



European Union Business
Information Programme
Hong Kong & Macao
歐盟商務訊息計劃



EUROPEAN CHAMBER
OF COMMERCE
IN HONG KONG
香港歐洲商務協會

Breakfast Seminar

“Innovation through Information”

How to monetize Public Data?

*Creating Business Value from Public Sector Information -
The Hong Kong and EU Experience*

Date: Tuesday, 7 June 2011, 8h30-10h30

Venue: Hong Kong Bankers Club, 43/F Gloucester Tower, The Landmark, Central

Admission fee: HK\$100 members of European Chambers/ HK\$150 non-members

Public, accessible and accurate information can create new products and businesses. The overall market size for PSI in the EU is estimated at 27 billion Euros. Re-use of public sector information means using it in new ways by adding value to it, combining information from different sources, making mash-ups and new applications, both for commercial and non-commercial purposes. Examples include real time traffic information and bus timetables together with maps downloaded to smart phones. Public sector information has great economic potential: it generates new businesses and jobs and provides consumers with more choice and more value for money.

*Registration fee should be paid in cheque to the Chamber before the event to secure your seat. Cheque should be made payable to “**The European Chamber of Commerce in Hong Kong**” and mailed to:*

*The European Chamber of Commerce in Hong Kong
Room 1003, 10/F, World-Wide House
19 Des Voeux Road Central
Hong Kong*

To register, you are kindly requested to contact kim.larsen@eurocham.com.hk

or call +852 2511 5133

Agenda

- 8:30-9:00:** *Registration and Arrival of guests*
- 9:00-9:05:** *Welcome speech by the European Chamber of Commerce*
- 9:05-9:25:** *European Experiences in Creating Value from Public Sector
Information Re-use*
- by Ms. Waltraut Ritter, Hong Kong Foresight Centre
- 9:25-9:40:** *PSI in Hong Kong and its role in the Digital 21 Strategy*
- by Mr. Kenneth Cheng, Assistant Chief Government
Information Officer, Office of the Government Chief
Information Officer OGCIO
- 9:40-10:00:** *Case study on using Public Traffic Data for new
information service*
- By Mr. David N Lorimer, Founder and Director, Hong Kong
Society for the Protection of Public Health
- 9:40-10:00:** *PSI - A Business Opportunity for Information Entrepreneurs*
- Mr. Simon Tam, Director, ICO Limited
- 10:00-10:30:** *Panel Debate and Q&A*
- 10:30** *End of the Seminar*