



HONG KONG
ICT AWARDS
2018 香港資訊及
通訊科技獎

智慧出行獎
Smart Mobility
Award

智慧旅遊
Smart Tourism

智慧交通
Smart Transport

智慧物流
Smart Logistics

Organiser
籌辦機構



Hong Kong

Call for Entries 參賽須知

Smart Mobility Award 智慧出行獎



Introduction of Organiser 籌辦機構簡介

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services. GS1 Hong Kong engages with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

Currently, GS1 Hong Kong has over 7,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. GS1 Hong Kong continually enhances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

For more information about GS1 Hong Kong, please visit www.gs1hk.org.

香港貨品編碼協會(GS1 Hong Kong)於1989年由香港總商會成立，是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務，為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度，並推動商業之間的連繫。透過採用及實施全球標準，香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。

香港貨品編碼協會目前有逾7,000名企業會員，涵蓋約20種行業，包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。協會不斷提升及推出新的服務及解決方案，協助各企業會員抓緊新景象、新挑戰和新機遇。

如欲進一步了解香港貨品編碼協會，請瀏覽 www.gs1hk.org。



Background 背景

The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talents and enterprises in their constant pursuit of creative solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised by Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

There are eight categories under the Hong Kong ICT Awards 2018. There will be one Grand Award in each category, and an "Award of the Year" will be selected from the eight Grand Awards by the Grand Judging Panel.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業的營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由香港業界組織及專業團體主辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2018香港資訊及通訊科技獎設有八個類別的獎項。每個類別均設有一個大獎，而最終評審委員會會再從所有大獎中甄選出「全年大獎」。

1. Building Hong Kong as Smart City with Novice ICT Applications

Mobility and transport are essential if a city is to function properly. There cannot be a smart city without Smart Mobility. A smart city should be connected and citizen-centric, which is accessible to visitors and residents, travelling and moving goods across the city trouble-free, bringing citizens and visitors more convenience, better quality of lives, more sustainable power usage, higher level of safety and city competitiveness. The objective of the award programme is to encourage more designs and development of applications leveraging the integration of Internet-of-Things ("IoT"), big data and analytics, as well as mobile applications, which will enhance the flow of people, goods, and tourists; improve citizens' and visitors' experience; and enable smart mobility for a smarter Hong Kong.

2. Championing HK as Hub for IT Talents, Creativity and Innovations

The Award programme will serve as a platform to facilitate the community to have a dynamic and transparent exchange of expertise with renowned ICT professionals, to sparkle and co-create innovative ideas, and to nurture technology talents. GS1 HK will also nominate appropriate winners to participate at other regional and global awards competition.

We hope that through these recognising and nurturing initiatives, it will further stimulate creativity.

3. Inspiring Local Industry Adoption

Innovation and technology are drivers for economic growth and the key to enhance business competitiveness. Award winning cases attest to successful implementation, helping users in Transport, Logistics and Tourism understand the value of smart business applications, encouraging industry adoption, creating a mutually beneficial interaction between technology and business sectors, which leads to a sustainable eco-system of technology-driven new business paradigm.

1. 鼓勵開發嶄新智能應用，同建香港智慧城市藍圖

完善交通系統和流動性是什麼現代都會都需具備的條件，因此智慧城市不能缺少智慧出行(Smart Mobility)規劃。智慧城市應該四通八達，以市民的便利為依歸，讓訪客和居民都能輕鬆連接，人群和貨物的流動皆暢行無阻。智慧出行不但便利訪客和市民，還可以提升生活質素、提高能源的可持續性、交通安全和城市競爭力。本計劃旨在鼓勵開發有利智慧出行發展的應用，希望集物聯網、大數據分析和流動應用程式等科技之大成，為市民、遊客和貨物提供更優質的傳輸系統，改善本地人和遊客的交通體驗之餘，更使智慧出行系統更趨成熟，促進香港作為智慧城市的發展。

2. 匯聚資訊科技專才，打造創意創新之都

本計劃將成為本地業界與知名資訊及通訊科技專才的交流平台，藉雙方熱烈而坦誠的交流促進創新和合作，並培養科技人才。條件適合的優勝者更可獲香港貨品編碼協會提名競逐其他地區性及全球性獎項。透過嘉許和培育的措施，可以迸發無窮的創意與創新。

