

## **“IoT Revolution – How does it benefit your business?”**

### **「物聯網革命 - 如何促進你的商務發展？」**

In view of recent IoT applications and their great development potential, the HKTDC will organise a full-day conference, inviting leading international speakers from renowned brands and enterprises to share their views on future trends and applications.

How will the IoT Application benefit your business operation and create opportunities?

Join us to find out more!

有見物聯網之普及應用及其可觀發展潛力，貿發局將以此為題於展覽首日舉行一項國際性全日會議，並邀得國際知名品牌及企業，與與會者交流及分享意見，討論物聯網的未來發展動向及應用。

物聯網應用到底能怎樣協助你發展商務並創造更多商機？

<b>Date 日期</b>	<b>: 13 / 10 / 2015 (Tuesday)</b>
<b>Time 時間</b>	<b>: 10:30am – 4:30pm</b>
<b>Venue 地點</b>	<b>: Theatre , Hong Kong Convention &amp; Exhibition Centre 香港會議展覽中心 演講廳</b>
<b>Language 語言</b>	<b>: English and Putonghua (With simultaneous interpretation service) 英語及普通話 (附設即時傳譯服務)</b>

<b>Time 時間</b>	<b>Proposed Programme 草擬程序表</b>
<b>Session 1 第 1 節</b>	
<b>Theme</b>	<b>: Global Trend on IoT Development &amp; the Arising Opportunities</b>
<b>討論主題</b>	<b>: 物聯網之全球發展趨勢及機遇</b>
10:15am – 10:30am	<b>Registration 登記</b>
10:30am – 10:33am	<b>Welcoming Remarks by Ms Sophia Chong, Assistant Executive Director, HKTDC</b> 由貿發局助理總裁 張淑芬女士致歡迎辭
10:33am – 11am	<b>Create the Internet of Your Things: The Microsoft Vision for IoT</b> Ms Yuki Hon, Senior Technology Evangelist, Microsoft Hong Kong Limited 
11am – 11:30am	<b>Internet of Things - powered by analog and embedded processing</b> Mr Ravi Gokhale, Director and Head of Texas Instruments China R&D 
11:30am – 12nn	Mr Vivek Sharma, Global Director, Channel Business Development Group Intel Sales & Marketing Group 
12nn – 12:30pm	<b>Panel Discussions: What are the market trends under IoT Revolution?</b> <b>專家討論: 物聯網革命下的市場發展趨勢</b> <b>Moderator 主持人</b> <b>Ir Peter Yeung, Head of Information &amp; Communications Technology Cluster, Hong Kong</b>

