President’s Message

Thanks to your support to the MEICOM Alumni Association. In the upcoming months, we will organize a number of events and activities for you. We welcome your participation together with the celebration of HKU 100th anniversary. Highlights and events include:

Monthly Happy Hour
Our Monthly Happy Hour Events are normally held on the first Thursday of each month. All fellow classmates can gather together and unwind with drinks after work or study. We can chat freely with each other and share something interesting around our life.

Golf and BBQ event on 24 September 2011
The BBQ Plus Golf Practice Day was held at Island Golf Club, Tseung Kwan O. The weather was extremely good with light wind. Everybody tried to swing and strike the golf balls with club. No matter you are a novice or an experienced golfer, we had a professional golf coach to teach and guide you how to swing or improve your skills. We believe all participants and guests had a good time on that day.

5-Day Class at Tsinghua University, Beijing, 19-23 October 2011
Once again, MEICOM Alumni Association was one of the supporters this year, same as we joined the programme in 2008 at the Peking University. In this HKIT Sector Guo Qing & IT Development Class at Tsinghua University, we could learn more about the current policies of our nation such as 12th Five Plan focusing on industrial restructuring and technological development and had a chance to visit the Hi-Tech Park of the Tsinghua University and Socialism new countryside, etc.

Support Sower Actions Challenge 12 hours on 6 November 2011
This charity C12H Marathon started at Yau Tong and ended at Tai Po. Our Association was responsible for one check point at Shing Mun Reservoir from 9 am to 6 pm to cheer the runners and perk them up with fruits and water.

Professional Talk on 12 November 2011
Two renowned speakers, Mr. Hung Chung Yam and Mr. Lui Yue Chun shared their ways of success with us and emphasized that if you insist and never give up, your dreams would come true.

In the coming year of 2012, we propose to have War Game in February 2012, Geo Park Visit in mid April 2012, and Annual Dinner in June 2012, etc. We make all efforts to do the best and need your support to make it a success. See you there!

For more information, please visit our website: http://www.meicom.hku.hk

Janice Chiu
President 2011-12
MEICOM Alumni Association

MEICOM Alumni Association
Board of Directors 2011-2012

Janice CHIU – President
Edwin NG – Vice President
Philip TAM – Vice President
Patrick CHAN – Vice President
Cassandra LEUNG – Secretary
Tommy CHEUNG – Treasurer
Henry CHUI – Director
Vins FONG – Director
Andrian HO – Director
Kanny HO – Director
Tommy LAI – Director
Algae MA – Director
Patrick WU – Director
Jet LI – Immediate Past President

GOLF & BBQ DAY – Kick-off Event in 2011~12
The first 2011-12 MEICOM activity was held on September 24, 2011 (Saturday) at Hong Kong Island Golf Club.

Everyone enjoyed the golf event under the guidance of golf coach. Good facilities, delicious food and nice weather made the event perfect.

Every member recommended that this kind of event should be held every year. It provided a chance for them to do exercise, to meet alumni friends, and to share fun and experience.

We are looking forward to organizing more excellent events, and your participation is the way to make our events more meaningful and successful.

Edwin Ng
Vice President 2011-12
MEICOM Alumni Association
FEBRUARY 2012 ISSUE

OXFAM TRAILWALKER 2011

Mobile apps, geosocial networking, geo- tagging and location-based services are all parts of the geospatial revolution now spreading throughout our society. Thanks in large part to Google Maps, Bing Maps and other Internet technologies, everyone is now geographically enabled.

At LeWeb Conference in Paris in December 2011, Marissa Mayer, Google’s Vice President of Product Management, said that creating the Gowalla experience is not just about making it easier to find your friends. “It is about making it easier for you to be found,” said Mayer.

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FEBRUARY 2012 ISSUE

An Update About Yourself

After years of serving the manufacturing sector of HK, I begin to search for my further career. I still love developing and marketing products. Before I knew what to do, I tried the MSc(ECom&IComp) programme. Now, I have hit the right direction—technology development. Though I will take more than a year to realize the products, we might be able to make some noise in the watch and clock industry again.

Wong Kwong Ming

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Wong Kwong Ming

NEW DIRECTION OF E-BUSINESS: RETHINKING IT AND REINVENTING BUSINESS

Editorial introduction

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Programme Office Updates

Membership of Professional Bodies

We are pleased to inform you that HKU MSc(ECom&IComp) Programme is accredited by the following professional bodies, enabling graduates to satisfy education requirements for professional registration or membership. They are: Institute of Certificate E-Commerce Consultants (ICECC) http://www.icecc.com and China General Chamber of Commerce (CGCC) http://www.cgcc.org.cn.

