

Green IT Talk Series

An Inconvenient Truth for IT?

Organized by:



Are we going to have winters in 50 years? Carbon emission is heating up our blue planet, and before it's too late, we have to act greener, cleaning up our carbon footprint. One way out is the wider adoption of information technology.

The use of IT can help reduce our carbon footprint in several ways: by improving work efficiency, by reducing travelling and by cutting back paper use. One study suggests an annual CO2 reduction of 28%.

However, IT is fuelled by carbon—consuming electricity in itself, and consuming even more electricity in peripheral support. While we go green with IT, we have to ensure that IT itself is going green.

The objective of this event is to provide an opportunity for the ICT industry to understand the new trends on Green IT and Eco-Computing explore the possible initiatives that the IT sector may contribute itself protect the environment.

Date:	Jul 7, 2007 (Mon)
Time:	6:00pm – 8:00pm
Language:	Cantonese
Admission:	Free of charge (on a first come first served basis)
Venue:	Tin Ka Ping Lecture Theatre (LT-1) 4/F, Academic Building, City University of Hong Kong Tat Chee Avenue, Kowloon
Organizers:	Hong Kong Association of Interactive Marketing (HKAIM) Internet Society Hong Kong (ISOC-HK)
Enquiry:	Please send e-mail to rsvp@isoc.hk

Rundown:

5:45pm – 6:00pm	Registration
6:00pm – 6:10pm	Welcome Remarks by Legislator Mr. Sin Chung Kai, JP
6:10pm – 6:30pm	Climate change - Mr. Edward Chan, Campaign Manager, Greenpeace China
6:30pm – 6:50pm	Eco Computing – Mr. Charles Mok, Chairman, ISOC-HK
6:50pm – 7:10pm	IT as a key enabler to a low carbon economy while also promoting company growth – A Microsoft IT Story – Mr. Bremen Lee, Senior IT Manager, Microsoft Hong Kong Ltd.
7:10pm – 7:35pm	Panel Discussion Moderator – Mr. Francis Fong, Chairman of HKAIM
7:35pm – 7:45pm	Questions & Answers Session
7:45pm – 8:00pm	Closing Remarks and Networking Session

For Registration, please click here:

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