For Immediate Release
【**Press Release**】

Hong Kong ICT Awards 2011 Opens for Application
Discover Infinite Creativity for Advanced Lifestyle

Coming to its 5th consecutive year, the renowned Hong Kong ICT Awards will open for application on December 1. All innovative and endeavouring local professionals and organisations are welcome to join and pursue for the paramount honour in town.

Through the seamless collaboration between the Government, business community, industry practitioners and academia, the Awards aim to promote and commend the outstanding achievements of innovative technology and applications, as well as to encourage practitioners to further develop innovative and creative ICT solutions for a better life.

Supported by the Office of the Government Chief Information Officer, Hong Kong Productivity Council and Hong Kong Trade Development Council, the Hong Kong ICT Awards 2011 are organised by 10 local professional associations admitted through a competitive selection exercise by a Steering Committee. The Committee is chaired by the Government Chief Information Officer, Mr Jeremy Godfrey, to provide overall steer to the award scheme. Other members of the Committee include representatives from the Innovation and Technology Commission, Invest Hong Kong, Hong Kong Trade Development Council and Cyberport.

Announcing the launch of this year's Awards today (November 25), Chairman of Organising Committee of the Hong Kong ICT Awards 2011, Mr Stephen Lau, said, "Since its inauguration in 2006, the Awards have been recognising innovative products and services from our ICT industry and the community. The Awards also foster the expansion of new economic territory and create many opportunities for Hong Kong's ICT businesses and professionals."

"Over the past four years, winners of the Awards have successfully established their professional status through winning different prestigious regional and international awards, generating business opportunities both locally and internationally. The Awards enhance the international reputation of the local ICT industry and open up the gateway to global market," he said.

To cope with the global trend on green ICT, a new award category "Best Green ICT Award" is introduced this year to recognise contributions of enterprises in environmental technology innovation. The 10 categories and their leading organisers are:

Best Business Award: Hong Kong Computer Society;
Best Collaboration Award: Hong Kong Software Industry Association;
Best Digital Entertainment Award: Hong Kong Digital Entertainment Association;
Best Digital Inclusion Award: The Hong Kong Council of Social Service;
Best Green ICT Award: Green ICT Consortium;
Best Innovation & Research Award: Internet Professional Association;
Best Lifestyle Award: Hong Kong Information Technology Federation;
Best Professional Development Award: The British Computer Society (HK Section);
Best Public Service Application Award: The Hong Kong Institution of Engineers – IT Division; and
Best Ubiquitous Networking Award: Hong Kong Wireless Technology Industry Association.

There will be one Grand Award in each category and the best of the best – "Award of the Year", will be selected by a Grand Judging Panel from the 10 Grand Awards. All professionals and organisations in ICT industry should seize this valuable chance! Application will close on January 27, 2011.

Further information is available on www.hkictawards.hk. Enquiries can be made to the Secretariat Office of the Hong Kong ICT Awards 2011 on 2788 5669, or email to info@hkictawards.hk.

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