The Certified E-Commerce Consultant (CEC) certification is the first and only globally recognized e-commerce certification for e-business professionals and executives awarded by the Institute of Certified E-Commerce Consultants and recognized by the American E-Commerce Association. Our graduates can apply for the Certified E-Commerce professional qualification and they will be exempted from all coursework and examinations required to become a Certified E-Commerce Consultant.

The Senior Certified Commercial E-Business Specialist (CCEBS) qualification is the only recognized certification of its kind for e-business professionals in mainland China. Our programme is recognized by CGCC for having achieved the standard required by the certification at an advanced level. Our graduates will be exempted from all examination requirements for the certification of Senior CCEBS. More details of the certification can be found at: http://www.ccebs.com.

The Programme Office will coordinate the membership application of these two certifications once every year. If you are interested in applying for membership of these two professional bodies this year, please submit your application by 29 February 2012 (Wednesday).

Graduate Directory

To stay in touch with the Programme and with your fellow graduates, the Programme Office provides a graduate directory for you to update your contact information and look for other graduates. So don’t forget to tell us if you have moved, changed your telephone number or email address. You should check to make sure your information is correct and up-to-date.

http://www.ecom-icom.hku.hk/graduate-info/login.asp

ECOM-ICOMP Experts Addresses

The ECom-ICOMP Experts Address series is designed primarily to keep students and alumni of our programme up-to-date with the information technology and electronic business trends around the world, and given by our visiting instructors around the world.

Prof. Bebo White started the series off for the new academic year of 2011-12 by presenting on 19 September on “The Web of Things”. He described the use of web standards to interconnect all varieties of embedded devices (sensors, mobile telephones, personal and home appliances, etc.) in order to make them easier to use, operate seamlessly with other components of the Web, and be available to existing Web applications.

In October, Prof. Amy Shuen gave the talk “Big Data and Social Media: The Future of Mobile”. She shared her perspective on the challenges faced by the mobile industry.

In November, Mr. Peter Looms gave the talk “Is there a case for making digital media accessible?”. He addressed the nature of the accessibility challenge and reviewed the commercial, moral and legal arguments for digital media accessibility and the regulatory options to make change happen.

The slides and video recording of most of the addresses are available on our web site: http://www.ecom-icom.hku.hk/seminar/past2011.asp

Continuing Professional Development (CPD) Courses

Graduates are welcome to enroll in MSc(ECom&IComp) modules for continuing and professional development purpose. Information about CPD courses is published on the programme web site in September, December, and May. Watch out for our email notification if you are interested.

Admission 2012

We are now inviting applications for 2012 September admissions. Updated information can be found in the programme web site and brochure. If your friends or colleagues are interested in our programme, please ask them to contact the Programme Office.

MSc(ECom&IComp) 2011 Graduates

Mr Chan Chak Ho Alex
Miss Chan Hoi Wai
Miss Chan Hoi Yan
Mr Chan O U
Mr Chan Pui Tat
Mr Chan Sai Yee Eddie
Mr Chan To Hang
Mr Chan Wai Fu
Mr Chan Wai Ho Eric
Miss Chen Tingting
Miss Cheung Tsz Yan
Mr Chow Chi Kit
Mr Chu Ringo Wing Ho
Mr Chung Kai Ming Ken
Ms Fung Yee Ki
Mr Gong Ning
Mr Ho Chun Kit Vincent
Mr Ho Sin Hang Brian
Mr Ho Yu Fan
Mr Hui Ka Hing
Mr Keung Kwok Wai
Ms Lai Kit Ling Katty
Mr Law Ho Ming
Ms Leong Ka Weng
Miss Leung Ka Po
Miss Leung Man Shan
Mr Lin Cheng
Mr Lin Chi Wai
Ms Liu Qunyi

Mr Lo Man Chung
Mr Moutsarak Maxime Jade
Mr Ng Chee Wah Richmond
Miss Ng Man Shan Grace
Mr Ngan Man Chun
Mr Poon Ho Yin Dave
Mr Reyes Michael Paul John
Miss So Sum Yau
Mr Sze Yin
Mr Tam Chi Yin
Mr Tan Chi Wai
Mr Tang Xinkai
Mr Tang Zhentian
Mr Thang Felix
Mr Tsang Ping Sang
Mr Wan Chung Po
Mr Wang Chenyuan
Miss Wen Lan
Mr Wong Ching Chung
Mr Wong Ho Lun
Mr Wong Kwok Fai Tony
Mr Wong Kwong Ming
Mr Wong Shing Tai
Mr Wu Siu Fai
Miss Xin Yu
Miss Yan Yu
Mr Yang Doug Han
Miss Yang Shan
Mr Yeung Cho Shek
Mr Yim Chi Cheung
Miss Yu Yingting
Miss Yang Doug Han
Mr Yuen Ka Wing
Mr Yuen See Kin Kent
Mr Zhong Shan
Mr Zhou Yu

Congratulations to all graduates on meeting their challenge!