DBS BusinessClass

Electronics
Disrupt
Empower innovation
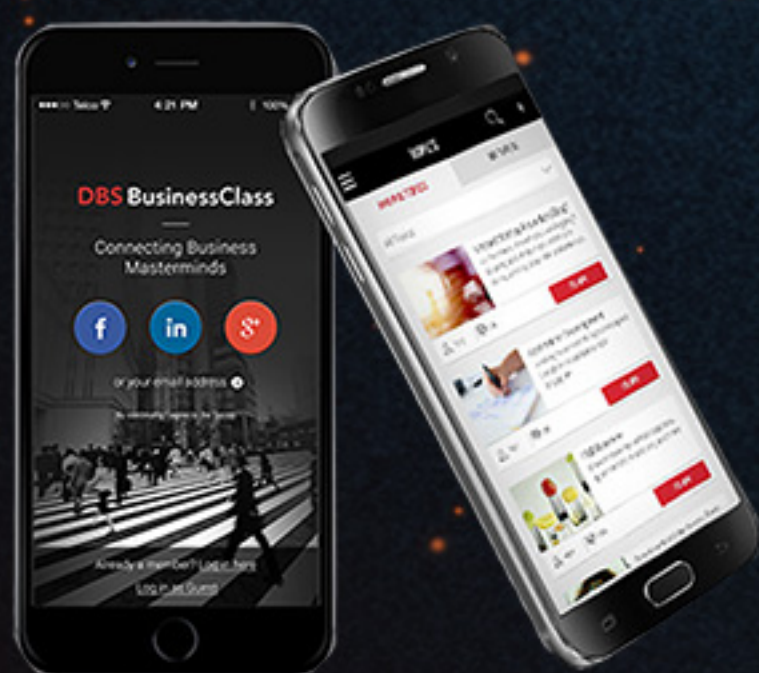
More about DBS BuissnessClass
go.dbs.com/bizclasshk

Working Partners:

SAMSUNG | Microsoft | HKSTP 香港科技園 | Cyberport 數碼港 | 香港電子業商會 The Hong Kong Electronic Industries Association | IOTA | cocoon 浩觀 | SGS | UBTECH Dream With Robots

Living, Breathing Asia

DBS SME BANKING

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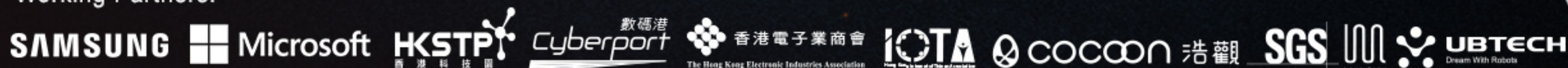
Industry Overview

Hong Kong's electronics industry is the largest merchandise export earner for the territory, accounting for 66 per cent of Hong Kong's exports in 2016. As a major trading hub for electronic products in Asia, Hong Kong is the perfect location to do business, assess product trends and exchange market intelligence.

Pain Points of Electronics Industry

Many industry players could feel the resistance along their development journey. To keep evolving, continuous innovation is key to reinvent the wat we think about the development of electronics and unlock its hidden potential.

Uncertain Demand

1 Economic volatility and cyclical demand together cause fluctuations in production. On a more granular level, consumer preference can cause spikes in demand for an individual product or company. Efficient lean capabilities must be in place to keep inventory aligned with demand.

Short Product Lifecycles

2 With the ever changing consumer tastes and preferences, Electronics Manufacturer Suppliers (EMS) companies and contract manufacturers need to adopt New Product Introduction (NPI) processes. Closed-loop communication between sales, manufacturing, and engineering can ensure product launches could hit time, volume, and quality targets.

In light of the short-product-cycle and unstable demand in the electronics marketplace, the industry needs to adapt and devise strategies to meet a wide range of needs and consolidate our leading role in the global arena.

Complex Global Supply-Chain

3 Companies have to manage both internal and external resources while making sure they are complying with the international standards. Companies are facing new challenges emerging from various operational issues, including traceability and compliance. Different components often have to travel across more than 3 continents to arrive at the destined customer.

Shrinking Operating Margins

4 Prices are falling under rising competition and emerging technologies. Managing cost efficiencies become pivotal to maintain profitability.

With increasing supply-chain complexity and margins being continuously squeezed, innovative solutions that streamline processes and reduce cost can help companies to improve operating efficiency significantly.

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Event Mission

The showcase event aims to offer an interactive platform and a connect point to enable ideas exchange and deepen engagement with DBS BusinessClass members. We hope to provide a holistic overview of the apparel industry and bring digital and innovative solutions that break free of conventional modes of thinking, raising the competitiveness of local companies and growing our businesses eventually.

