



HONG KONG
ICT AWARDS
2020 香港資訊及
通訊科技獎

Smart Mobility Award 智慧出行獎

智慧旅遊 Smart Tourism

智慧物流 Smart Logistics

智慧交通 Smart Transport



Leading
Organiser
籌辦機構



Call for Entries
參賽須知

Introduction of Leading Organiser 籌辦機構簡介

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. Our EPC standard lays the foundation for IoT, powering a range of IoT-based services and applications. We are helping industry to meet the challenges of omni-channel commerce and create a seamless customer experience. By engaging with communities of trading partners, industry organisations, government, and technology providers, we are fostering a collaborative ecosystem and aiming for "Smarter Business, Better Life".

Currently, GS1 Hong Kong has around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology.

For more information, please visit www.gs1hk.org.

香港貨品編碼協會 (GS1 HK) 於1989年由香港總商會成立，是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

GS1 HK透過提供以全球標準為本的一系列平台、解決方案及服務，為不同行業的企業提升效率、安全性、真確性和可持續性，並推動商業之間的連繫。全球標準能確保數據可信、準確，讓業務夥伴易於分享、搜索該些數據，並連結到相關資訊。而本會的產品電子代碼(EPC)標準是物聯網的基礎，有助研發出一連串物聯網服務及應用。我們亦協助業界應付全渠道商貿帶來的挑戰，為其營造無縫的顧客體驗。GS1 HK與各貿易夥伴、行業機構、政府及資訊科技公司積極構建協作生態，實踐「智能商貿，優質生活」的願景。

GS1 HK目前有近 8,000名企業會員，涵蓋約20種行業，包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。

如欲進一步了解本會，請瀏覽 www.gs1hk.org。

Background 背景

The Hong Kong ICT Awards aims at recognising and promoting outstanding information and communications technology (ICT) inventions and applications, thereby encouraging innovation and excellence among Hong Kong's ICT talent and enterprises in their constant pursuit of creative and better solutions to meet business and social needs.

The Hong Kong ICT Awards was established in 2006 with the collaborative efforts of the industry, academia and the Government. Steered by the Office of the Government Chief Information Officer, and organised by Hong Kong ICT industry associations and professional bodies, the Awards aims at building a locally espoused and internationally acclaimed brand of ICT awards.

There are eight categories under the Hong Kong ICT Awards 2020. There will be one Grand Award in each category, and an "Award of the Year" will be selected from the eight Grand Awards by the Grand Judging Panel.

香港資訊及通訊科技獎旨在表揚及推廣優秀的資訊及通訊科技發明和應用，以鼓勵香港業界精英和企業不斷追求創新和卓越，謀求更佳和更具創意的方案，滿足企業的營運需要，造福社會。

通過業界、學術界和政府的共同努力，香港資訊及通訊科技獎於二零零六年成立。香港資訊及通訊科技獎由政府資訊科技總監辦公室策動，並由香港業界組織及專業團體主辦，目的是為香港建立一個廣受香港社會愛戴、並獲國際認同的資訊及通訊科技專業獎項。

2020香港資訊及通訊科技獎設有八個類別的獎項。每個類別均設有一個大獎，而最終評審委員會會再從所有大獎中甄選出「全年大獎」。

Objective 目的

1. Building Hong Kong as a Smart City with novice ICT applications

Mobility and transport are essential if a city is to function properly. There cannot be a smart city without Smart Mobility. A smart city should be connected and citizen-centric, which is accessible to visitors and residents, travelling and moving goods across the city trouble-free, bringing citizens and visitors more convenience, better quality of lives, more sustainable power usage, higher level of safety and city competitiveness.

The objective of the award programme is to encourage more designs and development of applications leveraging the integration of Internet of Things (IoT), big data and analytics, as well as mobile applications, which will enhance the flow of people, goods, and tourists; improve citizens' and visitors' experience; and enable smart mobility for a smarter Hong Kong.

