

ITU TELECOM WORLD 2006, article 2

By Mrs Marion Lai, Deputy Secretary for Commerce, Industry and Technology (Communications and Technology)

Hong Kong has been honoured to play host to a prestigious global event, the International Telecommunication Union (ITU) TELECOM WORLD 2006, from 4 to 8 December 2006.

Held every three years, Telecom World, organised by the ITU, is the most prominent global event for telecommunications, as well as information and communications technology (ICT). With the strong support of the Central People's Government, Hong Kong won the bid to host the event in 2006. It will be the first time that the event has taken place outside of ITU's home base in Geneva since its inauguration in 1971. The event will take place in AsiaWorld-Expo, the newly opened exhibition centre next to Hong Kong International Airport.

As usual, TELECOM WORLD 2006 will comprise two parts - a world-class Exhibition and a high-level Forum. The Exhibition enables industry players to showcase their latest equipment, services or technologies to their clients, while the Forum provides a platform for industry players, users and senior government officials to debate critical issues in policies and regulation, key technologies, business applications and the economic environment. In line with the convergence of technologies, the theme for TELECOM WORLD 2006 will be 'Living the Digital World' which covers three major areas of Digital Lifestyle, Digital Ecosystems and Digital Society. The broadened scope means development opportunities, not just for the ICT sector, but also for broadcasting, media, digital entertainment and related industries.

It is expected that the event may attract up to 60,000 visitors (comprising 35,000 to 50,000 trade visitors, 2,500 Forum delegates, 2,000 VIPs and 1,500 international media representatives), generating about \$900 million of direct economic benefits for Hong Kong. The event will also bring enormous intangible benefits, reinforcing Hong Kong's image as Asia's world city, a



國際電信聯盟2006年世界電信展，篇二

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國際電信聯盟(下稱「國際電聯」)2006年世界電信展將於本年12月4日至8日在本港舉行。本港能夠承辦這項全球矚目的盛事，實在感到十分榮幸。

世界電信展是全球電訊界及資訊通訊科技界最矚目的盛事，由國際電聯每三年舉辦一次。本港獲得中央人民政府大力支持，奪得2006年世界電信展的承辦權。世界電信展自1971年創辦以來，這是首次在國際電聯所在地日內瓦以外的地方舉行。2006年世界電信展將於亞洲國際博覽館舉行。亞洲國際博覽館是新落成的展覽中心，毗鄰香港國際機場。

一如以往的世界電信展，2006年世界電信展將包括兩部分——世界級的展覽會和由業內高層人士參與的論壇。在展覽部分，業界人士可向客戶展示最新的器材、服務或科技；在論壇部分，業界人士、用家及政府高層官員可利用此平台，就政策、規管事宜、重要科技、業務應用系統和營商環境等重要課題進行討論。鑑於科技匯流之故，2006年世界電信展把主題定為「活在數碼新紀元」，涵蓋三個重要範疇——「數碼生活新姿」、「數碼經濟體系」及「數碼社會」。主題涵蓋範圍廣闊，意味着2006年世界電信展不單為資訊通訊科技界帶來發展機會，也會令廣播、媒體、數碼娛樂及相關行業從中受惠。

預計電信展可吸引高達60,000名旅客到港(包括35,000至50,000名業內訪客、2,500名論壇代表、2,000名貴賓及1,500名國際傳媒從業員)，並為本港帶來約9億元的直接經濟收益。電信展也帶來龐大的無形收益，例如鞏固本港是亞洲國際都會、電訊金融及商業樞紐的形象，以及凸顯其通往內地龐大市場大門的地位。

本港政府自2004年6月起，在工商及科技局內成立中國香港秘書處(下稱「秘

telecommunications, financial and business hub, and the gateway to the vast Mainland market.

Since June 2004, the Government has established the Hong Kong, China Secretariat (HKCS) under the Commerce, Industry and Technology Bureau to co-ordinate the preparation work of the event. The HKCS is responsible for assisting the ITU in marketing the event globally, organising official and social functions, and providing a range of protocol, hospitality services and side programmes for the participants.

HKCS is organising a Hong Kong, China Pavilion at the event, with a view to creating a platform for showcasing the strengths of the local ICT and related industries, and facilitating international exchange. The Pavilion will also highlight Hong Kong as the gateway to the vast Mainland market. The Hong Kong, China Pavilion will consist of three main exhibition zones with a total area of around 2,500 sq m.