Keynote Speakers

Ryan Chan is the Head of Enterprise Business in the IT and Mobile Communications Division at Samsung Electronics Hong Kong, where he proactively advocates the latest mobility trends to transform companies large and small. He has experience in software development, mobile deployment and management, hybrid cloud platforms. Prior to joining Samsung, Ryan held various positions in sales and marketing at Apple and Microsoft.

Mr. Ryan Chan
Head of Enterprise Business, IT and Mobile Communications Division, Samsung Electronics Hong Kong Co., Ltd.

Topic
How can Hong Kong SMEs resolve the electronics industry pain points via digital innovation?
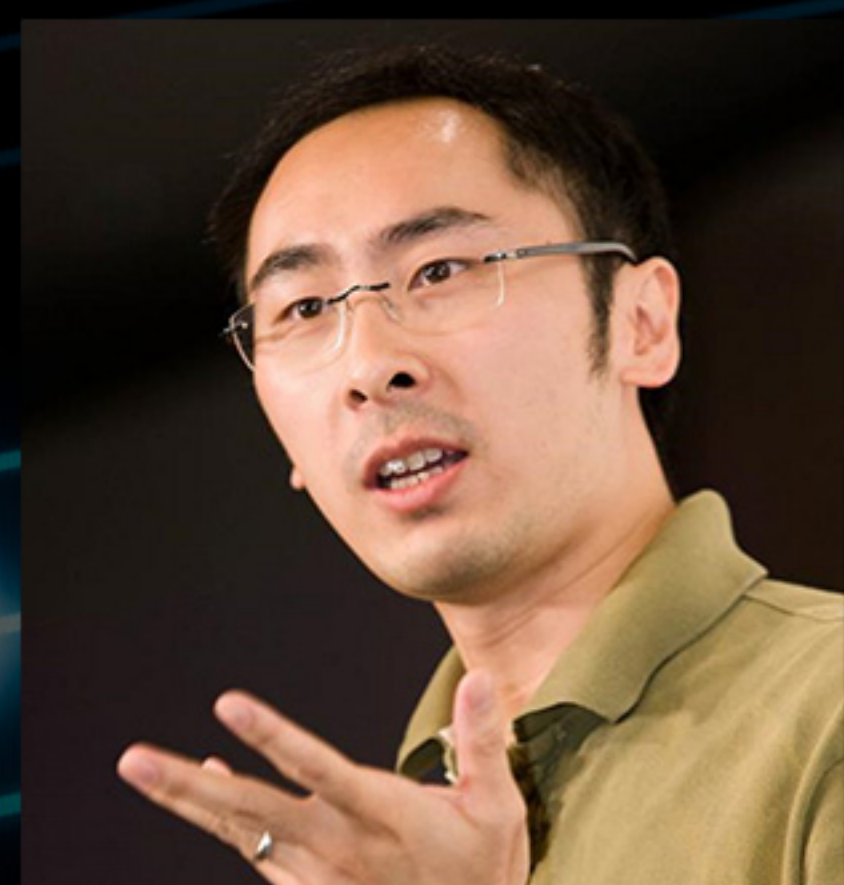
Andy Cheung is a Technology Evangelist in Microsoft Hong Kong, focusing on Independent Software Vendors (ISV) Ecosystem across Cloud Computing, IoT, Mixed Reality and other technology areas. Before joining Microsoft, Andy was the Data System Architect in Centamap.com and was awarded Microsoft MVP for 3 consecutive years.

Mr. Andy Cheung
Partner Business Evangelist, Developer Experience Group, Microsoft Hong Kong Limited

Topic
Driving Digital Transformation via Mixed Reality and Intelligent Cloud

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Exhibitors

Adobe
gives everyone and business — from emerging artists to global brands — everything they need to design and deliver exceptional digital experiences.

En-trak Hong Kong Limited
develops and sells IoT solutions for commercial buildings to achieve their sustainability goals, while saving money and increasing efficiency. En-trak's solutions are used by over 250 customers in Asia.

International Compliance Workshop
is a B2B platform for product testing, inspection and factory certification. An innovative business model effectively enhances the efficiency in procurement process of testing and certification services for product & supply chain compliance.

Hong Kong Internet of Things Alliance (IOTA)
is a community of 500+ members spanning different industries and aims to enable a better world through innovations and industries revitalization by creating a closely collaborating IoT Community in Hong Kong and collaborating with other global IoT-relevant communities.

King City Technology Limited
is a Hong Kong based hardware startup which focuses on developing the radar based gesture recognition technology and aims to unlock the potential of Virtual Reality (VR) as a computing platform by providing intuitive user interfaces with bare-hand interactions.

Maxus Tech
is focusing on ubiquitous computing and provide Smart Sensing and Human-Computer Interaction solutions by combining artificial intelligence and signal processing techniques.

