technology. These enhancements sprang from our belief that realistic training content is effective in enhancing staff motivation and raising awareness of the importance of protection, thus reducing the chance of human error. We will continue to collaborate with different organisations and industries in encouraging more users to undertake professional training, helping to reduce the risk of cyber security lapses caused by human error.

Another of HKIRC's important training targets is school students. Primary and secondary school students are already "Internet natives", having been immersed in the Internet for learning and entertainment since birth. We are highly aware of our responsibility to instil Internet safety awareness in this generation from an early age, so that they will not fall victim to attacks by unscrupulous parties. Early last year we ran the first-ever "Hong Kong Cybersecurity Quiz Competition for Primary School Students", which attracted more than 400 students from over 50 schools. The interactive and stimulating question-and-answer format of the competition was very effective in raising younger students' interest in and awareness of the importance of Internet safety.

建設智慧城市的過程中，互聯網和數字基建的重要性有增無減，網絡保安是必不可少的一環。過去數年間，HKIRC 為「.hk」及「.香港」用戶提供免費的網站掃描服務，並提醒用戶及時修正發現的安全漏洞。眼見外間威脅日增，HKIRC 明白未雨綢繆的重要性，故此推出全新「網健通」網站掃描服務，主動為用戶網站進行初步掃描。推出首階段以「.edu.hk」和「.org.hk」的教育和非政府組織為服務對象，及後延伸覆蓋至其他用戶，推出以來反應相當正面，已為超過 1 萬網站掃描。

HKIRC 在過去一年亦舉行了多項有關網絡安全的活動。自 2022 年下半年首推網絡安全員工培訓平台，提供免費的專業培訓，提升員工的網絡安全意識。自項目推出以來已經培訓超過 12 萬人次，深受以中小企為主的用戶歡迎。去年繼續精益求精，就辦公室中不同職位所面對的情境，為 6 個不同崗位度身訂造的培訓內容，從企業管理層至前線客服均有相應的訓練內容，讓員工能夠在短時間內接收針對性的培訓，屢獲好評；其後更開發了 3 個以行業分類的培訓內容，包括電子商務、非政府組織和科技初創，擴闊行業受眾，提高不同行業的網絡安全意識。HKIRC 相信透過生活化的培訓內容，能有助擢升員工的培訓動機，並提高防衛意識，減低企業和機構出現人為錯誤的機會。HKIRC 將會繼續與不同機構和行業合作，期望可以讓更多人受到專業的訓練，減少出現人為過失導致的網絡安全危機。

HKIRC 另一重點培訓對象則是學生，現今的中小學生屬「網絡原住民」，學習和娛樂也少不了接觸網絡。因此，HKIRC 自覺有責任及早灌輸他們網絡安全的重要性，以免他們成為不法之徒的攻擊對象。首度舉行的「香港小學生網絡安全問答比賽」於去年底完成，吸引了逾 50 間學校 400 多位學生參與，藉著互動的趣味問答方式，引起學生們的興趣，讓他們能從小關注網絡安全意識。

In the summer holidays HKIRC once again organised the "Cyber Youth Programme" in Hong Kong. This year, we collaborated with Cyberbay to organise a new "Cybersecurity Introduction and Vulnerabilities Prevention Training Programme", in which more than 80 schools and 1,000 students took part. The programme trained young people to identify and report cybersecurity vulnerabilities to prevent cyber-attacks. Much interest was shown in the on-the-job experience available under the programme, and many students expressed their intention to join the cyber security industry in the future. HKIRC hopes that through this and future promotional efforts, more students will get to know about the field of cyber security and choose to join the talent pool.

Since the middle of the year, the cyber security incidents have occurred in Hong Kong and the cases of cyber fraud, have served as important reminders to everyone using the Internet of the importance of cyber security. Although cyber fraudsters are increasingly exploiting communication software, HKIRC has noted that phishing attacks remain one of the most common deception techniques. We therefore collaborated with the Cyber Security and Technology Crime Bureau (CSTCB) of the Hong Kong Police Force in the year to organise a "Phishing Email Drill 2023", and invited a total of 185 organisations with more than 10 000 staff members to participate in the exercise. In 61% of these organisations, at least one staff member clicked on the phishing email link, indicating much room for improvement. HKIRC will continue its publicity and promotion efforts with the goal of further enhancing cyber security awareness and minimising the risk of cyber-attacks in the future.

HKIRC also continued with its public mission of digital accessibility in the past year. We organised the "Web Accessibility Recognition Scheme Awards Ceremony" at the beginning of the year to recognise the efforts of organisations that have adopted barrier-free design when creating new web pages and applications. These efforts are specifically helping people with special needs by making it easier for them to access the daily online services that they need. The number of applications for the award in the year was the highest ever, an increase of nearly 20% over the previous year, reflecting the diligent promotional efforts of HKIRC and its supporting partners. We also saw an encouraging rise in participation from specific industries, such as the banking industry, while media coverage of the scheme was wider and more enthusiastic than previously as well.

