International Conference on "Enabling Industry Towards Smartification and Digitalization with XR Technologies"

Gaming

Retail

Manufacturing

Construction and Engineering

Medical and Healthcare

Programme Code	10013261-01
Date and Time	17 October 2023
Venue	Conference Hall, 4/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Medium	Cantonese, English (with Cantonese interpretation) and Putonghua
Enrolment fee	HK$0 (Original cost HK$180, acquired private sponsorship for participants)
Target Audience	Middle to senior level management, such as CEO, CTO, General Managers, Senior Business Executives, Managers, Researchers, Engineers, Designers, etc.

Introduction

Extended Reality (XR) is one of the key enabling technologies for smart businesses. XR is an umbrella term encapsulating Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR) and everything in between. By seamlessly merging the real and virtual worlds, XR creates novel environments and visualisations where physical and digital objects co-exist, interact, and communicate. This technological evolution redefines how individuals engage with the digital world in both personal and work lives. XR empowers users to swiftly make smart decisions, absorb, retain and process critical information, and visualise possible scenarios before taking actions, or sharing knowledge and tasks. The trend is ushering in a new world of simulated experiences grounded in the way that business gets done and how customers use products. Most of the people are eager to know what exactly the new technologies are and how they would transform our lives.

This conference will provide a comprehensive overview of the global development of XR technologies, and will facilitate the transfer of the latest technologies and knowledge from experts in Europe, Japan, Mainland and Hong Kong. The conference will cover various sectors such as manufacturing, gaming, medical and healthcare, retail, construction and others, highlighting the applications of XR and the emerging opportunities for the new solutions.

Speakers

Mr Matias KOSKI

Chief Executive Officer, Immersal (part of Hexagon) , Finland

Mr KOSKI has 11 years of progressive experience in global change management, key account management, product management, manufacturing, and supply chain optimisation. After entering Immersal, he works to build immersive AR environment merging digital and real world.

Mr Makoto ITO

Country Manager, RealWear, Japan

Mr Ito has more than twenty years of experience in the IT industry, including leadership roles at Cisco, CipherTrust and Riverbed Technology. In RealWear, he works with offering hands-free remote collaboration technology and assisted reality solutions for different industries.

Ms Zaf CHOW

Chief Commercial Officer, Artifacts Lab, Hong Kong & Advisor, Animoca Brands

Ms Chow is an advocate of Web3 development and adoption. She has successful entrepreneurship journey as the founder of a fintech and IoT startup that revolutionised mobile food ordering. She played a pivotal role in promoting the mass adoption of NFTs and metaverses in Animoca Brands.

Mr Vincent SU

Vice President, KMAX (江西科駿實業有限公司), China

Mr Su is currently the Vice President of Kemax Industry Co.,Ltd. He has long been engaged in research and technology application in the fields of artificial intelligence, virtual reality and augmented reality as a senior executive. In recent years, he has focused on VR, AI technology, products and their application in the education field.

Mr Othman CHIHEB

Chief Executive Officer, Oriono, France (Ex- Mixed Reality Lead, Microsoft France)

Mr CHIHEB has 10 years of experience in new technologies, including 4 years as EMEA Mixed Reality Lead at Microsoft for the French Market. In this 4 years, he supported C-level from different industries (Manufacturing, Healthcare & Culture) on how to leverage the potential of immersive technologies for their business.

Dr Adrian LOW

President, Hong Kong Association of Psychology, Hong Kong

Dr LOW is a Chartered Psychologist (British Psychological Society). He graduated with a Doctor of Clinical & Industrial and Organisational Psychology from California Southern University. He and his team implemented VR therapy project in 2021, integrating AR/VR technologies and psychological therapy to help patients with anxiety disorders overcome psychological barriers through virtual environments.

Rundown

Morning Session

Time	Activity	
08:45-09:15	Registration	
09:15-09:30	Opening Ceremony	
	Opening speech Representative of Hong Kong Productivity Council	
	Presentation of certificates to speakers and sponsors	
	Group Photo	

Time	Topic	Speaker
09:30-10:25	International overview on industrial XR application	Mr Matias KOSKI Chief Executive Officer, Immersal (part of Hexagon), Finland
10:25-10:40	Short Break	
10:40-11:35	Overview of the Industry Applications of XR Head-Mounted Devices in Japan	Mr Makoto ITO Country Manager, RealWear, Japan
11:35-12:30	Appling XR technology in business and event promotion	Ms Zaf CHOW Chief Commercial Officer, Artifacts Lab, Hong Kong & Advisor, Animoca Brands
12:30-14:00	Lunch Break	

Afternoon Session

Time	Activity	
Time	**Topic**	**Speaker**
14:00-14:55	Overview on industrial XR application in China	Mr Vincent SU Vice President, KMAX (江西科駿實業有限公司), China
14:55-15:50	Introduction to the head mounted device solutions in the industries	Mr Othman CHIHEB Chief Executive Officer, Oriono, France (Ex- Mixed Reality Lead, Microsoft France)
15:50-16:05	Short Break	
16:05-17:00	Overview on the hardware and software by creating the XR environment	Dr Adrian LOW President, Hong Kong Association of Psychology, Hong Kong
End of Conference		

Registration Method

Scan the QR code at the right or click here for Online Registration

The corresponding QR code for entering will be sent via email to successful registrants before the event.

Supporting Organisations (In alphabetical order)

FITMI 香港創新科技及製造業聯合總會 Hong Kong Federation of Innovative Technologies and Manufacturing Industries

香港汽車零部件工業協會 Hong Kong Auto Parts Industry Association

香港建造業分包商聯會 Hong Kong Construction Sub-Contractors Association

HKFCA

香港鑄造業總會 Hong Kong Foundry Association

IOTHK 香港物聯網

HKGIA 香港遊戲產業協會

HKMMA 香港金屬製造業協會 THE HONG KONG METALS MANUFACTURERS ASSOCIATION

MDC HONG KONG 香港模具協會 Hong Kong Mould & Die Council 香港工業總會轄下 A FHKI Council

HKPMA Hong Kong Plastic Machinery Association 香港塑膠機械協會

HKPMA Hong Kong Plastics Manufacturers Association 香港塑膠業廠商會

HONG KONG RETAIL MANAGEMENT ASSOCIATION 香港零售管理協會

香港中小企經貿促進會 HONG KONG (SME) ECONOMIC AND TRADE PROMOTIONAL ASSOCIATION