



# IFIP World CIO Forum

ShenZhen ,China

1-4 November 2011



# IFIP World CIO Forum

Shenzhen China

1-4 Nov, 2011

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## Welcome message from president of the Chinese Institute of Electronics

On behalf of the chairman of the First World CIO Forum, it is my pleasure to welcome you to this exciting and significant event, World CIO Forum, in Shenzhen.

This will be a historic event for International Federation for Information Processing (IFIP) and information technology development in China not only because China will host the first World CIO Forum, but also this is the first event building up the exchange platform for CIO beyond the limit of borderline and area.

World CIO Forum will bring about enormous benefits as well as open up a new and broader pathway for information and experience exchange between developing countries and developed countries. At this forum, we are able to debate the impact that IT and the current financial climate is having upon our industry. We can share the global knowledge it is developing in the information management industry. The CIOs and senior IT executives from Asian, American, European countries get together to address the topics, issues, best practices and trends necessary to make the right decisions to impact their business strategies and future IT direction. With a great number of meetings, panels, roundtables and one-to-one workshops, it is a must attend calendar date for CIOs and senior IT executives.

CIE, the largest academic society in electronics and information technology area, will organize this forum at Shenzhen. They make every effort to work on the preparation and logistics. I am strongly confident that the dedication and efforts of the CIE will make World CIO Forum a resounding success and a worthy Forum for attendees from all over the world.

I wish the first World CIO Forum every success.



Wu Jichuan

Chairman of IFIP World CIO Forum

## 3. Background

Nowadays, the economic globalization, capital globalization and even crisis globalization is driven by information technology wave. IT is increasingly becoming the crucial stimulus for the economy growth, innovation and transformation. As the leader of IT group, CIO plays important role in releasing IT value. How to share intelligence and experience of CIO and how to integrate the IT value with national progress and company strategy is what Information Federation for Information Processing (IFIP) is thinking about.

Based upon above consideration, IFIP approves the proposal of organizing the World CIO Forum proposed by the representatives from country members of China, India, Netherlands, Germany, America and South Africa. It will build up the exchange platform beyond the limit of borderline, domain and area. IFIP authorize Chinese Institute of Electronics to host the first World CIO Forum. The forum will invite top keynote speakers to share their experience and interact with audiences. The forum will attract more than 1000 IT executives from all over the world.

Convergence of industrialization and informatization is one of the strategies for Chinese government. In the 30 years of information technology, Chinese enterprise keeps in step with the new technology and benefit from its application. In the future, IT is still the enabler of enterprise growth and economic progress. This forum builds the platform for information exchange and experience share and cooperation between the Chinese CIOs and overseas CIOs.

The first IFIP World CIO Forum will be held at Shenzhen from 1-4 Nov 2011. The forum gain support from IFIP members, Ministry of Industry and Information Technology of the People's Republic of China, State-owned Assets Supervision and Administration Commission of the State Council of the People's Republic of China, Ministry of Commerce of the People's Republic of China, Ministry of Science, Technology of the People's Republic of China and China Science and technology Association and People's government of Shenzhen.

## 4. Organization

### Advisory Body:

Ministry of Industry and Information Technology of the People's Republic of China

State-owned Assets Supervision and Administration Commission of the State Council of the People's Republic of China

Ministry of Commerce of the People's Republic of China

Ministry of Science and Technology of the People's Republic of China

China Science and technology Association

### People's government of Shenzhen, Guangdong, China

Sponsor: International Federation for Information Processing (IFIP)

Organization: Chinese Institute of Electronics (CIE)

Co-organization: Shenzhen Science, Industry, Technology Informatization Commission

Exclusive strategic cooperative agency: ITValue

### Chair of WCF:

Wu Jichuan Chairman of Chinese Institute of Electronics

### International Advisory Board:

#### Chair:

Leon Strous Chairman of the International Federation for Information Processing(IFIP)