2. Championing HK as a Hub for IT Talents, Creativity and Innovations

The Award programme will serve as a platform to facilitate the community to have a dynamic and transparent exchange of expertise with renowned ICT professionals, to sparkle and co-create innovative ideas, and to nurture technology talents. GS1 HK will also nominate appropriate winners to participate at other regional and global awards competition.

We hope that through these recognising and nurturing initiatives, it will further stimulate creativity.

3. Inspiring Local Industry Adoption

Innovation and technology are drivers for economic growth and the key to enhance business competitiveness. Award winning cases attest to successful implementation, helping users in Transport, Logistics and Tourism to understand the value of smart business applications, encouraging industry adoption, creating a mutually beneficial interaction between technology and business sectors, which leads to a sustainable eco-system of technology-driven new business paradigm.

1. 鼓勵開發嶄新智能應用，同建香港智慧城市藍圖

完善交通系統和流動性是任何現代都會都需具備的條件，因此智慧城市不能缺少智慧出行(Smart Mobility)規劃。智慧城市應該四通八達，以市民的便利為依歸，讓訪客和居民都能輕易連接，人群和貨物的流動皆暢行無阻。智慧出行不但便利訪客和市民，還可以提升生活質素、提高能源的可持續性、交通安全和城市競爭力。

本計劃旨在鼓勵開發有利智慧出行發展的科技應用，希望集物聯網、大數據分析和流動應用程式等科技之大成，為市民、遊客和貨物提供更優質的傳輸系統，改善本地人和遊客的交通體驗之餘，更使智慧出行系統更趨成熟，促進香港作為智慧城市的發展。

2. 匯聚資訊科技專才，打造創意創新之都

本計劃將成為本地業界與知名資訊及通訊科技專才的交流平台，藉雙方熱烈而坦誠的交流促進創新和合作，並培養科技人才。條件適合的得獎者更可獲香港貨品編碼協會提名競逐其他地區性及全球性獎項。透過嘉許和培育的措施，可以迸發無窮的創意與創新。

3. 鼓勵本地業界採用得獎程式

創新和科技不但促進經濟增長，更是加強企業競爭力的關鍵。獎項對成功實踐智慧出行概念的個案予以肯定，使交通、物流和旅遊業用戶更了解傑出商業科技應用的價值，藉此鼓勵業界採用成功的技術，建立科技界與商界之間的互惠關係，構築以科技推動的嶄新可持續商業模式。

Prizes and Benefits for Winners 得獎者的獎勵

The remarkable achievements of the Awards winners (Gold/Silver/Bronze) will be recognised by customers, organisations, the ICT industry practitioners and across the community. Winners will be entitled —

- to receive trophies (Gold/Silver/Bronze) of the Hong Kong ICT Awards;
- to display the official logo of the Hong Kong ICT Awards in their promotional materials;
- to participate in various promotional campaigns to publicise their achievements;
- to be supported for entering into other international awards and competitions;
- to 3 months free access to Lion Rock 72 (co-working space in InnoCentre) or co-working space in Hong Kong Science Park Incubation Centre for SMEs¹;
- to participate in investment matching activities of the Hong Kong Business Angel Network (HKBAN);
- to 3 months free access to Flexi Space in Cyberport Smart-Space for SMEs²; and
- to free participation in some large-scale local ICT events (e.g. International ICT Expo) for marketing exposure.

香港資訊及通訊科技獎金/銀/銅得獎者的卓越成就備受賞識，包括客戶、機構、業界人士、以至整個社會。得獎者均獲：

- 授予金 / 銀 / 銅獎之獎座；
- 授權在宣傳物品上展示香港資訊及通訊科技獎的標誌；
- 安排於不同類型的推廣活動中宣傳其得獎項目；
- 協助參加其他國際獎項和比賽；
- 免費使用創新中心內的初創協作基地「Lion Rock 72」或位於香港科學園培育中心的共享工作空間三個月(只限於中小企業)³；
- 參與香港天使投資脈絡舉辦的投資配對活動；
- 免費使用數碼港共享工作空間Smart-Space內的靈活辦公桌三個月(只限於中小企業)⁴；及
- 免費參與本地大型資訊及通訊科技活動(如「國際資訊科技博覽」)以拓展商機。

