

Call for the Most Popular Marketing Smartphone Apps in Hong Kong

The use of smartphone apps in marketing and advertising is fast becoming a prevailing global trend. To recognize the outstanding creativity of local marketers and advertisers in this emerging marketing platform, the Hong Kong Wireless Technology Industry Association (WTIA), Hong Kong Productivity Council (HKPC), Hong Kong Cyberport Management Company Ltd. (Cyberport) and Hong Kong Wireless Development Centre co-organize the "2011 Hong Kong Marketing Smartphone Apps Popularity Contest".

Mr Ken Fong, Chairman of WTIA, said, "With over 13.4 million mobile subscribers and a penetration rate of 189% in December 2010, Hong Kong offers a highly sophisticated mobile user population for mobile marketing campaigns. According to a recent WTIA study, 73% of the respondents are using smartphones at present and 71% will buy a new phone in the next 12 months. Of the latter group, 70% said they will buy smartphones and 59% will accept advertising for a lower service fee or free data plan. It reflects that smartphone apps will flourish as a major marketing channel in Hong Kong."

Introducing details of the Contest, Mr Fritz Chiu, Principal Consultant (IT Industry Development) of HKPC, said, "Through this competition, we hope to salute the excellence of local marketers and advertisers in using smartphone apps for marketing, and to enhance public awareness and involvement in this emerging marketing platform. In addition to open application, we also encourage public nomination and voting for their favourite entries."

Mr Herman Lam, CEO of Cyberport, said, "Cyberport is fully committed to nurturing ICT talent and promoting creativity. We are honoured to co-organize this contest to encourage the development of more outstanding Smartphone apps to be used in advertising and marketing, and further promote the industry development."

The Contest is part of a larger project sponsored by Create Hong Kong (CreateHK) of the HKSAR Government with a view to promoting advertising and marketing on mobile media. Mr Jerry Liu, Head of CreateHK, welcomes the initiative. "The project will highlight our competitive edges in mobile advertising and marketing, and reinforce Hong Kong's position as Asia's creative capital," he said.

The Contest consists of six categories. Apart from the Most Popular Marketing Smartphone Apps Awards, there are Awards for Best Marketing Smartphone Apps under 'Technology', 'Creativity', 'Advertisement', 'Social Wellness' and 'Game' categories. Closing dates for entries by public nomination will be 30 April 2011.

At the launch of the Contest today (24 march 2011), Ms. Lana Yip, Head of eBusiness & Remote Channel, Citibank Global Consumer Group; and Ms Annie Leung, Senior Manager - Sales and Marketing of MTR Corporation, also shared their companies' experience on smartphone apps marketing.

Details of the Contest will be available at the website <http://csm.hkwtia.org> from 1 April 2011. For more information about the Contest, please contact HKPC's Winky Wong at tel. (852) 2788

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About Hong Kong Wireless Technology Industry Association

Hong Kong Wireless Technology Industry Association (WTIA), a not-for-profit corporation registered in Hong Kong, was established in 2001. Its objectives are to represent and safeguard the interests and opinions of the wireless technology to the Government and other international parties; promote the development, usage and awareness of wireless technology applications in Hong Kong; enhance communication and partnership between different types of companies in the wireless technology industry; advance the professional standards of software and hardware development in wireless technology application.

Currently, WTIA has over 170 local and overseas company members, including mobile network operators, mobile device manufacturers, hardware / software vendors, system integrators; wireless application developers, mobile content providers, etc.

For more information, please visit WTIA official website at <http://www.hkwtia.org>

About Hong Kong Productivity Council

Hong Kong Productivity Council (HKPC) is a multi-disciplinary organization established by Statute in 1967. Its mission is to promote productivity excellence through the provision of integrated support across the value chain of Hong Kong firms, in order to achieve a more effective utilization of resources, to enhance the value-added content of products and services, and to increase international competitiveness. For more information, please visit the HKPC website at www.hkpc.org.

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

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