

Organized by:



Green IT Talk Series

Coding Green for the Future

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

Date: September 23, 2008 (Tue)
Time: 2:30pm – 5:00pm
Language: English
Admission: Free of charge (on a first come first served basis)
Venue: Multi-Function Room, Level 1
 1/F, HKPC Building, Hong Kong Productivity Council
 78 Tat Chee Avenue, Kowloon
Organizers: Hong Kong Association of Interactive Marketing (HKAIM)
 Internet Society Hong Kong (ISOC-HK)
Enquiry: Please register online or e-mail to info@hkaim.org

Rundown:

- 2:30pm – 2:45pm Registration
- 2:45pm – 2:55pm Welcome Remarks
- Mr. Sin Chung Kai, JP
Honorary Advisor, HKAIM
- 2:55pm – 3:05pm Speech by the Guest of Honor
- Mr. Jeremy Godfrey
Government Chief Information Officer, OGCIO
- 3:05pm – 3:35pm KeyNote Speech: Enabling the Low Carbon Economy in the Information Age
- Ms. Changhua Wu, Greater China Director
The Climate Group
- 3:35pm – 3:55pm Green IT and Corporate Responsibility
- Mr. Fred Sheu, Marketing Director,
Technology Solutions Group, HP Hong Kong
- 3:55pm – 4:15pm Wireless is Green
- Dr. Lawrence Cheung, Principal Consultant,
Hong Kong Productivity Council
- 4:15pm – 4:35pm Panel Discussion
- 4:35pm – 4:45pm Facilitator – Francis Fong, Chairman, HKAIM
- 4:45pm – 5:00pm Questions & Answers Session
Closing Remarks and Networking Session



For Registration, please click here:

Venue Sponsor:



Supporting Organizations:



Communications Association of Hong Kong
 Tel: (852) 2504 2732
 Fax: (852) 2504 2752
 Email: info@cahk.hk
<http://www.cahk.hk>