Further details and conditions are available at the website: www.hkictawards.hk

詳情及細則可瀏覽網站：www.hkictawards.hk

¹ HKSTP offers 1 free seat access to Lion Rock 72 in InnoCentre or co-working space in Hong Kong Science Park Incubation Centre for 3 months (assigned by HKSTP, subject to availability) to SMEs who are HKICT Awards 2020 Gold, Silver or Bronze award winners.

² Cyberport offers 1 free Flexi Space in Cyberport Smart-Space for 3 months to SMEs who are HKICT Awards 2020 Gold, Silver or Bronze award winners.

³ 香港科技園公司為榮獲「2020香港資訊及通訊科技獎」金/銀/銅獎的中小企業提供一個免費名額，使用創新中心內的初創協作基地「Lion Rock 72」或位於香港科學園培育中心的共享工作空間三個月(由香港科技園公司分配，視乎情況而定)。

⁴ 數碼港為榮獲「2020香港資訊及通訊科技獎」金/銀/銅獎的中小企業提供一個免費名額，使用數碼港共享工作空間Smart-Space內的靈活辦公桌三個月。

General Eligibility Requirements 一般參賽資格

1. The applicant must have the intellectual property right and / or legitimate right over the ICT product/service mentioned in the application. The applicant shall disclose disputes any place over the world over intellectual property right about the applicant's ICT product/service, if any, for the Leading Organiser to consider eligibility of the application.
2. The application must be submitted by locally (Hong Kong) registered entities (please enclose Company/Business Registration proof) or residents in Hong Kong⁵ at the time of closing for entry enrolment.
3. A significant part of the innovation, design, research and development (R&D) of the mentioned ICT product/service must come from resources in Hong Kong. The applicant should demonstrate significant value-add by the Hong Kong resources contributing to the success of the ICT product/service in the target market.
4. With the exception of the Student Innovation category, the submitted product/service must have been available⁶ in the market for at least 3 months or in live operation for at least 3 months at the time of closing for entry enrolment (please enclose proof – e.g. delivery note, invoice, public announcement, advertisement, internal announcement, etc.).
5. The same application is only allowed to be submitted to a maximum of ONE award stream among all the Categories. Any application found to have entered into more than one award stream will be disqualified.
6. Winning entries of the Gold/Silver/Bronze award in previous years of the HKICT Awards can enter the Awards again only if there is significant change or enhancement in the product/service, or for a new award category.
1. 參賽者必須擁有參賽項目所述資訊及通訊科技產品/服務的知識產權及/或合法權益。有關資訊及通訊科技產品/服務如在世界任何地方發生知識產權的爭議，參賽者必須披露，供籌辦機構考慮其參賽資格。
2. 參賽者必須在截止報名時為香港註冊公司（請附上公司/商業登記證明）、機構或香港居民⁵。
3. 參賽的資訊及通訊科技產品/服務項目在創新、設計和研究發展方面的重要部分必須源自香港。參賽者須展示香港資源為其資訊及通訊科技產品/服務帶來顯著增值，促使有關項目在目標市場取得成功。
4. 除學生的獎項類別外，參賽的資訊及通訊科技產品/服務項目必須在截止報名日期前已經在市場上公開發售最少三個月 / 或開放予下載應用⁶或已經投入運作最少三個月（請附上證明—例如送貨單、發票、外發公告、廣告、內部通告等）。
5. 同一參賽項目只可參加各獎項類別的其中一個獎項組別。任何項目如被發現報名參加多於一個獎項組別，將被取消資格。
6. 過往香港資訊及通訊科技獎金、銀、銅得獎項目的產品/服務，必須已作出重大修改或優化，或參加另一個獎項類別，方可再次參賽。