**Remarks 備註:**

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
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	<b>Science and Technology Parks Corporation</b> 香港科技園公司資訊及通訊科技群組主管 楊天寵先生	
	<b>Panelists 討論成員</b> <ol style="list-style-type: none"> <li>Ms Anna Lin, JP, Chief Executive, GS1 Hong Kong</li> <li>Ms Yuki Hon, Senior Technology Evangelist, Microsoft Hong Kong Limited</li> <li>Mr Ravi Gokhale, Director and Head of Texas Instruments China R&amp;D</li> <li>Mr Vivek Sharma, Global Director, Channel Business Development Group, Intel Sales &amp; Marketing Group</li> </ol>	
<b>Session 2 第 2 節</b>		
<b>Theme : Future Vision of IoT</b> <b>討論主題 : 物聯網的前瞻遠見</b>		
2pm – 2:15pm	<b>Registration 登記</b>	
2:15pm – 2:45pm	<b>IoT Is Changing the Way We Think About Technology</b> Mr Curtis Sasaki, Vice President of Ecosystems and IoT General Manager, Samsung Electronics	
2:45pm – 3:15pm	<b>Taking Light beyond illumination</b> Ms Jo Shum, Senior Director and General Manager, Lighting Hong Kong and Macau, Philips Electronics HK Limited	
3:15pm – 3:45pm	<b>Creating New Value to Capitalize on the Internet of Things</b> Mr Fred Sheu, General Manager, HP Software, Hewlett-Packard HKSAR Limited	
3:45pm – 3:55pm	<b>Successful Stories of IoT StartUps – 初創企業成功個案分享</b> - Mr Colin Ng, Co-Founder of Lincogn Technology Co. Limited - Mr Julian Lee, Ambi Labs CEO and Founder	
3:55pm – 4:30pm	<b>Panel Discussions: Creating the Business Value with IoT</b> <b>專家討論: 利用物聯網提升商業價值</b>  <b>Moderator 主持人</b> <b>Dr Jack Lau, Chief Marketing Officer, Hong Kong Applied Science and Technology Research Institute (ASTRI) 香港應用科技研究院首席市場總監 廖家俊博士</b>  <b>Panelists 討論成員</b> <ol style="list-style-type: none"> <li>Mr Curtis Sasaki, Vice President, SSIC Ecosystem, Samsung Electronics</li> <li>Ms Jo Shum, Senior Director and General Manager, Lighting Hong Kong and Macau, Philips Electronics HK Limited 飛利浦電子香港有限公司飛利浦照明香港及澳門總經理 岑善思小姐</li> <li>Mr Fred Sheu, General Manager, HP Software, Hewlett-Packard SAR Limited</li> <li>Mr Colin Ng, Co-Founder of Lincogn Technology Co. Limited</li> </ol>	

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5. Mr Julian Lee, Ambi Labs CEO and Founder

Organiser:



Co-organisers:



Strategic Partner :



Supporting Organisations:



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## About the Speakers:

### **Ms Yuki Hon, Senior Technology Evangelist, Microsoft Hong Kong Limited**

*Yuki Hon has over 13 years IT experience with software development and enterprise architecture design. She is Senior Technical Evangelist at Microsoft Hong Kong. She has been active in the area of application development and DevOps for over 10 years and speaks about topics such as Platform Openness, IoT, DevOps, Application Life Management and xPlatform Development. Her experience includes application design & architecture, ALM for enterprise, DevOps, mobile apps development, etc. Prior to joining Microsoft, she worked for CA Technologies and Hutchison Global Communications as Senior Technical Consultant and Architecture Manager respectively, thus having strong technical skills on Application Development, Enterprise Architecture, and Cloud Technologies.*



#### **Presentation Outline**

*The Internet of Things (IoT) is here today in the devices, sensors, cloud services, and data your business uses. Microsoft delivers a flexible cloud-based approach that enables enterprises to capitalize on IoT by gathering, storing, and processing data centrally. When centrally connecting distributed LoB assets, the edge of an enterprise's infrastructure can be redefined, and the breadth of the Microsoft data platform can be harnessed. Learn about Microsoft's position on IoT, and the technology and services being delivered from Microsoft to help you create the Internet of Your Things.*

#### **What the Expert Thinks...**

*To become a digital business, harness the data spanning your business and operations by connecting your things – the people, processes and assets already at work in your company is key to success. The "Internet of Your Things" enables you to extend digital business scenarios to leverage existing investments, creating new efficiencies and new revenue sources, and enabling innovation. From empowering your workforce and customers, to integrating assets, processes and data, the digital business.*

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## Mr Ravi Gokhale, Director and Head of Texas Instruments China R&D

*Ravi Gokhale is manager of the TI China R&D organization, which develops power management, audio, interface, and microcontroller products.*

*Before this role, Ravi served as the business unit manager for TI's consumer products group, focused on analog semiconductor products for consumer electronics.*

*Previously, Ravi led TI's digital consumer and DC/DC controllers power management product lines.*



*Ravi began his career as an analog designer and has 32 years of experience in analog IC development. Ravi earned a bachelor in electrical engineering and computer science from the Massachusetts Institute of Technology and a masters in electrical engineering from the University of Florida.*