#### Vice-Chair:

Gerald ENGEL Vice Chairman of the International Federation for Information Processing(IFIP)

Ramon PUIGJANER Vice Chairman of the International Federation for Information Processing(IFIP)

Lalit SAWHNEY Vice Chairman of the International Federation for Information Processing(IFIP)

Joe TURNER Vice Chairman of the International Federation for Information Processing(IFIP)

Stephen Ibaraki FCIPS, DFNPA, MVP,Founder Global Industry Council (GIC), Chief Officer SR (IFIP IP3),Chairman CIPS (2007/8)

Member :

August Wilhelm Scheer Founder of IDS Scheer AG

Anthony Wang President of Australian Computer Society (ACS)

A Min TJOA Vienna University of Technology, Institute of Software  
Technology

Gregor Bailar Independent IT consultant

Catherine Boivie Senior Vice-president of Technology Information at Vancity  
Credit Union

Bogale Demissie Ethiopian Information Technology Professionals Association  
EITPA

Alain ROSSI CIO at CNED

Klaus BRUNNSTEIN University of Hamburg Faculty f. Informatics

Kai Rannenber the T-Mobile Chair of Mobile Business & Multilateral  
Security

Maria RAFFAI Szechenyi Istvan University Faculty for Information  
Science and Electrical Engineering

Horst Ellermann Chief Editor of CIO Magazine of Germany

Tadao SAITO Toyota InfoTechnology Center

Waudu SIGANGA President of The Computer Society of Kenya

Dong Yoon KIM Ajou University

Augusto Julio Domingues Full Professor at the Instituto Superior T écnico,  
Lisbon Ramon PUIGJANER University of Balearic Islands

Lawrence GUDZA GB Computers

Tharam S Dillon Professor of Curtin University of Technology

Marcelo WALTER Universidade Federal do Rio Grande do Sul

Yury G. EVTUSHENKO The Russian Academy of Sciences, Director of  
Dorodnicyn Computing Centre

## Domestic Advisory Board:

### Chair:

Yang Xueshan Vice minister of Ministry of Industry and Information Technology

## **Vice-Chair:**

Deputy Supervisor of State-owned Assets Supervision and Administration  
Commission of State Council(undertermined)

Xu qin, Mayor of Shenzhen City(undertermined)

## **Technical Program Committee:**

### **Chair:**

Pan Yunhe Executive vice president of the Chinese Academy of Engineering,  
Academician of Chinese Academy of Engineering

### **Member:**

Adrian R. Haas Executive vice president and CIO of Sony

Ma, Michael Vice-President of Information Technology at AIA

Michael Nilles Global CIO of Schneider

runo Kern Senior Vice-President and CIO of Pramerica Financial

Stephane Lamoureux Director of Global Operations at SITA

Parminder Singh Parminder Singh, SVP & CIO of Jubilant Organosys

Carlos Juiz Delegate of the Rector for the Technology at the University of  
Balearic Islands and Professor of this University

Josep Molas Former president of ATI

Francisco Tirado President of the SCIE (Spanish Scientific Computer  
Society)

Miquel Huguet Director of the Catalonia Supercomputing Centre (CESCA)

Peter Dobay Professor at Pecs University

Gabor Kornai CEO and owner of an IT Consulting Company

Gabor Homonnay CIO at a French-Hungarian pharmaceutical factory

Lishan Adam Ethiopian independent IT consultant

Deres Tesfaye CEO OmniTech

Dagmawi president of Ethiopian Information Technology Professional  
Association DB Phatak Professor at Indian Institute of Technology