Rules and Regulations 參賽規則

1. Applicants are advised to be aware of the best practice and case-based experience as promulgated by the Office of Privacy Commissioner for Personal Data.
2. Applicants are reminded that any person who, without the permission of Steering Committee of Hong Kong ICT Awards, offers an advantage to parties involved in the Awards as a reward or inducement for doing any act or showing favour in relation to the Awards commits an offence of the Prevention of Bribery Ordinance (Cap. 201).
3. To avoid conflicts of interest and the perception as such, applications for the Awards from sponsors will not be accepted.
4. In case of any dispute, the decision of the Leading Organiser will be final and binding on all parties concerned.
1. 參賽者需留意由私隱專員公署所制訂的最佳行事方式指引及個案經驗。
2. 參賽者須注意，根據《防止賄賂條例》（香港法例第201章），任何人士如未經香港資訊及通訊科技獎督導委員會許可，向任何參與該獎項事務的工作人員提供任何利益，作為該工作人員作出任何以其工作身分而作的行為的報酬或誘因，或作為與申請該獎時給予任何優待或提供任何協助的報酬或誘因，即屬違法。
3. 為避免利益衝突或任何有關利益衝突的嫌疑，香港資訊及通訊科技獎贊助商的參賽申請將不會被接納。
4. 如有任何爭議，籌辦機構保留最終決定權，參賽者不得異議。

⁵ "Residents in Hong Kong", in the context of HKICT Awards, include both permanent and non-permanent residents. If an entry is submitted by more than one person, at least half of the members of the group must be Hong Kong resident. For the case of Student Innovation category, certification of Hong Kong resident status can be performed through certifying student status collectively by concerned educational institution.

⁶ Examples are applications and products already in the market, application systems deployed internally in a company, and mobile solutions available at App stores. For startup companies competing for ICT Startup Award, prototypes appear only on kickstarter or similar platforms are NOT considered as available in the market.

⁷ 在香港資訊及通訊科技獎的準則下，「香港居民」包括永久居民和非永久居民。如參賽項目由多於一人的組織申請，該參賽組織至少有一半成員必須是香港居民。學生創新獎方面，香港居民身份可由相關學校以統一證明學生身份的方法代替。

⁸ 例如該資訊及通訊科技產品/服務項目已經投入於市場，該應用程式已被應用於公司內部的系統，以及該流動解決方案已於App Store可供下載。至於競逐資訊科技初創企業獎的初創公司，如其原型樣辦只在kickstarter或類似平台上出現，將不會被視為已投入於市場。

Award Streams 獎項組別

Smart Transport

Transportation is an important pillar for every citizen in a city. Smart technology can be leveraged to improve transportation experience and convenience for user. Connected vehicles, alternate fuel vehicles, autonomous vehicles, car pooling, smart parking, smart traffic devices, upgrading airport into a smart airport through automation, mobility, personalisation and self-service are some of the examples of how smart transport can create a seamless, passenger-centric travel experience while minimising the impact on environment.

The objective of this stream aims at using ICT, making mobility 'intelligent', improving traffic monitoring, transportation accessibility and efficiency, cutting down door-to-door journey times, reducing congestion, improving the flow of people, safety and liveability, thus, enhancing quality of life for citizens.

Smart Logistics

Smart Logistics is about improving the supply chain, shifting from traditional supply chains to open supply networks, together with integration of new technologies in managing the goods movement, inventory, warehousing, handling, packaging and security of goods between the point of origin and the final recipient, no matter whether the means of transportation is by land, by sea, or multi-modal, so as to achieve end-to-end supply chain efficiency and visibility.

The objective of this stream aims at using technologies innovatively to improve supply chain visibility, streamline and optimise the cargo and baggage handling efficiency and intensity in logistics industry of Hong Kong.

Smart Tourism

Smart technologies are changing consumer experiences and are generating creative tourism business models. Big data, mobile apps, location-based services, geo-tag services, facial recognition, beacon technology, virtual reality, augmented reality, and social networking services are all cutting-edge examples of smart technologies enhancing tourism experiences and services. Smart tourism allows tourists to better communicate and interact with cities to establish closer relationships with not only residents but also local businesses, local government and city attractions.