### **Presentation Outline**

*The Internet of Things (IoT) connect things to people and cloud services, where data can be exchanged with minimal human interaction. IoT is an enabling technology that will drive new business models in a number of markets, including wearables, health care, building and home automation, automotive, smart manufacturing, and smart cities. Analog and embedded processing will be the fundamental semiconductor technology drivers enabling innovative sensing solutions with a broad variety of options for microcontrollers and connectivity, all supported by the lowest power solutions. While challenges remain, the time is now. By 2020, more than 50 billion connected devices will exist driving the next internet revolution.*

### **What the Expert Thinks...**

*Internet of Things (IoT) will drive the third generation of the internet age. The first generation, the desktop PC internet, followed by the second generation, the mobile internet, saw the arrival and subsequent rapid acceleration of search, commerce, and social media, an internet of people. The third generation, the IoT, will connect things. The internet will indeed become the internet of everything.*

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**Mr Curtis Sasaki,**  
**Vice President of Ecosystems and IoT General Manager, Samsung Electronics**

*Curtis Sasaki is the vice president of ecosystems and IoT general manager for Samsung Strategy and Innovation Center (SSIC). He leads new business creation and is responsible for driving growth and innovation through product, technology and ecosystem development. He works with entrepreneurs and startups in Silicon Valley and other global technology hotspots, focusing on Smart Health, Big Data and the Internet of Things.*



*Prior to SSIC, Curtis was Senior Vice President of Samsung Media Solutions Center America (MSCA), where he oversaw the development of Samsung's media services that work with Samsung Smart TVs, smartphones, tablets and other connected devices to deliver the best apps and content to the connected consumer. At MSCA, he also led the Innovation Lab, a team that focuses on developing pioneering cloud services, the Developer Relations team that drove the Samsung Developer Conferences, as well as the North American Content Services team, which focuses on content partnerships and strategic partner relations.*

*Curtis has appeared at a number of prestigious conferences as keynote/invited speaker including CES, JavaOne Conference, Blackberry Developers Conference, and Apple Developer Conferences. He is the recipient of more than 7 patents for innovative technologies.*

**Presentation Outline**

***The Internet of Things. It's already happening, and it's not about the internet, or things. It's about new ways to communicate, connect, deliver new insights, and delight people in ways we never imagined. IoT enables all kinds of product and services – from connected tennis rackets to smart cities, and advanced farming. As a global leader for next generation consumer products, Samsung innovation teams have an eye on our connected future. Driven by new technologies, the next generation IoT will be more life changing. It will challenge the way you think about technology, change the way you live, and even impact social policies.***

**What the Expert Thinks...**

***IoT is already happening, and it's not about the internet, or things. It's enabling all kinds of products and services that help and delight people in ways we never imagined. Driven by new technologies, the next generation IoT will be even more life changing. It will challenge the way you think about technology, change the way you live, and even impact social policies.***

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**Ms Jo Shum,  
Senior Director and General Manager, Lighting Hong Kong and Macau,  
Philips Electronics HK Limited**

*Jo is currently the market leader for Philips Lighting Sector in Hong Kong and Macau. Born in Hong Kong, obtained a degree in Business Administrative and Commercial Studies at The University of Western Ontario, Canada, Jo gained extensive knowledge in both consumer and professional businesses in Lighting and Consumer Electronics industries having led product and marketing roles in China as well as Asia Pacific. Certified as a Six Sigma Master Black Belt, Jo also initiated key strategic transformation programs to improve business effectiveness in commercial organisations across Asia Pacific.*

*On top of managing business operations, Jo has moved into new arena of corporate M&A integrations as Senior Director of New Venture Integration managing company's acquisitions across Asia Pacific for period of 3 years. Jo is now 18 years with Royal Philips Electronics having spent 5 years in local markets and 13 years in Asia Pacific Region; her experience includes 9 years in Lighting business, 5 years in Consumer Electronics business and 5 years in cooperate functions.*