MD Agrawal Vice President and President-Elect, Computer Society of  
India

ShenZhen ,China

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- Alok Kumar          CIO of Tata Consultancy Services
- Vijay Sethi          CIO of Hero Honda Motors
- Pyo                  CIO of Korea Telecom
- Fernando Moreira    President of INESC
- Liu Jiamin          President of Hongkong Computer Society
- Dias Coelho          the President of the Portuguese Computer Society (APDSI)
- Eduardo Franco de Camargo HSBC Brazil Senior Program Manager  
Global Banking &Marketis Brazil
- Peter High          Founder of Metis Strategy
- Gu Yisi              Ambow Education Holding Ltd. VP&CTO
- Liu Youxing        Loncin Motor CO.LTD System Management Department  
Deputy Director
- Ma Guang Ti        China Minzu Securities CO.LTD General Engineer
- Lai Xizhang        Hong Kong MTR Corporation Limited CIO, Justice of the Peace
- Hu Chenjie         CIO of China Southern Airlines
- Cai Yang            China East Airlines Corporation Limited. CIO
- Chen Xianxiang    Tai Wan Lion Travel Service CO.LTD Deputy General  
Manager
- Bai Shuo Shanghai Stock Exchange General Manager Assistant, General  
engineer, Doctor
- Zhu Zhanbei        Wanda Group Information Technology Department General  
Manager
- Li Hong            China Sinosteel Corporation Information Management Department  
General Manager Liao Yabin    Guosen Securities CO.LTD Principle Engineer
- Di Tongwei        Vive president and CIO of Li Qun Group
- Ding Zhen         China Telecom Group Enterprise IT Application Department  
Director, Doctor
- Deng Shuhong     Assistant vice president of Home Inns
- Zhou Deming      Director of Informatization Construction of China National Audit  
Office
- Guo Jianxin        Vice president and CIO of Li Ning Group



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Luo Shili Deputy General Manager and CIO of Ping An Insurance Group of China

Feng Taichuan CIO of Johnson&Johnson Pharmaceuticals North Asia

Zou Sheng General Manager assistant of Shenzhen Stock Exchange

Zhang Xinquan Shang Hai Automotive Industry Group Information Director

Luo Shuqian Professor of Capital Medical University



## Organizing Committee

### Chair:

Liu Rulin Secretary-general of the Chinese Institute of Electronics

### Executive Chair:

Lin Runhua Deputy Secretary-general of the Chinese Institute of Electronics

### Vice Chair:

Dong Kaihong Vice director of Academy Technology Exchange Center of the Chinese Institute of Electronics

Liu Xiangming founder of ITValue, publisher of Business Value magazine



## 5. Description

### **Missions:**

- Put forward progress of economy and society in use of IT.
- Build up bridge between officials, IT executives and experts.
- Increase opportunity of cooperation and collaboration between CIOs.
- Enhance the mutual understanding of cross culture in the world
- Create undisputable best platform for harmonious development of companies.

**Time: 1-4 Nov, 2011**

**Location: Shen Zhen, China**

**Attendance: estimated 1000**

### **Forms**

The forum has all kinds of forms for audience to share opinion, analyze problem and find solutions.

The primary format is plenary, workshops, paralleled tracks, technical tour, lunch, banquet and golf competition. At the forum, the proceedings and global CIO report is available to attendees. Plenary is the keynote speaking session on trends and strategy. It is the session for every audience.

Workshop is to exchange ideas on the most urgent challenge and complicated problems for CIOs.

Paralleled tracks targets at the hot topics and direction of vertical industry. Audience can have interaction and deep discussion.

As the special bonus, technical tour can arrange CIOs to visit the noted Chinese enterprise:Huawei, Tencent, ZTE, Kingdee, BYD and so on. The CIOs can experience the energy of the most active companies and share their experiences.

Lunch satisfies the need to informal meeting.

Banquet includes China Night and Culture Night. Audience can enjoy the performance as well as understand the long history and special culture of China.

Golf competition is relaxing event to make friends.

In addition, the conference hotel can satisfy the needs of every attendee and his accompany on entertainment, food and accommodation.

### **Language**

English is the official languages in this WCF 2011.All the conference materials will be translated into English. The simultaneous translation between English and Chinese is available.

