

Seminar on **How to leverage your business with iPhone**

Date: 30 October, 2008 (Thu)
Time: 3:00pm - 4:30pm
Venue: Chamber 2A & 2B, G/F, InnoCentre, 72 Tat Chee Avenue, Kowloon Tong
Fee: **FREE OF CHARGE** (pre-registration required)
Language: Cantonese

FREE
Admission

Introduction:



iPhone is a global phenomenon. While it is an attractive consumer product, it is also a tremendous business opportunity. With the Apple's App Store, you can create applications that reach millions of affluent iPhone users, regardless of countries or races. This opportunity is not restricted to technology companies: companies such as Bank of America, Chanel and Frommer's have already created iPhone applications to leverage their existing businesses.

In this seminar, Mr. Derek Ngai, founder of MACitizen and Mr. Ken Law, founder of .willflow Ltd. will address the following questions:
How do companies all over the world use iPhone to leverage their businesses?
How is this related to your business?

Rundown:

2:45pm – 3:00pm	Registration
3:00pm – 4:15pm	Strengthen your business with iPhone - Mr. Derek Ngai, Founder of MACitizen & - Mr. Ken Law, Director, .willflow Ltd.
4:15pm	Q&A Session

Speaker:

Ken Law is a founder of .willflow limited, a company located in the Hong Kong Science Park that is specialized in web and mobile applications. His latest mobile project has received a \$1.6M funding from the Hong Kong Government. Prior to .willflow, he was an early employee of Google where he created a patented categorization algorithm. He holds a Master's degree in computer science from Stanford University.



Derek Ngai is a founder of MACitizen (www.macitizen.com), a supporting platform for local Mac users to exchange ideas and experiences on usage and technology trends. With constant exposure in various media such as magazines and podcast channels, MACitizen has been one of the most famous user groups in Hong Kong. Derek was an enthusiastic Apple II and Mac user in the 80's, and then an Apple employee in the late 90's. His next step is to establish a local user group network with the new iPhone. UserGroup.HK being part of it.

Registration Form

Return form to FAX: 2607 4040 or EMAIL: seminar.iuc@hkstp.org on or before **28 October, 2008.**

We welcome you to use our on-line registration, please click on the following link:

<http://demo.radicasy.com/LMdemo/user198/list18form.jsp>

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Company Name:

Surname	First Name	Job Title	Email	Telephone

Remarks:

1. Limited seats, first-come-first-served for registration.
2. Seminar would be re-scheduled/cancelled if registration below expected size.
3. Organizer reserves the right to amend program without prior notice.

Enquiries:

2629 6695 / 2629 6718

Transportation: <http://www.innocentre.org.hk/innocentre/EN/FE#About/Location>