**Presentation Outline:**

***Lighting is more than just illuminating the dark. Light can be used to enhance people's lives. The transformative power of light could made people safer – providing quality light in public spaces and at home. Light could made people happier – light that can dazzle, delight, inspire, inform and entertain; as well as make cities more livable and satisfy people's daily needs. Lighting could help make people more productive – providing the right light for the right task; light to help people to concentrate better; lighting that saves energy and reduces the cost of maintenance, light that helps improve decision making, even light that can help you to locate a product in a supermarket.***

***Driven by the society's shift to digital technology (IoT, PoE, etc.) and the rise of LED lighting, lighting solutions can now be connected, software integration opening up new functionality, systems and services, Lighting is way more than just illuminating now.***

**What the Expert Thinks...**

***The IoT development allowing lighting goes beyond mere illumination, allowing us to develop our connected lighting innovations for the home, retail environments, offices and cities.***

***Having pioneered the delivery of high-quality energy-efficient LED lighting, we are now able to take lighting into a digital world in which it connects people, places and devices. Philips connected lighting innovations can empower our customers to achieve new levels of energy efficiency, create amazing new lighting experiences and achieve outstanding business outcomes.***

**Remarks 備註:**

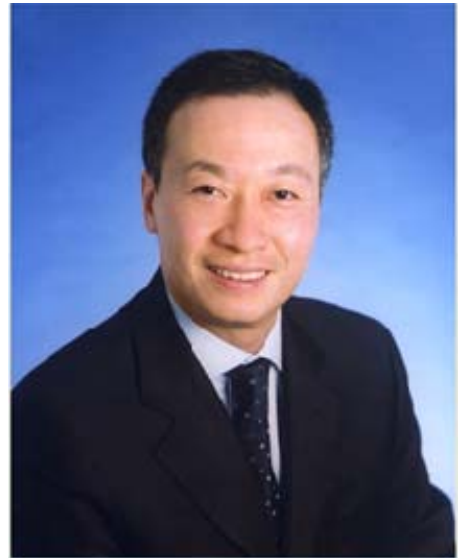
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**Mr Fred Sheu,  
General Manager, HP Software Hewlett-Packard HK SAR Limited**

*Fred Sheu is responsible for HP software business for HP Hong Kong. He is also appointed as a member of the country leadership team of HP in Hong Kong since 2006. Involved in the IT industry for more than 30 years, of which more than 20 years were spent in IT sales and marketing, Sheu has held various challenging roles spanning systems development, project management, product marketing and partner management, at leading multinational and global IT companies such as Citibank, Digital Equipment Corporation and Compaq Computer.*

*A well-respected member of IT community, Sheu actively participates in different local and international ICT promotion and advocacy, serving in councils of Hong Kong Computer Society, itSMF Hong Kong Chapter and the Hong Kong Information Technology Federation (HKITF). A lively and entertaining speaker, Sheu is frequently invited to share industry insights at various IT conferences and seminars in the region.*

*Sheu holds a Bachelor (honors) degree in Computer Science from the University of Manitoba in Canada.*



**Presentation Outline**

***Machine to Machine has become a buzz word in the recent years. Different terminology is also often used to describe similar concepts: for example the Internet of Things (IoT) terminology, thanks to its analogy with the traditional internet, is widely used. In more specific context, we also hear a lot about smart cities, smart buildings, smart energy, etc. There are no doubts that M2M or IoT as a market exists. This is due to the fact that it brings a real contribution to people life, as citizens or consumers as well as to enterprises, public sectors and services providers. The presenter will share IoT industry trend, market opportunity and practical use cases by leveraging the IoT technology such as Zigbee and smart devices. The speaker will also share the findings from the HP Fortify IoT 2015 report results highlighting the vulnerability issues related to IoT technology and solutions to tackle these threats.***

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## Mr Colin Ng, Co-Founder of Lincogn Technology Co. Limited

Colin is a co-founder of Lincogn Technology Co. Limited which is a leading provider of Bluetooth Smart Home solutions with its own brand Bluegic, Yoswit and plusBLE. He is also an active member of Bluetooth SIG and TI Community. Graduated from CUHK in MSc ITM, with over 10 year experience in the IT industry, Colin has a strong background in R&D and operations, with in-depth knowledge of the technology solutions, electronics and manufacturing industries. linCogN won a silver award in the Hong Kong IoT Awards 2014 and a merit certification in the ICT Startup (Consumer Market) category of the Hong Kong ICT Awards 2015.