### **Official Website**

[www.worldcioforum.com](http://www.worldcioforum.com)

## 6. Agenda

**Theme:** Global CIO Intelligence Enable Business Innovation

**Keywords:** share, innovation, interaction, opportunity

### Topics:

- New technology brings about new opportunity
- Network promotes business innovation to traditional industry
- IT strategy and layout of international company
- Sustainable development and green IT
- How does CIO become the business enabler?
- Cloud computing change the business model
- Process optimization and revolution
- Expansion of supply chain value
- Next information telecommunication technology
- Share service governance framework
- Application of enterprise open source software
- Strategy of information assets
- Next step of CIO: pay attention to customers, culture and business
- Information security, compliance and privacy protection

Time	Topic	Speakers
<b>Day 1: 1<sup>st</sup> Nov</b>		
<b>Plenary Meeting</b>		
Theme : Globalization and Mission of CIO		
08:30-09:00	<b>Welcome Remarks</b>	
09:00-09:30	<b>Opening Keynote : ICT and Global Transformation</b>	CEO
09:30-10:00	<b>Keynote 1 : The Power of CIO</b>	CIO
10:00-10:35	<b>Panel : Mission of CIO in Economic Globalization</b>	Panelist: 4 CIOs
10:35-10:50	<b>Break</b>	
10:50-11:20	<b>Keynote 2 : Economic environment and IT Strategy</b>	Expert
11:20-11:50	<b>Keynote 3 : IT and Business Innovation</b>	Expert
11:50-12:25	<b>Panel : New Market CIO Talk to Developed Countries CIO</b>	Panelist: 4 CIOs
12:25-13:30	<b>Lunch</b>	
<b>Afternoon Track 1</b>		
<b>Mobile Network and Business Innovation</b> How does mobile network transform daily life and work? Mobile OA, distant video supervision, mobile e-commerce, mobile POS, CRM, which is your favorite?		
13:30-15:30	<b>Keynotes :</b> Business Innovation Based upon 3G Mobile Supply Chain Mobile Bank, Mobile Stock, Mobile Insurance Mobile Media	CIO
15:30-15:45	<b>Break</b>	
15:45-16:40	<b>Case Study</b>	
16:40-17:30	<b>Discussion</b>	
<b>Afternoon Track 2</b>		
<b>Green IT and Green Economy</b> Green IT not only can save cost, but change business process, culture and management system. Its emphasis is resource share. Every division turns from benefit to what they can contribute		
13:30-15:30	<b>Keynotes :</b> Green Data Center Green Business Process Green Environment and Green Culture	<b>Speakers :</b> CIOs and Executives
15:30-15:45	<b>Break</b>	
15:45-16:40	<b>Discussion :</b> Green Supply Chain	
16:40-17:30	<b>Discussion :</b> Green Management Model	
<b>Afternoon</b>		
<b>Globalization and IT Strategy</b>		

<b>Track 3</b>	Globalization put forward the global strategy. The global IT strategy is essential for global company to deploy its business, in which CIO play important part.
13:30-15:30	<p><b>Keynotes:</b> Business Value of IT from Global Perspective IT Challenge Confronting Global Company Global IT Layout: Centralization and Decentralization Transfer of Global CIO Role: Responsibility and Definition Globalization and Regulation Compliance</p> <p><b>Speakers :</b></p>
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Discussion :</b> IT Strategy of Global Company
16:40-17:30	<b>Discussion :</b> Outsourcing Strategy of Global Company
Afternoon <b>Track 4</b>	<b>Cloud Computing and Innovation</b> Cloud computing bring about the third revolution of IT industry. Not only does cloud trigger computing model transformation, but also contribute to the business innovation. CIO should embrace the opportunity brought by cloud computing during the afterward financial crisis.
13:30-15:30	<p><b>Keynotes :</b> Case Study of Public Cloud Case Study of Private Cloud Challenge to Cloud Security</p>
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Discussion :</b> Cloud Computing and Supervision
16:40-17:30	<b>Discussion :</b> Cloud Computing and Business Innovation
Afternoon <b>Track 5</b>	<b>CIO Leadership</b> As the leader of IT group, CIO leadership can influence the success of informatization. Except for convergence of IT and business, CIO is supposed to match the IT strategy with enterprise strategy, optimize IT value, establish regular communication with business division and upgrade the management.
13:30-15:30	<p><b>Keynote :</b> CIO Leadership : Management of High Performance IT Group CIO Implementation : Evaluation and Assessment of IT Performance Case Study : Promote IT Function as well as Cut Cost Case Study : IT Governance</p>
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Discussion :</b> Web2.0 and CIO



