



Hong Kong Retail Technology Industry Association

10 December 2003

Communication and Technology Branch
Commerce, Industry and Technology Bureau
2/F, Murray Building
Garden Road
Hong Kong

Dear Sir / Madam,

We would hereby like to express our **Comments and suggestions on the Public Consultation Paper on 2004 Digital 21 Strategy.**

Thank you for your attention.

Yours faithfully,

Ken Fong
Chairman
Hong Kong Retail Technology Industry Association (RTIA)



Hong Kong Retail Technology Industry Association

**Comments and suggestions on the Public Consultation Paper on the
2004 Digital 21 Strategy
From Hong Kong Retail Technology Industry Association (RTIA)**

Comments

1. RTIA is glad to see that the government has a long-term vision and comprehensive policy on promoting Hong Kong Information infrastructure and services.
2. RTIA fully supports the Strategy of promoting Hong Kong's IT industry abroad. To empower Hong Kong's IT services and solutions' competitiveness in overseas markets including China, RTIA and the Hong Kong Article Numbering Association (HKANA) are now developing and adopting a list of global standards and best-practice parameters for upgrading locally developed solutions to fulfil both local and overseas user requirements. In the long term, we intend to co-operate with the local and international IT industry and standard organization in a joint certification programme so that its standard-compliant solutions can be well recognised and marketable in different territories, particularly China.
3. In section 20 under "promote the adoption of e-business" of the consultation paper, it states "We will also work with trade association to make use of relevant public funding for the development of common process and data standards". RTIA welcomes such intention but would like to point out that behind development, adoption of international common process; best practises and data standards are of the same importance. Adoption (but not direct use) of those international common process; best practises and data standards will further reinforce Hong Kong as an International city and a hub for entering China. RTIA would also like to emphasis that adoption to China existing process and standards are of the same importance due to the increasing business interflow and information interflow between HK and China. So both development and adoption will further show the importance of HK as a bridge and buffer between the international standard and the mainland one.
4. In section 20 under "promote the adoption of e-business" of the consultation paper, it states "We will also work with trade association to make use of relevant public funding for the development of, as well as **free or low cost business solutions** ...". RTIA would like the government to elaborate this point of how the free or low cost business solutions be chosen. We sincerely hope that the government will not intervene the free market by giving direct assistance of development free or low cost business solutions to compete with existing and potential solution providers especially those of small and local one. Instead we suggest the government to encourage the related trade organizations of different industry to work with related technology trade organizations to jointly develop an open data and exchange standard, interface and/or selection criteria for the users and developers to reference and follow.
5. In section 25 under "IIAC" and "regulatory body", RTIA would suggest IIAC and the regulatory body to expand it regular channel of communication to cover most of the technology related trade organization.
6. RTIA would also like to point out the importance of use of technology in anti-counterfeit and fraud prevention on area of retail product and card payment. RTIA suggests the government to put more emphasis on promoting the use of technology and pubic awareness on these areas. We see this not only benefit the local community but will also improve the confident of tourists and directly improve the reputation of the HK retail and tourist industry, which ultimately benefit to the HK economy.

Postal Address: Unit 2308, Riley House, 88 Lei Muk Road, Kwai Chung, HKSAR

Tel: (852) 2943 2936 Fax: (852) 2900 9063

Web Site: <http://www.hkrtia.org>



Hong Kong Retail Technology Industry Association

7. RTIA would suggest the government to put more resources on promoting the use of retail technology (not limited to only IT) on retail industry. Use of technology in retailing will directly increase the productivity of the local retailers and the customer satisfaction level, thus lead to the improvement of the competitive advantages of local retailers and Hong Kong Retail Industry in this challenging and competitive era. Moreover, use of technology is also important to those HK Retailers for managing cross border retail business in mainland under the benefit of CEPA arrangement.
8. RTIA urges the government to look into the impact and importance of RFID (Radio Frequency Identification) and ePC (Electronic Product Code) standard from EPC global on retail and logistic industry of HK. We see RFID one of the mainstream retail technology in the coming 10 years.

Enquiry

For any further enquiry, please contact the following people

Mr. Ken Fong
Chairman
E-mail: kenfong@synergy-hk.com.hk

Mr. K.K. Suen
Vice Chairman
E-mail: kksuen@hkana.org



Hong Kong Retail Technology Industry Association

About RTIA

For Hong Kong, retailing plays a major role in our daily experience that affects the perception of our life quality. As a tourist city, retailing makes a significant contribution to the attraction of visitors to Hong Kong. Deployment of the right technology in retailing process is believed to help elevate not only process efficiency but also customers' experience and reputation of Hong Kong.

Hong Kong Retail Technology Industry Association (RTIA) is a non-profit trade association. We target to be a **united force** in the industry to accelerate the development and usage of retail and payment technologies locally and to promote our experience outside Hong Kong.

Our Mission

To promote the awareness and usage of retail and payment technologies and to advance the professional standards of software and hardware development in related technologies' applications.