### Presentation Outline

**Gartner Says a Typical Family Home Could Contain More Than 500 Smart Devices by 2022. The smart home will be an area of dramatic evolution over the next decade and will offer many innovative digital business opportunities to those organizations who can adapt their products and services to exploit it. However, there are a lot of different technologies available in the market. e.g. Wi-Fi, Bluetooth, Zigbee, Z-wave, etc. If you are going to invest on this booming business, which technology will you place your bet on?**

## Mr Julian Lee, Ambi Labs CEO and Founder

Julian is the CEO and founder of Ambi Labs, a Hong Kong-based Internet-of-Things (IoT) startup. The company's flagship product, Ambi Climate, delivers automatic, personalised indoor comfort by learning about your comfort preferences and the performance of your air conditioner ("AC"). Prior to founding Ambi Labs, Julian advised and invested in companies ranging from startups to listed multinationals across a range of industries. He holds undergraduate and graduate degrees from Imperial College London in Mechanical Engineering.



### Presentation Outline

**Internet of Things technology has traditionally served the industrial sector, remaining cost-prohibitive and inaccessible to consumers. Our first product, Ambi Climate, is an Internet of Things device that utilizes your smartphone and existing air conditioner to give you automatic, personalized comfort. Our app lets the user to move beyond the traditional AC remote to conveniently manage their comfort and gain insightful and impactful data analytics.**

**Originally envisioned as a product for consumer use, Ambi Climate's commercial applications have quickly become recognized by service providers. This talk will cover how Ambi Climate can solve real-world problems for retail, office spaces and storage solutions.**

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## About the Moderators / Panelist:

### Ir Peter Yeung, Head of Information & Communications Technology Cluster, Hong Kong Science and Technology Parks Corporation

香港科技園公司資訊及通訊科技群組主管 楊天寵先生



*Ir Yeung, Head of Information & Communications Technology (ICT) Cluster of the Hong Kong Science and Technology Parks Corporation, is responsible for the development, strategic marketing and the provisioning of professional services of the cluster.*

*A Fellow of the Hong Kong Institution of Engineers and served as the Chairman of the Electronics Division (2009-2010 Session) of the Institution; Ir Yeung has over 25 years of experience in business management and technology development.*

*Peter holds a Bachelor degree in Electrical & Electronics Engineering from the Oregon State University and a Master degree in Business Administration from the York University of Toronto. Peter is also a member of IEEE and the Pau Beta Pi Engineering Society.*

楊天寵工程師現任香港科技園公司資訊科技及電訊產業群主管；負責產業群的發展和戰略營銷，並為業界提供專業服務。楊工程師是香港工程師學會的資深會員，並擔任電子分部（2009年-2010年屆）的主席；在資訊科技和通信行業擁有超過25年的業務管理及技術開發經驗。

楊先生也是 IEEE 和 Tau Beta Pi 工程學會的成員，持有俄勒岡州立大學電機與電子工程學學士，以及多倫多約克大學工商管理碩士學歷。楊天寵工程師現任香港科技園公司資訊科技及電訊產業群主管；負責產業群的發展和戰略營銷，並為業界提供專業服務。

楊工程師是香港工程師學會的資深會員，並擔任電子分部（2009年-2010年屆）的主席；在資訊科技和通信行業擁有超過25年的業務管理及技術開發經驗。楊先生也是 IEEE 和 Tau Beta Pi 工程學會的成員，持有俄勒岡州立大學電機與電子工程學學士學位，以及多倫多約克大學工商管理碩士學歷。