16:40-17:30	<b>Discussion:</b> Collaboration among CIO, CEO and CFO
Afternoon <b>Track 6</b>	<b>IT Outsourcing</b> New trend of global outsourcing and opportunity
13:30-15:30	<b>Keynotes :</b> Create highly scalable and Customaried Outsourcing Management From Cost to Quality and Security Priority How does Fast Going Network Effect IT Outsourcing
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Discussion :</b> The Advantage of Chinese Outsourcing
Afternoon <b>Track 7</b>	<b>Information Security and Privacy Protection</b> The anti-virus software, firewall and latest cipher technology can not completely prohibit security problem. Different organization system, architecture and business require different security solution and security management.
13:30-15:30	<b>Keynotes :</b> Challenge to Security Brought by Network Business-Oriented Information Security Service System How to Balance Information Security and Business Flexibility Build IT Risk Control System Audit of IT Security Information Security and Privacy Protection
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Discussion :</b> Cloud Security
16:40-17:30	<b>Discussion :</b> Business-oriented information security machinery
18:00-21:00	<b>Banquet</b>



Time	Topic	Speakers
<b>Day 2: 2nd Nov</b>		
Morning Plenary Meeting	<b>Theme : New Technology, New Opportunity</b>	
08:50-09:00	<b>Welcome Remarks</b>	
09:00-09:30	<b>Opening Keynote : New Technology, New Opportunity</b>	CEO
09:30-10:00	<b>Keynote 1 : Business Innovation</b>	Expert
10:00-10:35	<b>Panel :</b> Attitude towards New Technology-to Balance between Adventure and Conservation	Panelist:4 CIOs
10:35-10:50	<b>Break</b>	CIO
10:50-11:20	<b>Keynote 2 : Case Study of Cloud Computing</b>	Expert
11:20-11:50	<b>Keynote 3 : Sustainable Development and Green IT</b>	CIO
11:50-12:25	<b>Panel :</b> <b>Prospect for Next 10 Years -----Trend for Enterprise IT Application</b>	Panelist:4 CIOs
<b>Afternoon Session 1</b>	<b>Finance</b> Integration of IT and business is number 1 priority for financial industry. The Financial company CIO undertakes much heavier burden: on the One Time, They are supposed to optimize IT usability, on the other hand, aware of new technology and business innovation.	
13:30-15:30	<b>Keynotes</b> CIO Role in Financial Business Innovation Compliance and Risk Control New Feature of CRM Value of Data Mining	<b>Speakers</b>
15:30-15:45	<b>Break</b>	
15:45-16:40	Case Study	
16:40-17:30	<b>Discussion :</b> IT Enable Business Innovation	
<b>Afternoon Session 2</b>	<b>Manufacturing</b> After financial crisis, the focus of manufacturing is date exchange between upstream and downstream of supply chain and in depth date mining and analysis, which can increase efficiency.	
13:30-15:30	<b>Keynotes :</b> Digital Factory Bring about Transformation of Production Model Virtual Management	<b>Speakers :</b>
15:30-15:45	<b>Break</b>	
15:45-16:40	<b>Case Study : E-Commerce in Traditional Manufacturing</b>	
16:40-17:30	<b>Panel :</b> <b>Global Manufacturing</b>	



