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Catalysing Secure E-Commerce Growth in
Innovation Ecosystem

Elevating Hong Kong's Smart City with
Trusted ".hk" Identities

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Year 2024 has marked a pivotal milestone for the Hong Kong Internet Registration Corporation (HKIRC). With the steadfast guidance of the Government, we have engaged a diverse array of initiatives that have delivered significant societal contributions, benefited a broad community, and greatly strengthened HKIRC's brand image and cultivating a more impactful public presence. This strategic approach established a robust foundation for advancing the ".hk" and ".香港" domain names, reinforcing their position as essential components of Hong Kong's digital identity with exceptional effectiveness.

Further, through varied partnerships with both local and international registrars, we have successfully heightened the visibility of ".hk" and ".香港" domain across multiple regions, highlighting their distinctive value in expanding Hong Kong's online market. This further solidified ".hk" and ".香港" as vital cornerstones of Hong Kong's digital identity. By collaborating closely with a multitude of stakeholders, we are actively propelling the development of e-commerce, infusing new momentum and vitality into Hong Kong's economy.

2024 年香港互聯網註冊管理有限公司 (HKIRC) 迎來了新的里程碑。在特區政府的領導下，我們推行了一系列多元化項目，不僅為社會作出積極貢獻、惠及廣大社群，同時顯著提升 HKIRC 的品牌形象，樹立更具影響力的公眾形象。這戰略方向為推廣「.hk」及「.香港」域名、以及強化其作為香港數碼身份核心支柱的角色奠定了堅實基礎，達致事半功倍的效果。

與此同時，我們透過與本地及國際域名註冊商展開多樣化的合作，我們成功提升了「.hk」及「.香港」域名在多個地區的知名度，突顯它們在拓展香港線上市場的獨特價值，進一步鞏固「.hk」及「.香港」作為香港數碼身份基石的重要地位。通過與各持份者攜手合作，我們積極推動電子商務發展，為香港經濟注入新的動力與活力。

As the Greater Bay Area undergoes significant integration, the consumer market accessible to enterprises continues to grow, unlocking boundless business opportunities. In this promising landscape, the ".hk" and ".香港" domain names serves a crucial role in advancing the development of e-commerce in Hong Kong. HKIRC is strategically leveraging on this opportunity by intensifying promotion, raising awareness of the value of these domain names, and encouraging businesses to adopt ".hk" domains to reach new customer segments and secure a competitive advantage in the marketplace.

HKIRC has consistently played a proactive role on the international stage, in the Greater Bay Area, and locally, organising various events covering domains, cybersecurity, and digital inclusion. Each initiative targets different groups, aiming to give back to society as one of the key stakeholders in the internet community. HKIRC remains attentive to the challenges faced by society and SMEs, launching a range of free cybersecurity services such as Healthy Web. These services are regularly reviewed and improved to help more SMEs strengthen their cybersecurity.

Recognising the persistent threat phishing emails pose to businesses, HKIRC collaborated with the Cyber Security and Technology Crime Bureau (CSTCB) of the Hong Kong Police Force to co-host the Ethical Phishing Email Campaign. This year's initiative recorded increased participation compared to the previous year, engaging over 210 organisations and 37,220 employees. This uptick underscores a growing industry commitment to strengthening defences against phishing attacks. This year we continued to actively encourage ".hk" users to participate and received enthusiastic responses, reflects heightened interest in the campaign, with the exercise aimed at reducing the risk of phishing attacks for businesses and their employees, thereby minimising potential losses.

In response to the growing severity of cyber threats facing public institutions, HKIRC proudly supported and participated in the Hong Kong Cybersecurity Attack and Defence Drill, an initiative spearheaded by the Government to bolster participants' readiness in their first large-scale exercise. Held over three days and two nights, totaling 60 hours, this immersive event leveraged practical combat scenarios to strengthen the defensive capabilities of participating entities and enhance their strategies for mitigating cyberattacks. Conducted in a live, realistic network environment, participants applied diverse defensive techniques from both offensive and defensive perspectives. By dissecting hacker tactics, they gained critical insights into attacker behavior, fulfilling the key principle of "Building Defence Through Offense." The event proved highly successful, equipping participating institutions with valuable experience while inspiring broader engagement in preparation for addressing emerging threats.