The objective of this stream aims at using technologies innovatively to achieve resource optimisation and convenience for the tourism industry. Also, to enhance travellers' information accessibility, transportation, dining (food and food services), shopping and accommodation experience.

智慧交通

交通是所有城市居民的大事。只要善用智能科技，我們便可為市民帶來更優質、方便的交通體驗。智慧交通十分多元，互聯汽車、另類燃料汽車、自動汽車、共用汽車、智能泊車、智慧交通設施等都是例子，就連機場也能自動化、流動化和個人化，增加自助服務元素，搖身一變成爲智能機場。智慧交通不但可以打造暢通無阻、以乘客為本的交通體驗，更能減輕交通運輸對環境的傷害。

要在「智慧交通大獎」組別脫穎而出，參賽者必須利用資訊及通訊科技令交通運輸智能化，提升監測效能，令交通更暢達、高效，縮短達到目的地所需時間，並舒緩擠塞。智慧交通的成功不但方便市民流動，更能保障人身安全並提升城市宜居指數，讓每位市民享受更優質的生活。

智慧物流

智慧物流的重中之重是提升供應鏈效能並革新傳統供應鏈，打造開放式供應網絡，結合新科技以更有效率地管理各項工序，包括貨品從來源地送至最終收件人過程中的運送、存貨、倉務、裝卸、包裝和保安工作，不論貨物沿經海路、陸路還是經由多模式運送，點對點供應鏈的效能和透明度仍然有所保障。

「智慧物流大獎」要求參賽者以嶄新思維使用科技，從而提升供應鏈透明度，精簡並優化貨物與行李裝卸程序，讓香港物流業的效率和容量更進一步。

智慧旅遊

智能科技不但正在改變消費體驗，更正在促成嶄新的旅遊業運作模式。智能科技琳琅滿目，大數據、手機應用程式、定點服務、地理標籤服務、容貌識別、信標科技、虛擬實境、擴增實境、社交網絡服務等等都是走在時代尖端的實例，而這些科技皆可一一應用於旅遊業，優化旅客體驗和服務質素。智慧旅遊強化旅客與目的城市的溝通和交流，並藉此令旅客與本地居民以至本地企業、政府和旅遊景點之間的關係更為緊密。

「智慧旅遊大獎」旨在嘉許以創新手法運用科技的參賽者，他們使業界資源的分配更妥善、運作更順暢。獎項亦希望能鼓勵業界為旅客提供更完善的資訊、交通、餐飲（包括食物和招待服務）、購物和住宿體驗。

Judging Criteria 評審準則

Award Category 獎項類別	Streams 獎項組別	Innovation and Creativity in ICT 資訊及通訊科技 創新及創意	Functionality 功能	Market Potential / Performance, Internal User Buy-in or Public Acceptance 市場潛力/表現，內部或公眾接受程度	Benefits and Impacts 裨益及影響	Quality 質量
Smart Mobility Award 智慧出行獎	Smart Transport 智慧交通	25%	20%	20%	25%	10%
	Smart Logistics 智慧物流	25%	20%	25%	20%	10%
	Smart Tourism 智慧旅遊	30%	15%	20%	25%	10%

Assessment Process 評審過程

During the course of evaluation, assessors may require access to relevant information in the applicant's possession and access to the applicant's premises. The applicant will be notified in advance if such access is required. Any information supplied by the applicant for the purpose of the Hong Kong ICT Awards 2020 will be treated as confidential, and will not be released by the Leading Organiser and related parties without the applicant's permission.