<b>Afternoon Session 3</b>	<b>Medical</b> The objective of medical informatization is every one enjoys medical care and service. The CIO from medical institute and hospital will talk about digital electronic disease record, digital clinic, regional care and overall integration.
13:30-15:30	<b>Keynotes</b> Trend Analysis BBR and Optimization Sustainable Development and Business System
	<b>Speakers :</b>
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Discussion :</b> Care-Focused CRM
16:40-17:30	<b>Discussion :</b> Modern IT Strategy and Plan
<b>Afternoon Session 4</b>	<b>Retail</b> Recently, retail industry is increasing active in terms of business model and market performance. The retail companies are more reliable on IT to grow up domestically and globally.
13:30-15:30	<b>Keynotes</b> Opportunity and Challenge in E-Commerce CRM Based upon in Depth Data Mining
	<b>Speakers :</b>
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Keynotes</b> Cost Management and Profit Maximize E-Commerce in Traditional Retail
16:40-17:30	<b>Discussion :</b> Trend of Modern Retail
<b>Afternoon Session 5</b>	<b>E-Government</b> E-government is reforming the way of public service and management system. More transparent and open government is to advantage of convenient communication with public.CIO of government pay attention on the quality of public service.
13:30-15:30	<b>Keynotes</b> E-Government Transform Public Service Pubic Service 2.0 Informatization and City Progress
	<b>Speakers :</b>
15:30-15:45	<b>Break</b>
15:45-16:40	<b>Discussion :</b> The Internet of Things and Wireless City
16:40-17:30	<b>Discussion :</b> Governance at the age of E-Government
<b>Afternoon Session 6</b>	<b>Transportation</b> With the urbanization, expectation for transportation is increasingly high. The usage of IT in transport process can promote business sustainability and provide more convenient, fast and customized service.



13:30-15:30	<b>Keynotes :</b> Trend Analysis Process Optimization and Business Innovation Sustainable Development of Transportation Application and E-Commerce in Transportation Case Study	<b>Speakers :</b>
15:30-15:45	<b>Break</b>	
15:45-16:40	<b>Discussion :</b> To Have Cost-Saving Transport	
<b>Afternoon Session 7</b>	<b>Energy</b> Energy shortage facing the world, the developed countries proposes to build up low energy consumption and low pollution sustainable world. The revolution of IT contributes to the energy informatization. Going through half century, the developed countries come up the way to energy-saving, high efficiency and energy diversification.	
13:30-15:30	<b>Keynotes :</b> Informatization and Efficiency Informatization and Green IT and New Energy	<b>Speaker :</b>
15:30-15:45	<b>Break</b>	
15:45-16:40	<b>Discussion :</b> How to Realize Smart Supervision, Smart Communication in application of IT	
18:00-20:00	<b>Dinner</b>	



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Time	Topic	Speakers
<b>Day 3: 3st Nov</b>		
<b>Morning</b>	<b>Theme : Prospect for 2012</b>	
08:50-09:00	Opening Remarks	08:50-09:00
09:00-09:30	Analysis on the IT spending in 2012	09:00-09:30
09:30-10:00	Analysis on IT application in 2012	09:30-10:00
10:00-10:30	Keynote : From Business Enabler to Innovation Enabler	10:00-10:30
10:30-11:20	<b>Panel</b> : Prospect for 2012:the Emphasis of CIO	10:30-11:20
11:20-11:50	<b>Closing:</b> Declaration of Global CIO	11:20-11:50
12:00-13:00	<b>Lunch</b>	12:00-13:00
<b>Afternoon</b>	<b>Technical Tour</b>	
13:15-15:30		
	<b>A : Huawei</b>  <b>B : ZTE</b>  <b>C : Tecent</b>  <b>D : Kingdee</b>  <b>E : Mindray</b>	
18:00-20:00	<b>Dinner</b>	



## 7. Registration

Registration is made online. Make sure to log on to [www.worldcioforum.com](http://www.worldcioforum.com) to make registration before 15 Oct 2011.