3. 鼓勵本地業界採用得獎程式

創新和科技不但促進經濟增長，更是加強企業競爭力的關鍵。獎項對成功實踐智慧出行概念的個案予以肯定，使交通、物流和旅遊業用戶更了解傑出商業科技應用的價值，藉此鼓勵業界採用成功的技術，建立科技界與商界之間的互惠關係，構築以科技推動的嶄新可持續商業模式。



Prizes for Winners 優勝者的獎勵

The remarkable achievements of the Awards winners (Gold / Silver / Bronze) will be recognised by relevant users, organisations, the ICT industry professionals and across the community. Winners will be entitled —

- to receive trophies (Gold / Silver / Bronze) of the Hong Kong ICT Awards;
- to display the official logo of the Hong Kong ICT Awards in their promotional materials;
- to participate in various promotional campaigns to publicise their achievements;
- to be supported for entering into other international awards and competitions;
- to a one-year free subscription to Cyberport Collaboration Service¹ including the soft-landing, business support services, etc;
- to a 3-month free access to LionRock72² (co-working space in InnoCentre);
- to a free subscription to HKSTP Pre-Incubation Programme Services in 2018;
- to participate in investment matching activities of the Hong Kong Business Angel Network³ (HKBAN);
- to have free participation in some large-scale local ICT events (e.g. International ICT Expo) for marketing exposure; and
- to be featured at GS1 Hong Kong IoT Centre of Excellence

Further details and conditions are available at the web site: www.hkictawards.hk

香港資訊及通訊科技獎金/銀/銅得獎者的卓越成就將獲社會不同人士肯定，包括用戶、機構、業界人士，以至整個社會。得獎者可獲：

- 授予金/銀/銅獎之獎座；
- 授權在宣傳物品上展示香港資訊及通訊科技獎的標誌；
- 安排於不同類型的推廣活動中宣傳其得獎項目；
- 協助參加其他國際獎項和比賽；
- 一年免費登記使用數碼港協作服務⁴，包括軟著陸、業務支援服務等；
- 免費使用創新中心協作基地「LionRock72」三個月⁵；
- 免費登記使用香港科技園公司2018年度Pre-Incubation Programme服務；
- 參與香港天使投資脈絡舉辦的投資配對活動⁶；
- 免費參與本地大型資訊及通訊科技活動（如「國際資訊科技博覽」）以拓展商機；及
- 安排於GS1 Hong Kong 香港物聯網科技應用中心宣傳其得獎項目。

詳情及細則請參閱網站：www.hkictawards.hk

¹ Cyberport offers a free subscription for Cyberport Collaboration Service to SMEs who are HKICTA 2018 Gold, Silver or Bronze award winners. The service is to provide connections to the Cyberport network across continents with focus in Mainland China. Exchange of technology and talent between Hong Kong and worldwide digital technology enterprises is also promoted to fuel the growth of the digital technology industry in Hong Kong.

² HKSTP offers 1 free seat access to LionRock72 in InnoCentre for 3 months to SMEs who are HKICTA 2018 Gold, Silver or Bronze award winners

³ Hong Kong ICT Awards-a Strategic Partner in HKBAN

⁴ 數碼港提供HKICTA 2018中小企的金/銀/銅得獎者免費登記使用其協作服務：提供一個覆蓋全面的網絡，助其立足中國內地及海外市場，開拓龐大商機。同時協助本港數碼科技界的中小企業與全球企業建立網絡，提供業務支援，以開拓海外及中國內地市場。