隨著大灣區的深度融合，企業面對的消費市場不斷擴展，帶來無限商機。在這充滿機遇的時刻，「.hk」及「.香港」域名在推動香港電商發展上擔當舉足輕重的角色。HKIRC 抓緊機遇，積極加強地區性宣傳，提升各界對域名價值的認識，鼓勵企業採用「.hk」域名，率先吸引新客群，助力業務搶佔市場先機。

HKIRC 不論在國際舞台、大灣區抑或本地，一直擔任推動者角色，透過舉辦不同活動，內容涵蓋域名、網絡安全和數碼共融等。深化融入不同群體，希望以互聯網主要持份者之一的身份回饋社會。HKIRC 一直關注社會、中小企的痛點，推出一系列免費網絡安全服務如網健通，亦適時檢視現有服務並進行優化，冀幫助更多中小企提升網絡安全。

鑑於釣魚電郵持續對企業造成威脅，為提高員工識別可疑電郵的能力，HKIRC 今年再度聯同香港警務處網絡安全及科技罪案調查科（CSTCB），合辦釣魚電郵演習。與去年相比，今年演習的參與的機構數量和員工人數均有所增加，超過 210 間機構共 37,220 名員工參與，反映業界對防範釣魚攻擊的重視有所提高。今年我們繼續積極鼓勵「.hk」用戶參與，反應非常熱烈，顯示出業界對此活動的關注有所提升，期望能夠藉著演習減低企業和員工受釣魚攻擊，避免招致不必要的損失。

為協助公營機構應對日益嚴峻的網絡威脅，HKIRC 在政府主辦的香港網絡安全攻防演習——以攻築防中擔任協辦角色，全力支持及參與首次大規模演練。活動為期三日兩夜，總計 60 小時，通過模擬真實的攻擊場景提升參與機構的防禦能力，提升其應對網絡攻擊的應對策略。在實兵、實戰、實網的環境下，參與機構從攻防雙方視角運用多種防禦技術，並通過剖析黑客攻擊手法，深入理解攻擊者思維，實現「以攻築防」的核心目標。活動圓滿成功，不僅為參與機構累積寶貴經驗，亦啟發其他機構參與未來演練，以應對新興威脅。

HKIRC places a high priority on delivering ongoing cybersecurity support and consistently allocating resources into providing complimentary cybersecurity services for our users. We are dedicated to enhancing the efficiency of these services and expanding them to benefit a broader user. One of our flagship offerings is the Healthy Web website scanning service, which offers preliminary website assessments for SMEs that enable them to identify potential vulnerabilities. Nearly 40,000 of these scans have been completed. Additionally, we have continuously refined our Cybersec Training Hub, which provides comprehensive cybersecurity training for employees. In 2024, in collaboration with the Privacy Commissioner for Personal Data (PCPD), we enriched training modules related to personal data protection and crisis management. This initiative aims to equip employees across various sectors with essential knowledge and skills in these areas, actively strengthening SMEs' defensive capabilities.

To further encourage companies to enhance their employees' skill and reduce cyber risks arising by human error, HKIRC partnered with the Information System Audit and Control Association China Hong Kong Chapter (ISACA) to launch the Cyber Security Staff Awareness Recognition Scheme. This initiative praises organisations that have made significant efforts over the past year to enhance their employees' cybersecurity awareness. The programme promotes the "Human Firewall" concept, emphasising the critical role of heightened staff awareness as the secondary line of defence for organisation. This approach is designed to equip employees with ability to identify potential threats in their daily work, to reduce the impact of cyber attacks.

Addressing the pressing shortage of cybersecurity talent is essential for the growth of the security industry. Our goal is to ignite a passion for cybersecurity in students from an early age, cultivating a culture of cyber awareness and responsibility. Since 2022, HKIRC has partnered with Hong Kong Education City to develop engaging cybersecurity learning games for primary school students on the Small Campus platform. These initiatives have garnered positive feedback and demonstrated success in enhancing cybersecurity awareness among young learners. In 2024, we built on this momentous by organising The 2nd Hong Kong Primary School Students Cybersecurity Quiz Competition and launching the Cybersecurity Ambassador Design Competition. This latter competition required students to combine their creativity with cybersecurity knowledge to create designs for 'cybersecurity ambassadors', with the winning entries to be featured as characters in cybersecurity comics.

