

Speech by Commissioner for Tourism at opening ceremony of
InfoComm Asia 2008 (English only)

Following is a speech by the Commissioner for Tourism,
Miss Au King-chi, at the opening ceremony of InfoComm Asia 2008
today (November 19):

Dr (Randal) Lemke, Mr (James) Chia, distinguished guests,
ladies and gentlemen,

Good morning. A very warm welcome to you all, especially
those who have travelled across the miles to be here today.

It gives me great pleasure this morning to join you for
the opening of this year's InfoComm Asia, which is held for
the first time in our city.

Hong Kong is honoured to be the host of this exhibition
which has emerged as a must-attend event in the Asia-Pacific
for buyers, suppliers and professionals in the field of
audiovisual (AV) technologies. It enriches the exhibition
portfolio for Hong Kong as a convenient and business-friendly
sourcing hub in the region.

Our well-established cutting edges include robust
protection for intellectual property rights, freedom of speech
and expression, free flow of information, and state-of-the-art
IT and telecommunications infrastructure. These altogether
provide a conducive environment for InfoComm Asia to prosper
in our city.

And our superb accessibility and unparalleled connection
with the Mainland of China and other areas in the region
unleashes enormous potential for entrepreneurs to tap the
market in this part of the world.

Indeed, our vibrant digital and creative industries offer
ample opportunities for AV technologies.

Digital signage in hotels, multi-media technologies in theme parks, dynamic lighting and music in pop concerts, image display in trendy shopping malls, HD (high-definition) conferencing facilities, to name but a few, are exciting and entertaining AV solutions. They have gradually changed visitors' preference, and enlivened Hong Kong as a preferred tourist destination. In this grand hall, you will likely be able to find the right products to suit every taste and interest, and turn imagination into reality.

The tourism and hospitality sectors are just among the many beneficiaries of the rapid advancement in broadcasting and communication technology. Innovative IT solutions enhance our competitiveness as an international commercial and financial centre, and help reinforce the "can-do" spirit of our community, especially in times of economic adversity.

Equally enticing, the latest AV technologies upgrade the quality of life of our own people. After we introduced the digital terrestrial television broadcasting last year, some 25% of our families are now enjoying the new viewing experience including a full-time HD channel as well as round-the-clock news channels.

The Government is firmly committed to establishing our city as a regional innovation and technology services hub. We will continue to support research financially, and together with the market, bring our creative industries to the next level.

Ladies and gentlemen, while I am sure you will make the most of the exhibition, no visit to Hong Kong is complete without seeing our city and experiencing our living culture yourselves. We are a city of contrasts - a unique blend of bustling streets and peaceful countryside, of heritage and pristine nature, balanced by modern attractions and splendid shopping and dining facilities.

I just hope you will stay longer to sample what we offer. And it remains for me to wish this exhibition every success and you all a most enjoyable stay in Hong Kong.

Thank you very much.

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