⁵ 香港科技園提供HKICTA 2018中小企的金/銀/銅得獎者一個免費名額使用創新中心協作基地「Lion Rock 72」三個月。

⁶ 香港資訊及通訊科技獎——香港天使投資脈絡合作夥伴



General Eligibility Requirements 一般參賽資格

1. The applicant must have the intellectual property right and/or legitimate right over the ICT product/service mentioned in the application. The applicant shall disclose disputes any place over the world over intellectual property right about the applicant's ICT product/service, if any, for the Organiser to consider eligibility of the application.
2. The application must be submitted by locally registered entities or residents in Hong Kong.
3. A significant part of the innovation, design, research and development (R&D) of the mentioned ICT product/service must come from resources in Hong Kong. The applicant should demonstrate significant value-add by the Hong Kong resources contributing to the success of the ICT product/service in the target market.
4. With the exception of the Student Innovation category, the submitted product/service must have been available⁷ in the market or in live operation for at least 3 months at the time of closing for entry enrollment.
5. The same application is only allowed to be submitted to a maximum of ONE award stream among all the award categories (except the ICT Startup Award which is company based)⁸. Any application found to have entered into more than one award stream will be disqualified (except for those products, solutions, services mentioned in the application of the ICT Startup Award for the purpose of competing in that company-based award).
6. Winning entries of the Gold/Silver/Bronze award in previous years of the HKICT Awards can enter the Awards again only if there is significant change or enhancement in the product/service, or for a new award category.
1. 參賽單位必須擁有參賽項目所述資訊及通訊科技產品／服務的知識產權及／或合法權益。有關資訊及通訊科技產品／服務如在世界任何地方發生知識產權的爭議，參賽單位必須披露，供籌辦機構考慮其參賽資格。
2. 參賽單位必須為香港註冊公司、機構或香港居民。
3. 參賽的資訊及通訊科技產品／服務項目在創新、設計和研究發展方面的重要部分必須源自香港。參賽單位須展示香港資源為其資訊及通訊科技產品／服務帶來顯著增值，促使有關項目在目標市場取得成功。
4. 除學生的獎項類別／組別外，參賽的資訊及通訊科技產品／服務項目必須在截止報名日期前已經在市場上公開發售/或開放予下載應用⁹或已經投入運作最少三個月。
5. 同一項目只可參加各獎項類別的其中一個獎項組別（以公司為本的資訊科技初創企業獎除外）¹⁰。任何項目如被發現報名參加多於一個獎項組別，將被取消資格（以公司為本的最佳資訊科技初創企業獎參賽項目所述的產品、方案或服務除外）。
6. 過往香港資訊及通訊科技獎金、銀、銅得獎項目的產品／服務，必須已作出重大修改或優化，或參加另一個獎項類別，方可再次參賽。



Rules and Regulations 參賽規則

1. Applicants are advised to be aware of the best practice and case-based experience as promulgated by the Office of Privacy Commissioner for Personal Data.
2. Applicants are reminded that any person who, without the permission of Steering Committee of Hong Kong ICT Awards, offers an advantage to parties involved in the Awards as a reward or inducement for doing any act or showing favour in relation to the Awards commits an offence of the Prevention of Bribery Ordinance (Cap. 201).
3. To avoid conflicts of interest and the perception as such, applications for the Awards from sponsors will not be accepted.
4. In case of any dispute, the decision of the organiser will be final and binding on all parties concerned.
1. 參賽單位需留意由私隱專員公署所制訂的最佳行事方式指引及個案經驗。
2. 參賽單位須注意，根據《防止賄賂條例》(香港法例第201章)，任何人士如未經香港資訊及通訊科技獎督導委員會許可，向任何參與該獎項事務的工作人員提供任何利益，作為該工作人員作出任何以其工作身分而作的作為的報酬或誘因，或作為與申請該獎項時給予任何優待或提供任何協助的報酬或誘因，即屬違法。
3. 為避免利益衝突或任何有關利益衝突的嫌疑，香港資訊及通訊科技獎贊助商的參賽申請將不會被接納。
4. 如有任何爭議，主辦單位保留最終決定權，參賽者不得異議。

⁷ Examples are applications and products already in the market, application systems deployed internally in a company, and mobile solutions available at App stores. For startup companies competing for ICT Startup Award, prototypes appear only on kickstarter or similar platforms are NOT considered as available in the market.

⁸ An applicant can use a shared component to be deployed for two separate applications. If the assessment focus is on the two separate applications, rather than the shared component, they can be treated as two entries for two award categories. However, if the focal points of both entries are on the shared component, they should be classified as a single entry and are not allowed to compete in two award categories.

⁹ 例如該資訊及通訊科技產品／服務項目已經投入於市場，該應用程式已被應用於公司內部的系統，以及該流動解決方案已於AppStore可供下載。對於競逐資訊科技初創企業獎的初創公司，如其原型樣辦只在kickstarter或類似平台上出現將不會被視為已投入於市場。

¹⁰ 參賽單位可以使用共享組件來部署兩個獨立的應用程式。如果評估重點是放在兩個獨立的應用程式上，而不是該共享組件，那麼它們均可被視為兩個獎項類別的兩個參賽申請。但是，如果這兩個參賽項目申請的重點部份都是放在共享組件上，則應將其分類為一個參賽申請，及不允許在兩個獎項類別中競爭。



Award Streams 獎項組別

Smart Transportation

Transportation is an important pillar for every citizen in a city. Smart technology can be leveraged to improve transportation experience and convenience for user. Connected vehicles, alternate fuel vehicles, autonomous vehicles, car pooling, smart parking, smart traffic devices, upgrading airport into a smart airport through automation, mobility, personalisation and self-service are some of the examples of how smart transport can create a seamless, passenger-centric travel experience while minimising the impact on environment.