評審期間，評審人員或會索取參賽者持有的資料及作現場參觀，若有這方面的需要，參賽者將預先獲得通知。參賽者就2020香港資訊及通訊科技獎所提供的資料將獲保密處理，未獲參賽者的同意，籌辦機構及有關機構不會發表有關的資料。

Application Procedures 報名方法

- Interested parties can download the application form at www.gs1hk.org/SmartMobilityAward
- The application form should be completed in typewriting in Chinese and English.
- The following documents should be submitted to GS1 Hong Kong by 12:00 noon on 3 January 2020:
 - mail a hard copy of completed and signed application form with supplementary documents (if any) to GS1 Hong Kong
 - send the soft copy of completed and signed application form with supplementary documents (if any) to ictawards@gs1hk.org
- 有意參加比賽的單位可於 www.gs1hk.org/SmartMobilityAward 下載申請表格
- 申請表格必須以中文及英文填寫。
- 申請者必須於2020年1月3日中午十二時正或之前將以下文件交回香港貨品編碼協會：
 - 郵寄已填妥及簽署的申請表格正本及其他附加資料（如有）到香港貨品編碼協會
 - 電郵已填妥及簽署的申請表格及其他附加資料（如有）到 ictawards@gs1hk.org

Timetable 時間表

Official call for entries 接受報名	2019.10.18
Deadline for enrolment 截止報名	2020.01.03
Adjudication 評審	2020.01.20 – 2020.03.02
Categories' Awards Presentation Ceremonies 各獎項類別頒獎典禮	Late March - 2020.04.03 2020年3月下旬至4月3日
Awards Presentation Ceremony 頒獎典禮	2020.04.03

There will be a Participants Briefing **short after** the closing of the application submission. Areas of attention for applicants will be highlighted in the Briefing. **Past Judges/Assessors and winner** will be invited to share their views and experiences.

緊接截止報名，大會隨即會舉辦參賽單位簡報會，為參賽者摘要介紹需要注意的地方，亦會邀請過往的評委及獲獎單位分享心得和經驗。

Enquiries 查詢

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香港灣仔告士打道160號 海外信託銀行大廈22樓

Website 網址:

www.gs1hk.org/SmartMobilityAward



Office of the Government Chief Information Officer
The Government of the Hong Kong Special Administrative Region
香港特別行政區政府 政府資訊科技總監辦公室

Leading
Organiser
籌辦機構



GS1 Hong Kong
香港貨品編碼協會

Awards
Supporting
Organisations
大會支持機構



Hong Kong Applied Science and
Technology Research Institute
Company Limited
香港應用科技研究院有限公司



Hong Kong Cyberport
Management Company Limited
香港數碼港管理有限公司



Hong Kong Science and
Technology Parks Corporation
香港科技園公司



Hong Kong
Trade Development Council
香港貿易發展局



Innovation and
Technology Commission
創新科技署



Invest Hong Kong
投資推廣署

Supporting
Organisations
支持機構

Hong Kong Association of Freight Forwarding and Logistics Ltd.

香港貨運物流業協會有限公司

Federation of Hong Kong Industries

香港工業總會

Hong Kong Association of Freight Forwarding and Logistics

香港貨運物流業協會

Hong Kong Container Terminal Operators Association

香港貨櫃碼頭商會

Hong Kong Electronics & Technologies Association

香港電子科技商會

Hong Kong Hotel Association

香港酒店業協會

Hong Kong Internet of Things Alliance

香港物聯網聯盟

Hong Kong Logistics Association

香港物流協會

Hong Kong Retail Technology Industry Association Ltd.

香港零售科技商會

Hong Kong Sea Transport and Logistics Association

香港航運物流協會

Incu-Lab

創格工房

Institute of Shopping Centre Management

商場管理學會

Logistics and Supply Chain MultiTech R&D Centre

物流及供應鏈多元技術研發中心

Radio Frequency Identification General Chamber of Commerce

射頻識別總商會

Smart City Consortium

智慧城市聯盟

The Chamber of Hong Kong Logistics Industry

香港物流商會

The Chartered Institute of Logistics and Transport in Hong Kong

香港運輸物流學會

The Hong Kong Shippers' Council

香港付貨人委員會

Travel Industry Council of Hong Kong

香港旅遊業議會