MH 3D Print Service
provides one-stop solution from creative ideas to delivery of an actual production in your hand, turning raw ideas into 3D printed reality. With the industry-level 3D printers, CNC molding and services that go beyond just printing customer's design.

Microsoft
is the worldwide leader in software, services and solutions that help people and businesses realize full potential. The company offers a wide range of products and services designed to empower people through great software – any time, any place and on any device.

Neosen Energy
is focused in the design, development and manufacture of state of the art Power/Energy processing technologies. Neosen Energy designs products for wireless power, renewable energy, and IOT industries. Currently, they are developing different type of wireless chargers, a renewable solar energy system called NeoSolar, and LoRa based technologies.

SGS
provides the electronics industry tailored solutions to improve product quality, safety & sustainability.

Qihan Technology Co., Ltd.
is a company focused on innovations in robotics, artificial intelligence, and data analysis. Sanbot is an intelligent, humanoid service robot and the new Sanbot platform will unleash the power of cloud-enabled robotics and AI for different customer-oriented industries to deliver smarter and more personalized services.

Virtuix Omni
is the pioneer of the Active VR category and is the developer of the Omni – the first-of-its-kind motion platform that enables 360-degree mobility in virtual environments.

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Experience Zone

Three experience zones featured by Samsung, Virtuix and Sanbot offer the chance to explore the creative digital technologies that are leading the world to a brighter future.

SAMSUNG

inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets and many other digital appliances.

With Samsung innovations, Knox Configure, transforming mobile devices into business workstation have never been easier.
Knox Configure is a cloud-based service that allows businesses to remotely configure a large number of Samsung devices and tailor them to specific business needs. With the effortless out-of-the-box setup, it enables automated device provisioning, streamlined setup process and customized device settings. Customization for corporate branding is also offered, as well as the integration with corporate service on top of the automated app deployment.

Besides that, the features on the professional Kiosk Mode also allows SMEs owners to seamlessly switch device from daily personal use to professional business use.

Virtuix Omni

is an Omnidirectional treadmill simulator for virtual reality games and other applications, developed by Virtuix. It uses a platform to simulate locomotion that allows users to walk or run within the game they are playing. Aside from gaming, Virtuix Omni can also be designed for other applications.

It is used in tandem with virtual reality head mounted displays for a full immersive virtual reality experience. The bowl-shaped surface requires special low friction shoes to operate and uses inertial sensors to track user's position, the length of their stride, and how fast they are moving. The information is then sent to a computer which translates the data into the in-game movements.

Sanbot

is an intelligent, humanoid service robot developed by Qihan Technology, a company focused on innovations in robotics, artificial intelligence, and data analysis. The result of years of research and development, the new Sanbot platform will unleash the power of cloud-enabled robotics and AI for retailers, hoteliers, schools, nursing homes and operators in many other customer-oriented industries to deliver smarter and more personalized services.

As a catalyst of service innovations and business productivity, Sanbot is taking robotics technology mainstream by cooperating with IBM Watson, Amazon Alexa and Nuance. With an open API that enables developers to build Android applications that harness Sanbot's powerful AI and machine-learning capabilities, businesses will deliver more interactive and richer services that increase customer satisfaction and loyalty.

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Event Rundown

Date: 30 Nov 2017 (Thursday)
Time: 2:30 pm - 5:00 pm
Venue: The Annex, Nan Fung Place 2F-6, 173 Des Voeux Road
             Central, Central, Hong Kong
Language: Cantonese (Partial presentation material will be in English)

Time	Agenda
2:30 - 3:00 pm	Event registration and Solution partners exhibition
3:00 - 3:05 pm	Opening performance by DBS BusinessClass
3:05 - 3:10 pm	Welcome speech by Mr. Alex Cheung, Managing Director, Head of Institutional Banking Group, Hong Kong DBS Bank Ltd, Hong Kong Branch DBS Bank (Hong Kong) Limited
3:10 - 3:30 pm	1st Keynote speech by Mr. Ryan Chan, Head of Enterprise Business, IT and Mobile Communications Division, Samsung Electronics Hong Kong Co., Ltd. Topic: How can Hong Kong SMEs resolve the electronics industry pain points via digital innovation?
3:30 - 3:45 pm	1st round of Innovation showcases by solution partners
3:45 - 4:05 pm	2nd Key note speech Mr. Andy Cheung, Partner Business Evangelist, Developer Experience Group, Microsoft Hong Kong Limited Topic: Driving Digital Transformation via Mixed Reality and Intelligent Cloud
4:05 - 4:20 pm	2nd round of Innovation showcases by solution partners
4:20 - 5:00 pm	Exhibition and networking session

* Agenda is subject to actual rundown arrangement without any prior notice.