The objective of this stream aims at using ICT, making mobility 'intelligent', improving traffic monitoring and transportation accessibility and efficiency, cutting down door-to-door journey times, reducing congestion, improving the flow of people, improving safety and liveability, thus, enhancing quality of life for citizens.

Smart Logistics

Smart Logistics is about improving the supply chain, shifting from traditional supply chains to open supply networks, together with integration of new technologies in managing the goods movement, inventory, warehousing, handling, packaging and security of goods between the point of origin and the final recipient, no matter whether the means of transportation is by land, by sea, or multi-modal, so as to achieve end-to-end supply chain efficiency and visibility.

The objective of this stream aims at using technologies innovatively to improve supply chain visibility, streamline and optimise the cargo and baggage handling efficiency and intensity in logistics industry of Hong Kong.

Smart Tourism

Smart technologies are changing consumer experiences and are generating creative tourism business models. Big data, mobile apps, location-based services, geo-tag services, facial recognition, beacon technology, virtual reality, augmented reality, and social networking services are all cutting-edge examples of smart technologies enhancing the tourism experiences and services. Smart tourism allows tourists to better communicate and interact with and in cities to establish closer relationships with not only residents but also local businesses, local government and city attractions. The objective of this stream aims at using technologies innovatively to achieve resource optimisation and convenience for the tourism industry. Also, to enhance travellers' information accessibility, transportation, dining (food and food services), shopping and accommodation experience. Smart tourism allows tourists to better communicate and interact with and in cities to establish closer relationships with not only residents but also local businesses, local government and city attractions.

智慧交通

交通是所有城市居民的大事。只要善用智能科技，我們便可為市民帶來更優質、方便的交通體驗。智慧交通十分多元，互聯汽車、另類燃料汽車、自動汽車、共用汽車、智能泊車、智慧交通設施等都是例子，就連機場也能自動化、流動化和個人化，增加自助服務元素，搖身一變成為智能機場。智慧交通不但可以打造暢通無阻、以乘客為本的交通體驗，更能減輕交通運輸對環境的傷害。要在「智慧交通大獎」組別脫穎而出，參加者必須利用資訊及通訊科技令交通運輸智能化，提升監測效能，令交通更暢達、高效，縮短達到目的地所需時間，並舒緩擠塞。智慧交通的成功不但方便市民流動，更能保障人身安全並提升城市宜居指數，讓每位市民享受更優質的生活。

智慧物流

智慧物流的重中之重是提升供應鏈效能並革新傳統供應鏈，打造開放式供應網絡，結合新科技以更有效率地管理各項工序，包括貨品從來源地送至最終收件人過程中的運送、存貨、倉務、裝卸、包裝和保安工作，不論貨物沿經海路、陸路還是經由多模式運送，點對點供應鏈的效能和透明度仍然有所保障。「智慧物流大獎」要求參加者以嶄新思維使用科技，從而提升供應鏈透明度，精簡並優化貨物與行李裝卸程序，讓香港物流業的效率 and 容量更進一步。

智慧旅遊

智能科技不但正在改變消費體驗，更正在促成嶄新的旅遊業運作模式。智能科技琳琅滿目，大數據、手機應用程式、定點服務、地理標籤服務、容貌識別、信標科技、虛擬實境、擴增實境、社交網絡服務等等都是走在時代尖端的實例，而這些科技皆可一一應用於旅遊業，優化旅客體驗和服務質素。智慧旅遊強化旅客與目的城市的溝通和交流，並藉此令旅客與本地居民以至本地企業、政府和旅遊景點之間的關係更為緊密。「智慧旅遊大獎」旨在嘉許以創新手法運用科技的參加者，他們使業界資源的分配更妥善、運作更順暢。獎項亦希望能鼓勵業界為旅客提供更完善的資訊、交通、餐飲（包括食物和招待服務）、購物和住宿體驗。



