



I am very much honored to serve as the chairman of CAHK. I am excited to have the opportunity to contribute my specialties to our thriving telecommunications industry and to further its incredible accomplishments.

A lot has changed in the way we live in 2022. I would like to take this opportunity to express my sincere appreciation for all the encouragement we received under these challenging economic circumstances. Together let's embark on an exciting journey as we gallop towards the age of Metaverse.

2023: The Year of Metaverse

Next wave of technology innovation is just around the corner. Metaverse has grown in prominence owing to Facebook's rebranding as Meta. Preliminary forecasts reveal Metaverse has its commercial potential to rise to US\$1 trillion annually, providing us with a more lucid understanding of how powerful Metaverse could become.

Meta's trial in Hong Kong for Metaverse test

Hong Kong is an international tech hub with strong research and development backgrounds and a robust start-up ecosystem. Meta recently announced their aspiration to utilize Hong Kong as a testing ground to trial a couple of Metaverse initiatives. To investigate potential virtual reality (VR) applications, Meta will collaborate with regional partners such as local cafe chains, educational institutions, art galleries and such. Augmented Reality (AR) training sessions will also be scheduled for educators and secondary school students.

Metaverse in Guangdong-Hong Kong-Macao Greater Bay Area (GBA)

"Measures for Promoting Metaverse Innovation and Development" was officially introduced by Guangzhou's Huangpu District and Guangzhou High-tech Zone in 2022. This is the very first Metaverse-centric support policy initiated in the GBA with emphasis on promoting "digital twins", human-computer interaction and VR/AR/mixed reality technologies. This initiative is aimed to foster regional Industrialization and large-scale implementation of Metaverse-related technology, management and business models.

Global Brands Leaping into NFT market

Indeed, telecoms participants around the world are starting to recognize the tremendous potential brought by Metaverse. Non-fungible tokens (NFT) in particular, enable the development of new forms of businesses within immersive virtual worlds. In late 2021, a multinational telecommunications company sold the world's first text message written in 1992 as a non-transferable token (NFT). The text simply said "Merry Christmas" as it was sent in December at the time. This piece of telecommunications history was later auctioned off in France for around \$150,000 USD. The winner has received a digital frame depicting an animated phone receiving the SMS as well as a proof of ownership.

Telecom Operators being Part of Metaverse Driven Economy

Telecom operators play a critical role in the creation of the Metaverse. 5G is still in its early stages. The current processing and communications infrastructure is insufficient to support a full-fledged Metaverse implementation. Hence ensuring minimal delay for three-dimensional experience becomes incredibly difficult. The Metaverse might be viewed as an opportunity for operators to position themselves as enablers of future technology while more and more global operators facilitate the 5G network implementations.

Looking Ahead

Metaverse is almost certainly on its way. Hong Kong is gifted with its competitive edges and growing market dedication, making it a perfect home to leading Metaverse technologies. I am confident the potential of Metaverse will be fully realized in Hong Kong as the year ahead rolls out.

Mr. Kenneth Lau

Chairman of Communications Association of Hong Kong

本人非常榮幸再次當選成為香港通訊業聯會的主席。香港的電訊市場發展蓬勃，我很高興能為業界利益作出貢獻，在未來引領大家取得更多突破，造福社會。

踏入 2022 年，我們的生活常態正被不斷打破。在此充滿挑戰的經濟環境中，我想藉此機會向所有曾經鼓勵我們的人及機構表達最真誠的感謝。期待與大家攜手並肩，馳騁於元宇宙的新時代。

元宇宙將在 2023 年大放異彩

下一波的科技創新浪潮近在咫尺。Facebook 改名為 Meta 的舉措，讓元宇宙勢在必行。初步市場預測表明，元宇宙的商業潛力將上升至每年一萬億美元，無疑為其無限的可能提供了更具體的詮釋。

Meta 在香港進行元宇宙的先導計劃

香港是領先的國際科技中心，並以擁有強大的研究開發能力及成熟的初創生態系統為傲。Meta 最近宣布香港將作為其元宇宙計劃的實驗市場。為了研究虛擬實境在日常生活中的應用，Meta 將與不同的本土企業合作，例如連鎖咖啡店、教育機構、畫廊等。而擴增實境的培訓課程則會邀請不同的教育工作者和中學生參加。

元宇宙在粵港澳大灣區的發展

《廣州市黃埔區、廣州開發區促進元宇宙創新發展辦法》在 2022 年正式發布。這是粵港澳大灣區首個以元宇宙為本的專項扶持政策，聚焦於數位學生、人機交互及虛擬實境 / 擴增實境 / 混合實境等多個範疇。《廣州市黃埔區、廣州開發區促進元宇宙創新發展辦法》的目標為推動地區工業化及元宇宙技術之廣泛應用、管理及培育新產業模式。

國際品牌相繼投入非同質化代幣 (NFT) 市場

世界各地的電訊服務供應商均意識到元宇宙蘊含的巨大潛力。當中以非同質化代幣 (NFT) 為甚，為沉浸式虛擬世界中的商業模式提供更多元的應用情境。在 2021 年末，一家跨國電信公司將世界上第一條短信作為 NFT 出售。因為該短信在 1992 年 12 月發出，所以內容只是「聖誕快樂」幾字。這條別具歷史意義的短信在稍後時間於法國以約十五萬美元的價格被拍賣。中標者獲得了一個智能畫框，當中顯示了一則顯示手機在接收此短信的動畫，以及短信所有權的證明。

電訊服務供應商成為元宇宙經濟重要的一環

在元宇宙的創始時期，電訊服務供應商發揮著關鍵的角色。5G 技術仍然處於初期發展階段，而目前的處理和通訊基礎建設亦不足以全力支持元宇宙的運行。當用戶在三維虛擬空間進行體驗時，要確保過程只受最低限度的時延影響將變得異常困難。全球各地都在積極推動 5G 網絡技術應用的同時，電訊服務供應商也可乘著元宇宙的熱潮，成為推動元宇宙的先導者。

展望未來

元宇宙的熱潮勢不可擋。香港富有競爭優勢和積極拓展市場精神，使其成為孕育元宇宙領先技術的搖籃。在可見的未來，我深信元宇宙的巨大潛力更會讓香港發光發亮。

劉貴顯先生

香港通訊業聯會主席