HKIRC 高度重視網絡安全，為用戶提供免費支援，投入資源不斷推出免費服務並優化服務，以擴大服務覆蓋範圍，惠及更多用戶。其中，免費網站掃描服務網健通主動為中小企網站提供檢測及初步分析，協助用戶識別安全漏洞，至今已累計完成近 4 萬次掃描。此外，網絡安全員工培訓平台亦持續更新，今年更與個人資料私隱專員公署攜手合作，新增個人資料保護及危機管理課程，幫助各行業員工掌握基本技能，了解當前熱門議題，從而提升中小企的網絡防禦能力。

為進一步鼓勵企業為員工提供培訓，減少因人為錯誤而引致網絡風險，HKIRC 與國際信息系統審計協會中國香港分會（ISACA）聯合舉辦共建員工防火牆嘉許計劃，以表彰企業在過去一年中積極提升員工網絡安全意識的努力。計劃提倡的「員工防火牆」理念，強調透過提升員工網絡安全意識，建立機構的第二道防線。相信有助他們在日常工作中識別潛在威脅，減低機構遭受網絡攻擊的機會。

HKIRC 自 2022 年起與香港教育城合作，於「小校園」平台推出趣味學習遊戲，深受師生歡迎，有效提升學童的網絡安全意識，保障他們在數字世界的權益。今年，我們舉辦了第二屆香港小學生網絡安全問答比賽及網絡安全大使設計比賽。前者考驗學生的知識水平，後者則鼓勵學生融合創意與知識設計網絡安全大使，優勝作品更被改編為網絡安全漫畫角色。通過這些活動，我們期望從小培養學生的興趣與責任感，為解決網絡安全人才長遠短缺問題奠定基礎。

As public services, including healthcare, increasingly adopt electronic appointment systems, the imperative for digital inclusion across society becomes ever more critical. In its role as the organiser of the Digital Accessibility Recognition Scheme, HKIRC is steadfastly committed to advancing digital inclusion by conducting technical workshops that equip businesses and organisations with essential knowledge and skills. Furthermore, we collaborated with various educational institutions to embed the principles of accessible design in students, ensuring they are proficient in these standards as they enter the workforce and create solutions for organisations. This year, applications for the Digital Accessibility Recognition Scheme reached unprecedented levels, reflecting robust engagement from the community. Moving forward, HKIRC will continue to intensify its efforts to draw more businesses to this initiative, fostering collaboration to build an accessible and inclusive smart city.

In conclusion, HKIRC has adeptly addressed various challenges through cohesive collaboration. Looking ahead, we remain steadfast in our commitment to serving ".hk" users and the broader internet community, ensuring stability in domain services to meet the diverse needs of our stakeholders. Leveraging on our existing foundation, we will actively pursue additional opportunities that align with the developmental strategies of both the national and Hong Kong SAR governments, with the aim of enhancing the international reputation and recognition of the ".hk" and ".香港" domain names, especially by strengthening ties with countries along in the Belt and Road Initiative.

As we approach the implementation of the "Protection of Critical Infrastructures (Computer Systems) Bill," we are optimistic that it will enable more effective cybersecurity practices across all sectors, safeguarding the entire internet community. HKIRC is dedicated to promoting and implementing these initiatives, playing a vital role in establishing the foundation of a smart city.

隨著公營醫療等公共服務逐步推行電子化預約，社會對數碼共融的需求日益迫切。作為數碼無障礙嘉許計劃的主辦機構，HKIRC 持續致力於推動數碼共融，通過舉辦技術工作坊，為企業和機構提供相關知識與技能。我們亦與不同院校合作，教導學生無障礙設計的理念，冀望在他們學成之後為機構設計方案時，已熟知相關標準。今年，數碼無障礙嘉許計劃的申請數量再創新高，反映企業的積極參與。展望未來，HKIRC 將繼續努力，吸引更多企業加入，攜手構建無障礙的智慧城市。

總結而言，HKIRC 在各方齊心協力下順利克服各種挑戰。未來也會延續服務「.hk」用戶和互聯網社群的決心，維持穩定的域名服務，以回應不同持份者的期望。在現有的基礎上，尋找更多潛在的機遇，配合國家與特區政府的發展偉略，壯大「.hk」及「.香港」域名在國際上的聲譽和知名度，特別在與一帶一路國家的聯繫上繼續努力，藉網絡向世界說好香港故事。

隨著《保護關鍵基礎設施（電腦系統）條例草案》實行，定能有助各界實踐更有效的網絡安全工作，保障整體互聯網社群。HKIRC 將不遺餘力配合推廣和實踐，為建造智慧城市打好根基作出貢獻。