Over the past two years, the HKCS has conducted extensive international promotions in support of the ITU, riding on major ICT events, i.e. the 3GSM World Congress 2005 in Cannes, CeBIT 2005 in Hanover, SuperComm 2005 in Chicago, PT/Wireless & Networks Comm 2005 in Beijing, International ICT Expo 2005 in Hong Kong, 3GSM World Congress 2006 in Barcelona and ITU WTDC-06 in Doha. The Chinese consulates and embassies overseas, as well as the Economic and Trade Offices of the HKSARG in overseas cities also assist in promoting the event.

In addition, as part of the host country commitment offered in the bid, the HKCS is delivering a Business Facilitation Programme (BFP) for event participants to enhance their understanding of the Mainland ICT market and the position of Hong Kong as the gateway to the Mainland market, and to provide pre-event and onsite exchange platforms for local, Mainland and overseas trade visitors. The core programme of the BFP, comprising seminars, service and product presentations, etc, will be delivered at the Hong Kong, China Pavilion during the event week. HKCS will organise visits by event partici-



書處])，統籌2006年世界電信展的準備工作。秘書處負責協助國際電聯在世界各地推廣電信展、籌辦官方及社交活動，以及為電信展參加者提供多項禮賓、接待服務及特備節目。

秘書處為建立平台，以展示本地資訊通訊科技及相關行業的實力、進行國際交流活動，以及凸顯本港是通往內地龐大市場大門的地位，正積極籌備在2006年電信展中設立中國香港館。中國香港館將包括三個主要展覽區，總面積約2,500平方米。

過去兩年，秘書處為配合國際電聯的推廣活動，藉着參加大型資訊通訊科技盛事之便，在世界各地廣泛進行宣傳工作。秘書處曾參加的盛事，包括2005年3GSM年會(康城)、CeBIT 2005(漢諾威)、2005年SuperComm(芝加哥)、2005年中國國際通信設備技術展覽會(北京)、國際資訊科技博覽會2005(香港)、2006年3GSM年會(巴塞隆納)及2006年國際電聯世界電信發展大會(多哈)。中國駐外使領館及香港特區政府駐外經濟貿易辦事處，也協助推廣電信展。

此外，本港在申辦電信展的過程中，曾承諾承辦城市會為電信展參加者提供商務促進計劃。秘書處現正推出商務促進計劃，令參加者加深對內地資訊通訊科技市場的了解、凸顯本港是通往內地市場大門的地位，以及在電信展舉行前和舉行期間，為本地、內地和海外的業內訪客提供交流平台。在舉行電信展的一周內，秘書處將於中國香港館內提供商務促進計劃的重點活動，包括研討會、服務及產品簡介會等。秘書處也會安排電信展參加者探訪選定的內地城市，讓他們加深對內地資訊通訊科技最新發展的認識。

秘書處一直與相關的政府部門和外間機構保持聯繫，以提供方便旅客的服務、往返亞洲國際博覽館和市中心之間的便捷交通服務，以及有關電信展多項官方活動的後勤服務。



pants to selected Chinese cities, to enhance their understanding of current ICT development on the Mainland.

The HKCS has been liaising with relevant government departments and outside organisations with a view to providing facilitation services for visitors, efficient transportation services for travelling between the event venue and the city centre, as well as logistics support for a number of official functions of the event.

The preparation for the event is going well. By September 2006, over 98% of the exhibition space has been leased out. Major telecommunications and ICT companies in the Mainland such as China Telecom, China Mobile, Huawei, ZTE, as well as big names such as Microsoft, Siemens, HP, Cisco, NEC, Samsung, Intel and Motorola have signed up. So far, around twenty countries, including Canada, Japan, USA, UK, Russia, Korea and Spain have confirmed that they will set up national pavilions.

I look forward to welcoming you at ITU TELECOM WORLD 2006.

電信展的籌備工作進展順利。截至本年9月為止，超過98%的展覽場地已經出租。內地主要的電訊及資訊通訊科技公司，包括中國電信、中國移動、華為、中興，以及海外著名公司，如微軟、西門子、惠普、思科系統、NEC、三星、英特爾、摩托羅拉等，均已落實參展。迄今，約20個國家／地區（包括加拿大、日本、美國、英國、俄羅斯、韓國、西班牙等）已確定設立國家展館。

期望在國際電聯2006年世界電信展中與你相見。