

## **World Summit Award 2011 Grand Jury – Hong Kong Kicks off at Hong Kong Cyberport**

*Over 460 entries from 105 countries compete for 40 awards in 8 categories  
Local ICT talents have opportunity to gain international exposure at UN-mandated event*

**Hong Kong – 8 April 2011** -- The selection of the world's best digital content got underway in Cyberport today at the opening of the World Summit Award (WSA) 2011 Grand Jury - Hong Kong which is being co-hosted by the Hong Kong Cyberport Management Co. Ltd. (Cyberport) and hosted by the Internet Professional Association (iProA). The global United Nations-mandated initiative evaluates and awards digital content and information and communications technology (ICT) applications based on creativity and innovation.

The award serves as an international platform to showcase and promote the creative use of ICT and initiatives that make the information society more inclusive. More than 460 submissions have been received from 105 countries including one entry from China in each of the eight categories, while the Grand Jury consists of national experts from more than 30 countries, representing the creative industries, telecommunications, advertising, journalism and research, and education. They will work together until 14 April to ensure fair judging of the products.

Awards will be issued in eight categories to projects that demonstrate the power of innovation in revolutionizing the way people communicate and live. This year's categories include:

- e-Government & Institutions
- e-Health & Environment
- e-Learning & Education
- e-Entertainment & Games
- e-Culture & Heritage
- e-Science & Technology
- e-Business & Commerce
- e-Inclusion & Participation

Five winners in each of the eight categories will be able to present their concepts to an international audience, network with potential business partners and build relationships with other experts. The result announcement schedule of this year's award will be updated separately by the organizer shortly. Previous winning entries from Hong Kong include Cyberport's "DigitalCopyright.hk, One-Stop Digital Content Marketplace" in the e-Business category in WSA 2007, which marked a significant milestone for the local industry.

"Since the World Summit Award was initiated by Austria in 2003, on the occasion of the United Nations first World Summit on Information Society, we have seen great success of the award as a global activity in the UN framework and as the unique showcase to evaluate and promote the world's best e-Content and most innovative ICT applications," said Prof. Dr. Peter A. Bruck, Chairman of the WSA and CEO/Chief Researcher at Research Studios Austria FG. "In the digital age, things develop rapidly and it is difficult for many to see what has quality. This is

especially true in the area of content, because it needs time and understanding to find out what is of value and what is not. WSA provides the only global platform for all who value the creative use of ICT and are committed to making today's information society more inclusive. We believe the development of the e-content industry will be more robust with this global initiative that encourages exchange of excellence, products and ideas."

"As a host, we are excited to bring this global award in the ICT industry to Hong Kong," Dr. Winnie Tang, JP, President, iProA. "We have been WSA's official China partner since 2003. In the participation and organization of the World Summit Award, we are committed to fostering the growth and promotion of the Internet industry, technology products and projects in China."

"As one of the Asia Pacific's leading ICT hubs, Cyberport lends its full support to the World Summit Award 2011 Grand Jury – Hong Kong. For a renowned summit like this, a state-of-the-art ICT infrastructure with speedy broadband network is essential. In Cyberport, we are equipped with world-class conference facilities and infrastructure for all the jurors to access to the Internet for online judging and attaining information in real time. Our technical staffs have been sparing no effort to set up the venue to make sure it's up-to-standard for a smooth and pleasant judging process in the next few days. Cyberport always welcome significant ICT events and ICT professionals here," said Herman Lam, CEO of Cyberport.

"The goals of WSA align perfectly with Cyberport's mission to nurture ICT talent, promote industry development and drive digital inclusion. The award is a great platform for local ICT talent and entrepreneurs to gain worldwide exposure, interact with their counterparts from other countries and get inspiration for innovative ideas," he added.

Before the commencement of the judging process, an Opening Conference was held on the topic of "Revolutionizing with Technology and Creating Harmony with Content" today with over 100 ICT industry players attended. It served as an important occasion for regional ICT entrepreneurs to exchange ideas and share insights with global industry pioneers. During the conference, hottest topics on ICT development including key implications and advantages of Cloud Technology and IPv6 were discussed.

The World Summit Award was initiated in 2003 in the framework of the United Nations World Summit on the Information Society (WSIS). It is organised by a global partner network, coordinated by the International Center for New Media. Finalists are selected on a national level through direct nomination by a body of national experts or a committee, or through a national competition.

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### **About the WSA**

The World Summit Award (WSA), organised by the International Center for New Media (ICNM) in Salzburg, was started in 2003 as part of the UN's World Summit on the Information Society (WSIS). It is a global initiative to select and promote the world's best e-Content and innovative ICT applications; to date more than 160 countries are actively involved. Through national pre-selections and contests and a global jury process, WSA demonstrates the local diversity and rich creativity of ICT use. WSA is a global hub for everyone who values the crucial importance of local content to make today's information society more inclusive.

For details, please visit [www.wsis-award.org](http://www.wsis-award.org) or contact [wsa@icnm.net](mailto:wsa@icnm.net).

### **About the World Summit Award 2011 Grand Jury – Hong Kong**

The Jury members hail from Austria, Azerbaijan, Belgium, Bulgaria, Bahrain, Canada, China, Ecuador, Egypt, Estonia, Germany, Gambia, Ghana, Italy, India, Indonesia, Iran, Kenya, Kuwait, New Zealand, Norway, Mexico, Russia, Saudi Arabia, Singapore, Sri Lanka, Sudan, Syria, Tunisia and the UAE. For a complete list of jurors, including CVs, please go to [www.wsis-award.org/contest/jury](http://www.wsis-award.org/contest/jury)

### **About iProA**

iProA, Host of World Summit Award 2011 Grand Jury in Hong Kong, is a non-profit making professional organization founded in December 1999. It represents over 2,600 professionals from Internet related industries, including CEOs and senior executives from leading information technology enterprises. We are committed to explore and create cooperation opportunities with different industries through our networks with various Governments, professional associations, NGOs and leading international and local ICT organizations. From our regional to global networks, we share the common goal of promoting proper application of Internet technology and strive to strengthen the competitiveness of the ICT industry of Hong Kong. We work towards improving professionalism of information technology practitioners, encouraging IT professionals to share social responsibilities, as well as striving to bridge the digital divide in Hong Kong. Please visit website [www.iproa.org](http://www.iproa.org) for further information.

### **About Cyberport**

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and promoting a digitally inclusive society through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For details, please visit [www.cyberport.hk](http://www.cyberport.hk)

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