### REGISTRATION FEE (US dollars, includes GST)

IFIP WCF Registration Fees	Early Bird (on or before 30 Aug 2011)	Standard (on or after 31Aug 2011)
Fulltime member	\$600(¥3500)	\$650(¥4000)
Fulltime non-member	\$720 (¥4500)	\$800 (¥5000)

### Benefit for the attendee:

- 1、 Plenary meetings and paralleled sessions during 1-3 and technical tour
- 2、 Free lunch during 1-3
- 3、 Welcome reception at 31 Oct and banquet on 1<sup>st</sup> Nov
- 4、 Airport shuttle
- 5、 Bus service

For more information, please contact:

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## 8. Location

**Shenzhen**, as the forth big city and first economic zone, has most ports which satisfies the field, shipping and air transportation. Also Shenzhen has the honor of being the most important economic center, having most financial companies, well-developed market.

As the important base of electronic and information technology and first pilot city for innovation, Shenzhen is the window for transfer and trade of high technology and terminal market of electronic products, timepieces, furniture, farm products and so on.

Over 30 years, the high-tech enterprise grows up to 1044. Output of high-tech increases to 850.78billion RMB. There are international competitive corporate, such as Huawei, ZTE, BYD, Tecent and middle sized IT companies.

Shenzhen is playing an important role in production and technology innovation of 3G or 4G communications equipment in the world. As one of the pilot cities on TD-SCDMA internet, there is a lot of trademark cases in Shenzhen. There are more than 700 companies in Shenzhen engaged in semiconductor R&D, manufacturing and application, which takes half of the market in China and its industrial scale amounts to RMB15billion. Shenzhen is also the largest basement to produce and provide LED related devices such as lights, backlighting devices, screens as well as sealing and special industrial lighting appliances both in China and around the world.

You can enjoy yourself at Hongkong, next to Shenzhen. All sorts of culture events, entertainment and sports event are held in Hongkong. The must visit Ocean Park and Disneyland dazzle your eyes. As the heaven of shopping, you can shop assorted goods free of duty. The Mong Kok area has many curb-side "food-booths". Most of them sell traditional snacks. In addition to the food, there are many different kinds of cuisines, Japanese, Chinese, Italian, and Thai food.

## 9. Introduction of local organization

### About IFIP

IFIP (International Federation for Information Processing) is a non-governmental, non-profit umbrella organization for national societies working in the field of information processing. It was established in 1960 under the auspices of [UNESCO](#). 56 countries (areas) around the world have jointed IFIP by September 2006, China being one of the full members. Right now IFIP has 10 affiliated academic organizations (including INFORMS, IEEE, ACM from USA), 13 technical committees and 101 professional committees. IFIP is asserted by the organization of some 100 highest quality international events, and the publication of some 30 new books annually that are distributed worldwide. The proceedings are published by Springer.

Every year the IFIP holds about hundred meetings and forums, among which the most important are the World Computer Conference (WCC) and World Information Technology Forum (WITFOR) which are held every two years. <http://www.ifip.or.at/>

IFIP contains 13 technical Committees:

- TC1 <http://www.ifip.org/bulletin/bulltcs/memtc01.htm>: **Foundations of Computer Science**
- TC 2 <http://www.ifip.org/bulletin/bulltcs/memtc02.htm>: **Software: Theory and Practice**
- TC 3 <http://www.ifip.org/bulletin/bulltcs/memtc03.htm>: **Education**
- TC 5 <http://www.ifip.org/bulletin/bulltcs/memtc05.htm>: **Information Technology Applications**
- TC 6 <http://www.ifip.org/bulletin/bulltcs/memtc06.htm>: **Communication Systems**
- TC 7 <http://www.ifip.org/bulletin/bulltcs/memtc07.htm>: **System Modeling and Optimization**
- TC 8 <http://www.ifip.org/bulletin/bulltcs/memtc08.htm>: **Information Systems**
- TC 9 <http://www.ifip.org/bulletin/bulltcs/memtc09.htm>: **ICT and Society**
- TC 10 <http://www.ifip.org/bulletin/bulltcs/memtc10.htm>: **Computer Systems Technology**
- TC 11 <http://www.ifip.org/bulletin/bulltcs/memtc11.htm>: **Security and Privacy Protection in Information Processing Systems**
- TC 12 <http://www.ifip.org/bulletin/bulltcs/memtc12.htm>: **Artificial Intelligence**
- TC 13 <http://www.ifip.org/bulletin/bulltcs/memtc13.htm>: **Human-Computer Interaction**
- TC 14 <http://www.ifip.org/bulletin/bulltcs/memtc14.htm>: **Entertainment Computing**

## About CIE

The Chinese Institute of Electronics is a nationwide academic, non-profit corporate body that is legally registered and voluntarily formed by technical workers and related enterprises in the electronic information field. It is a constituent part of China Science and Technology Association and is affiliated to Ministry of Industry and Information Technology of People's Republic of China. The Chinese Institute of Electronics was established in Beijing in 1962 and now has over 100 thousand members, over 600 corporate members, 43 professional branches, 8 working committees and one working office with hundred people. There are local institute organizations in 30 province, autonomous regions and municipalities. The 44 professional branches of the Chinese Institute of Electronics cover all the fields of electronic information like semiconductor, computer, communications, radar, navigation, microwave, radio and television, electronic measurement, signal processing, electromagnetic compatibility, electronic components and electronic materials, etc.

The Chinese Institute of Electronics is the member of the International Federation for Information Processing (IFIP), International Contaminate Control Communion and Study (ICCCS), International Medical Informatics Association (IMIA) and Asia-Pacific Nerve Net Federation. The Chinese Institute of Electronics has established membership with Institute of Electrical and Electronic Engineers (IEEE), British Institution of Engineering and Technology (IET), Japan Society of Applied Physics (JSAP) and Korean Institution of Electronic Engineering (KITE), etc. The Chinese Institute of Electronics held



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ShenZhen ,China

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different sorts of international academic meetings together with these academic organizations and over 10 serial international conferences have been formed.

## About ITValue

ITValue is a membership organization with a network platform, aims to provide CIOs with the most professional and personalized services by integrating assorted social resources so as to help them elevate their ability and influence.

Mission: Release IT value, Promote Business and society progress

Goal: To be a think tank of China informatization; To be the biggest, most influenced brand of High-end CIO community, To provide CIOs and other service suppliers with the most effective and efficient communication platform.

## Contact us

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## Sponsorship Opportunity

### Key benefits to sponsorship

Sponsorship is now recognized as a highly effective marketing medium – make sure you gain competitive advantage in your markets by sponsoring our events – and show-casing your expertise to a pre-qualified and influential audience of decision-makers. Tap into our strong and loyal audiences, and build profile among them.

There are a wide range of tangible and intangible benefits to sponsoring an event, and here are some key reasons to assist with the decision to sponsor:

- 30 minutes speaking slot at the plenary meetings.
- Gain direct access to senior decision-makers in selected target markets
- Align yourself with our leading brands, and gain association benefits
- Ensure your brands are noticed at the right time by your target markets
- Exhibit your products and services in an interactive environment and demonstrate hands-on solutions to many potential clients in one space
- Consider launching a new product or service at one of our events -
- Obtain the opportunity to send key members of staff and clients to our events to learn, network and make contacts
- Brand exposure throughout the life-cycle of the event - have your branding on the brochures, on our web-site and at the actual event
- Create competitive advantage in your markets
- Build direct customer relations - which advertising in isolation cannot do
- Provide a platform for integrated communications to market
- Generate new distribution and sales channels
- Enhance brand equity in a competitive market!

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