至於在暑假期間載譽歸來的「網絡安全青年計劃」，HKIRC 就聯同 Cyberbay，舉辦了全港首個以「網絡安全入門與防範漏洞培訓計劃」為主題的青年計劃，有超過 80 間學校，參與的學生人數多達 1,000 人。計劃為年輕人提供發掘網絡安全隱患並報告漏洞的訓練，以防範網絡攻擊。學生們對是次比賽結合了在職體驗深感興趣，不少學生更表示有志在將來投身網絡安全行業。HKIRC 期望往後的推廣工作能讓更多學生了解有關任職網絡安全工作的內容，為未來培育更多優秀的網絡安全人才。

自年中以來，本港發生的網絡安全事故和網絡詐騙案件提醒了各方對網絡安全的重視。儘管越來越多的網絡詐騙活動通過通訊軟件進行，但 HKIRC 仍然注意到網絡釣魚攻擊仍然是最常見的欺騙手法之一。因此，去年 HKIRC 與香港警務處網絡安全及科技罪案調查科合作，舉辦了《釣魚電郵演習 2023》活動，共邀請了 185 家機構，超過 1 萬名員工參與其中。其中有六成一的機構至少有一名員工點擊了電郵連結，這反映出還有很大的改進空間。未來，HKIRC 將繼續進行宣傳推廣，希望進一步提高網絡安全意識，減少網絡攻擊的風險。

與此同時，HKIRC 在去年亦有繼續推動數碼無障礙的公眾使命，為更全面達致數碼共融的願景努力。於年初舉辦了「無障礙網頁嘉許計劃」頒獎禮，表揚一眾為有特殊需要人士能更容易使用日常所需的各類網上服務，讓生活更見便利而付出額外心力，採用無障礙設計打造網頁和應用程式的參加者。過去一屆的申請數字為歷屆之冠，較上一屆增加了近兩成，持續上升的參與度反映出 HKIRC 與一眾支持伙伴的努力成果。各行業的積極參與亦令人感到鼓舞，例如有更多銀行加入計劃、媒體方面的反應亦較以往更為熱烈，讓計劃能覆蓋的層面變得更廣。

This scheme has now been officially renamed as the Digital Accessibility Recognition Scheme (DARS). The new name more closely reflects our wider goals for digital inclusion, which are not limited to the web. In addition, the target audience of the scheme has been broadened to include the elderly. This means that digital designers will be encouraged to consider elderly users when they are designing web pages and applications, for example by simplifying layout and adjusting text size, so that these users can more easily engage in a full digital lifestyle during their golden years. We hope that many more enterprises and organisations will embrace digital inclusion in the course of their digital transformation journeys, enabling all citizens to share the benefits of the digital economy together.

Looking ahead, HKIRC will continue to ensure that its domain name work helps to promote the interests of Hong Kong's Internet community and serves as an important tool for the territory's economic development. We will also continue to promote the value of ".hk" and ".香港" in the international arena, taking special advantage of Belt and Road opportunities. By cooperating with Internet organisations in countries and regions along the Belt and Road, we plan to enhance the global visibility of the ".hk" and ".香港" domain names and promote Hong Kong's role as an international centre of business. Meanwhile, HKIRC is fully committed to supporting the Government's initiatives to build Hong Kong into a truly digital society. We are confident that, by working together, strengthening communication and boosting collaboration, success will continue and we will scale new heights together.

計劃於去年亦正式更名為「數碼無障礙嘉許計劃」

(Digital Accessibility Recognition Scheme)，此名稱更貼切地反映推動數碼共融目標的意義，不僅局限於網頁，而是希望公眾更清楚地瞭解該計劃覆蓋的範圍，以符合數字社會的需求。此外，還將擴大目標受眾，涵蓋長者的需求，將長者納入為重點服務對象，鼓勵設計網頁和應用程式時考慮其需求，例如簡化版面及調整文字大小等。這樣能夠幫助他們更輕鬆地適應數字化生活，享受充實有趣的樂齡生活。冀望能有更多企業和機構在進行數碼轉型的同時，兼顧數碼共融的發展，確保所有市民都能在智慧城市建設中共用數字經濟帶來的各種便利。

展望未來，HKIRC 在域名工作上定當穩中求進，以最大化香港互聯網社群的利益為依歸，成為經濟發展的重要橋樑；同時也會不負所望，向外宣揚「.hk」及「.香港」的價值。未來，將通過與一帶一路沿線國家和地區的互聯網機構合作，進一步加強與國際互聯網組織的合作，提升「.hk」及「.香港」域名在國際舞台的影響力及全球知名度，鞏固香港作為國際商業和數字經濟中心的地位，為一帶一路沿線國家和地區的互聯網發展做出了積極貢獻。在政府積極推動各項建設數字社會的措施下，HKIRC 亦將傾盡全力，給予最大的支持。HKIRC 深信社會各方只要上下一心，加強溝通協作，定能延續成功，再登高峰。