

Hong Kong and Shanghai ICT Industries Forge Stronger Bonds with New MoU

*Cyberport and Knowledge and Innovation Community Join Hands to
Strengthen Collaboration for ICT Industry in Two Regions*

(Hong Kong – 14 September 2010) – Collaboration between the information and communications technology (ICT) industries of Hong Kong and Mainland China reached a new milestone today as Hong Kong Cyberport Management Company Limited (Cyberport) and Shanghai Yang Pu Centre Development Company Limited (Knowledge and Innovation Community or KIC) signed a Memorandum of Understanding (MoU) in Shanghai. The business collaboration signing ceremony was witnessed and supported by Mr. Shen Xiaoming, Vice Mayor of Shanghai, Mr. Charles Chan, Project Director of KIC, Mrs. Rita Lau Ng Wailan, JP, the Secretary for Commerce and Economic Development of Hong Kong SAR Government and Mr. Paul Chow, Chairman of Cyberport.

The MoU is geared to increase exchange and interaction for the ICT industries in Hong Kong and Shanghai, strengthening business development in the two cities to enhance cross-border collaboration in the two regions.

"Cyberport is excited to work closely with KIC," said Mr. Herman Lam, Chief Executive Officer of Cyberport. "We share a similar vision with KIC and are confident that this will be an extremely fruitful partnership that will create tremendous business opportunities between Hong Kong and Shanghai. The two cities have great potential as ICT hubs, and increasing collaboration will ensure that our respective strengths are combined for the mutual benefit of both of our economies and the region as a whole."

"KIC is committed to driving innovation and entrepreneurial pursuits for economic activities in the region. The ICT industry is an important area that we are trying to develop and this new deal will create more opportunities for our businesses," said Mr. Tommy Chung, General Manager of KIC Commercial. "This MoU will help us to achieve these goals in partnership with Cyberport. It will also serve as a platform to share our talent and expertise, and to exchange ideas across borders – ideas that will generate new insights into the facilitation of innovation and creativity."

The MoU covers a broad range of areas from marketing resources to exchange programmes:

- **Network Connection:** Strengthening information exchange and interaction by setting up an information network platform to link the two communities. The platform will facilitate web conferences, which in turn will encourage enterprise trade and business co-operation in the two regions.

- **Business Connection:** Cooperating to explore new development on technical skills, applications, business opportunities, products, services, trade networks and markets in the areas of ICT, digital media, digital entertainment, animation, multimedia and related new media and creative industries.

- **International Marketing and Resources Sharing:** Advocating joint business activities through domestic or overseas seminars, conferences, exhibitions and forums to facilitate business co-operation. Sharing information and resources in international exchange, trade and financing.

- **Manpower Exchange and Professional Development Training:** Enforcing exchange on professional talents and knowledge. Collaborating with pertinent tertiary institutions, research organisations and international partners to provide business co-operation driven education, training and internship opportunities in the two regions.

The agreement between the two organisations would encompass a wide range of activities in the near future. It is believed that the MoU will lead and facilitate a stronger connectivity in businesses, innovations, creativity and technical skill transfer.



MOU Signing Ceremony

Cyberport CEO Herman Lam and KIC GM Tommy Chung; witnessed by (from left to right) Cyberport Chairman Paul Chow; Secretary for Commerce and Economic Development, HKSAR Rita Lau, JP; Shanghai Vice Mayor Shen Xiaoming; KIC Project Director Charles Chan.



Cyberport CEO Herman Lam giving remarks



KIC General Manager Tommy Chung giving remarks

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About Cyberport

Cyberport is a US\$2 billion (HK\$15.8 billion) landmark project managed by Hong Kong Cyberport Management Company Limited, and wholly owned by the Hong Kong SAR Government. Focusing on enterprise and professional development, Cyberport helps commercialise creative ideas and incubate start-ups. We have an energetic cluster of creative ICT and digital content tenants who enjoy synergies from co-locating with each other, and we are Hong Kong's unique Creative Digital Community. Interconnected by a state-of-the-art broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, a retail entertainment complex and about 2,800 deluxe residences. Go to <http://www.cyberport.hk> for details.

About KIC

The core concept of Shanghai Yangpu Knowledge Innovation Zone is the integration of "Universities", "Tech Campus" and "Community". "Universities" refers to the academic institutions and research center in Yangpu District. The "Tech Campus" is the gateway to the tech park, Intellectual Property Park, Educational Service Center, SME Service Center, and Entrepreneurship Training Center. A host of lifestyle enterprises offering technology, investment, health and art form the "Community". All these three sectors are closely correlated, not only leading to a better quality of life, but also boosting economic growth.

At the heart of the Shanghai Yangpu Knowledge Innovation Zone is the Knowledge and Innovation Community (KIC): a project covering an area of 84 hectares.

Knowledge and Innovation Community (KIC) is jointly developed by the Yangpu Government and Shui On Land, it was inspired by a combination of the technological innovation and entrepreneurial spirit found in the Silicon Valley in the United States and the cultural vibrancy of the Left Bank of Paris. It breaks down the traditional boundaries between economics and community. The integration of "Universities", "Tech Campus" and "Community" allows complete interaction among people and industries, making KIC a heaven for economic activities and entrepreneurial pursuits.

KIC is located in the center of Wujiaochang Sub-Center. The Project features 4 functionally distinct, yet complementary components: KIC Plaza, KIC Village, Jiangwan Sports Center and KIC Tech Park.

For more information, press only:

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