Judging Criteria 評審準則

| Award Category 獎項類別 | Stream 獎項組別 | Innovation and Creativity in ICT 資訊及通訊科技 創新及創意 | Functionality 功能 | Market Potential/ Performance 市場潛力/表現 | Benefits and Impact 裨益及影響 | Quality 質量 |
|-------------------------------|----------------------|--|---------------------|---|------------------------------|---------------|
| Smart Mobility Award 智慧出行獎 | Smart Transport 智慧交通 | 25% | 20% | 20% | 25% | 10% |
| | Smart Logistics 智慧物流 | 25% | 20% | 25% | 20% | 10% |
| | Smart Tourism 智慧旅遊 | 30% | 15% | 20% | 25% | 10% |



Assessment Process 評審過程

During the course of evaluation, assessors may require access to relevant information in the entrant's possession and access to the entrant's premises. The entrant will be notified in advance if such access is required. Any information supplied by the entrant for the purpose of the Hong Kong ICT Awards 2018 will be treated as confidential, and will not be released by the Organiser and related parties without the entrant's permission.

評審期間，評審人員或會索取參賽單位持有的資料及作現場參觀，若有這方面的需要，參賽單位將預先獲得通知。參賽單位就2018香港資訊及通訊科技獎所提供的資料將獲保密處理，未獲參賽單位的同意，籌辦機構及有關機構不會發表有關的資料。



Application Procedures 報名方法

- Interested parties shall fill in the application form from the website: www.hkictwards.hk
 - Completed form should be returned to the Organiser's office no later than 12:00 noon on 12 January 2018.
 - Applicants can also submit the entry form via email ictawards@gs1hk.org no later than 12:00 noon time on 12 January 2018.
- 有意參加比賽的機構可於下列網址下載參賽表格 www.hkictwards.hk
 - 請把填妥的表格於2018年1月12日中午12點前交回主辦單位。
 - 參賽機構亦可將填妥表格的電子檔於2018年1月12日中午12點前透過電郵送到 ictawards@gs1hk.org。



Timetable 時間表

| | |
|--|-------------------------|
| Official call for entries 接受報名 | 2017.10.30 |
| Closing date for entries 截止報名 | 2018.01.12 |
| Categories' Awards Presentation Ceremonies 各獎項類別頒獎典禮 | 2018.03.15 – 2018.03.30 |
| Awards Presentation Ceremony 頒獎典禮 | 2018.04.04 |



Enquiries 查詢

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 香港灣仔告士打道160號 海外信託銀行大廈22樓
 Website 網址: <https://www.gs1hk.org/SmartMobilityAward>



HONG KONG
ICT AWARDS
2018 香港資訊及
通訊科技獎

Office of the Government Chief Information Officer
The Government of the Hong Kong Special Administrative Region
香港特別行政區 政府資訊科技總監辦公室

Organiser
籌辦機構



GS1 Hong Kong
香港貨品編碼協會

Awards
Supporting
Organisations
大會支持機構



Hong Kong Applied Science and
Technology Research Institute
Company Limited
香港應用科技研究院有限公司



Hong Kong Cyberport
Management Company Limited
香港數碼港管理有限公司



Hong Kong Science and
Technology Parks Corporation
香港科技園公司



Hong Kong
Trade Development Council
香港貿易發展局



Innovation and
Technology Commission
創新科技署



Invest Hong Kong
投資推廣署

Supporting
Organisations
支持機構

CoCoon
Communications Association of Hong Kong
Federation of Hong Kong Industries
Hong Kong Association of Freight Forwarding and
Logistics Ltd.
Hong Kong Container Terminal Operators
Association Limited
Hong Kong Logistics Association
Hong Kong Productivity Council
Hong Kong R&D Centre for Logistics &
Supply Chain Management Enabling Technologies
Hong Kong Retail Management Association
Hong Kong Retail Technology Industry
Association Ltd.
Hong Kong Sea Transport and Logistics and
Transport in Hong Kong
Hong Kong Tourism Board
Hong Kong Wireless Technology Industry Association
Incu-Lab
Smartcity Consortium
The Chamber of Hong Kong Logistics Industry
The Chartered Institute of Logistics and
Transport in Hong Kong
The Hong Kong Shippers' Council

浩觀
香港通訊業聯會
香港工業總會
香港貨運物流業協會有限公司
香港貨櫃碼頭商會有限公司
香港物流協會
香港生產力促進局
香港物流及供應鏈管理應用技術研發中心
香港零售管理協會
香港零售科技商會
香港航運物流協會
香港旅遊發展局
香港無線科技商會
創格工房
智慧城市聯盟
香港物流商會
香港運輸物流學會
香港付貨人委員會