Our Objectives

- To promote and improve the standard of competence, recognition and profitability of the Hong Kong retail technology industry;
- To enhance the competitiveness of the Hong Kong retail technology industry locally and globally;
- To promote the awareness and usage of retail and payment technologies by the general public in Hong Kong;
- To provide a forum for experience sharing and partnership facilitation in achieving a maximum synergy effect within the Hong Kong retail technology industry;
- To represent and safeguard the interests and opinions of the Hong Kong retail technology industry;
- To promote and encourage co-operation amongst retail technology organizations in Hong Kong, other parts of the People's Republic of China and elsewhere in the world;
- To provide a channel of communication among its members and to foster co-operation and interplay among them;
- To represent its members and reflect and express in any manner their opinions and views on all matters of common concern to government departments and other organizations in Hong Kong or elsewhere in the world;
- To promote or oppose as the Association thinks fit, any legislation or governmental policies or measures which may enhance or affect the common interests of its members or the objects of the Association.

Structure

A Council Committee of maximum 20 Council Members directs the trade association. The 1st term Council Members are listed in Appendix 1.

An Advisory Board is also formed with prominent figures with the role of advising RTIA in determining market and industry priorities and promotional strategies for the retail technology sector.

Membership

The Association is open to any local firm providing retailing related technology in Hong Kong to join as Corporate Member. Any individual with an interest in retail technology is also welcome to join as Associate Member.

Activities

In order to achieve our objectives, RTIA will organize different activities such as exhibitions, conferences, seminars, gatherings, overseas study mission, competition, etc. Those events are intended to facilitate sharing of commercial and technology ideas among members, and to expand business networks of our members.

Postal Address: Unit 2308, Riley House, 88 Lei Muk Road, Kwai Chung, HKSAR

Tel: (852) 2943 2936 Fax: (852) 2900 9063

Web Site: <http://www.hkrtia.org>



Hong Kong Retail Technology Industry Association

Communication

RTIA will keep our members update of developments and business opportunities in the industry through the biannual electronic "RTIA Newsletter". In addition, RTIA Newsletter also summarizes and introduces members' latest products and services to the industry. The newsletter is free for all members.

Partnership

RTIA aims to work with other trade associations, consulates, trade commissions and overseas trade associations to facilitate partnership between members from different regions and to act as the bridge for overseas companies looking for local partners. .

Contact Us

Address: Rm802, Sino Centre, 582-592 Nathan Road, Mongkok, Hong Kong.
Postal Address: Unit 2308, Riley House, 88 Lei Muk Road, Kwai Chung, Hong Kong
Email: contact@hkrtia.org
Web Site: <http://www.hkrtia.org>
Tel: (852) 8106 1717 / 2943 2936
Fax: (852) 8100 7098 / 2900 9063



Hong Kong Retail Technology Industry Association

Appendix 1 **1st Term Council Members**

Chairman

Mr. Ken Fong

Synergy Information System Ltd.

Vice Chairman

Mr. K.K. Suen

Hong Kong Article Numbering Association

Mr. Mark Mak

Zeta Technologies Co. Ltd.

Honorable Secretary

Ms. Anna Chow

Microsoft Hong Kong Ltd.

Honorable Treasurer

Mr. Ken Lui

Wincor Nixdorf

Council Members

Mr. Kenny Chiu

Bamboo Network Ltd.

Ms. Kimi Kam

VISA International HK

Mr. Eric Li

Broadway Management Services Ltd.

Ms Rennis Li

Master Card International

Ms Paulina Pow

AT Group Ltd.

Ms Veon Sun

The Hong Kong Polytechnic University

Mr. Nelson Tse

Million Tech Development Ltd.

Mr. James Wong

CyberM Information Technology Ltd.



Hong Kong Retail Technology Industry Association

Appendix 2 **Advisory Board**

Honorary Advisor

Hon. Mrs. Selina Chow, GBS, OBE, JP
Legislative Councillor (Wholesale & Retail)

Mr. Duncan Lau
Chairman, Hong Kong Wireless Technology Industry Association (WTIA)

Ms. Anna Lin
Chief Executive, Hong Kong Article Numbering Association (HKANA)

Mr. Charles Mok
President, Hong Kong Information Technology Federation (HKITF)

Mr. Wing Ng
Director, Asia/Pacific, AIM (The Association for Automation Identification and Data Capture Technologies)

Dr. Raymond Sezto
Vice Chairman, British Computer Society, Hong Kong Chapter

Hon. Mr. C.K. Sin
Legislative Councillor (Information Technology)

Advisory Committee on Payment Technology

Advisory Committee on Retail Automation

Advisory Committee on Anti-Counterfeit Technology

Remarks: Listing in alphabetical order of surname

Postal Address: Unit 2308, Riley House, 88 Lei Muk Road, Kwai Chung, HKSAR
Tel: (852) 2943 2936 Fax: (852) 2900 9063 Web Site: <http://www.hkrtia.org>