

The Embedded Software Forum 2008 – Technology Trends And Business Opportunities

The **Embedded Software Forum 2008 – Technology Trends and Business Opportunities** was held at the HKPC Building in the morning session with 4 concurrent workshops in the afternoon session on 12 June 2008. There are 133 attendances joining the Forum and 80 attendances joining the Workshops.

Forum

The Forum was held successfully. The Forum was full house with 133 attendees.

- Our Guest of Honour, Mr Eddy Chan JP – Commissioner of The Innovation and Technology Commission, HKSAR Government, delivered the speech.



- Mr MY Wong JP – Chairman of HKETA/AHKEA, delivered the Welcome Speech.



Five talks were then delivered by Mr. Victor Ng and four invited guests.

- Mr Victor Ng – Deputy Chairman of HKETA/AHKEA talked about “The Embedded Software Industry in HK – Challenge and Opportunities”.



- Dr Manuel Costa – COO of ASTRI, delivered his speech on “ASTRI’s Embedded Systems, Architecture and Software”.



- Mr CC Chui – Senior Engineering Manager of VTech Holdings Ltd., delivered his speech on “A Successful Story : Embedded Software for Educational Electronics”.



- Mr Kevin Chia – Director of Marketing of GeneralPlus Technology Inc., delivered his speech on “Chipset Technology Trends & Business Opportunities”.



- Mr Masayasu Odani – General Manager of Toshiba LSI System Support Co., Ltd., delivered his speech on “Embedded Platform Trends”.



- Mr KT Yung – General Manager (ITID) of HKPC as the Panel Discussion moderator





Caption: All Forum and Workshops guests and speakers gathered together for the group photo, capturing a great moment in the electronics industry.

Meanwhile, the publication **Success Stories of Hong Kong Embedded Software Developers** also started distributing in the Forum. Around 130 free copies were distributed to the Forum attendees.

Workshops

Four workshops with different themes were conducted in the afternoon by industry experts:

Workshop #1: “Embedded Linux and Android Platform Workshop”
By Mr Andrew Ip - Manager, Cwlinux Limited



Workshop #2: “Embedded Software Application Workshop for Toys & Consumer Electronics”
By Mr Eric Ip - Engineering Manager, Integration Linkage Technology Ltd



Workshop #3: “uPnP and Digital Entertainment Workshop”
By Mr Patrick Wu - Senior Engineer, ASTRI



Workshop #4: “Creating Product Value via Usage of Embedded Software”
By Mr. Jeff Chui - Director of Corporate Planning and Human Resources, Perception Digital Ltd., and



Dr. Alan Lam - Chief Technical Officer, Sengital Ltd.



All the workshops were highly welcomed and received positive feedback from participants.

The Forum and workshops, and the publication mentioned are all the key deliverables of the TID funded project **“Competitiveness enhancement program for Hong Kong electronics manufacturers on the application of embedded software.”**

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