#### What the Expert Thinks:

**Many facets are driving the development of Internet of Things: sensor technologies, mobile edge computing, and miniaturization of electronics, advancement in battery technology, policy and regulatory changes. Analysts predict that new Internet of Things product and services will grow exponentially in years to come.**

**Challenges remain as the market is rather fragmented, customization requirement is becoming more complex, and technology standards are evolving slowly, the efficient use of spectrum, just to name a few. Yet we are witnessing an increased investment in IOT technology by major technology suppliers, more partnerships are formed, many deployments resulting in effective cost reduction, advance in software and system that automate decision making. A new ecosystem is starting to emerge.**

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## Dr Jack Lau, Chief Marketing Officer, Hong Kong Applied Science and Technology Research Institute (ASTRI)

香港應用科技研究院首席市場總監 廖家俊博士



*Dr Jack Lau joined ASTRI as the Chief Marketing Officer on 19 December 2014. Jack obtained his BS and MS degrees in Electrical Engineering from the University of California at Berkeley under the Honors Degree Program. He completed his Ph.D. degree in 1994 from the Hong Kong University of Science and Technology.*

*From 1994 to 1998, Dr Lau was an Assistant Professor in the Department of Electronic and Computer Engineering of the Hong Kong University of Science and Technology. In 1995, he received a Teaching Appreciation Award from the School of Engineering. He received his tenure in 1998 at the Department. Currently, he is an Adjunct Professor of the University. From 1995 to 1996, Dr Lau was a Visiting Scholar at the Center for Integrated Systems at Stanford University.*

*In 1999, Dr Lau started Perception Digital, a factory-less consumer electronics design house which specializes in design supply chain management and digital signal processing. The company went public in Hong Kong in 2010. Dr Lau, a major shareholder of the company, took up the roles of Chairman and CEO. In 2010 he also completed his EMBA degree at Kellogg-HKUST.*

*Dr Lau is a recipient of the 10 Most Outstanding Young Persons in Hong Kong (2000), Young Industrialist Award (2005), and Ernst & Young Entrepreneur Of The Year 2009 China award. In 2010, he was bestowed an Honorary Fellowship at the Hong Kong University of Science and Technology.*

廖家俊博士於 2014 年 12 月 19 日履任香港應用科技研究院首席市場總監。廖博士在美國加州大學伯克萊分校修讀榮譽學位課程，獲得電子工程學士學位和碩士學位。他於 1994 年在香港科技大學完成博士學位課程。1994 至 98 年，廖博士任香港科技大學電子及計算機工程學系助理教授，1995 年獲工學院頒贈教學獎榮譽。他於 1998 年獲終生聘任，現為該校客席教授。1995 至 96 年間，廖博士擔任史丹福大學集成系統中心訪問學者。

廖博士於 1999 年創辦「幻音數碼」——一家專營設計供應鏈管理和數位訊號處理的消費類電子產品設計公司。該公司在 2010 年在香港上市，廖博士是主要股東，並肩負公司主席和行政總裁職責。他亦於 2010 年完成了凱洛格—科大的行政人員工商管理碩士課程。廖博士在 2000 年榮膺香港十大傑出青年，2005 年獲青年工業家獎，2009 年獲得安永企業家獎（中國區）。2010 年，他獲香港科技大學頒授榮譽院士。

### What the Expert Thinks:

**The Internet of Things (IoT) is an emerging technology in which smart devices are interconnected and communicate via the Internet. However, there is currently no universal system for managing these devices and data. Though device vendors provide quality manufacturing and revolutionary wireless technologies, the lack of IoT management platform limits the growth of IoT applications and business in Hong Kong. The Communications Technologies group in ASTRI has strived to develop IoT technology in the past years. We have a limitless range of devices could be incorporated into the IoT, from air-conditioners and refrigerators to solar panels and street lights.**

**IoT offers new innovative products and services by using smart devices and machines. Being able to connect more “smart” devices to the Internet will allow businesses greater intelligence. Smart devices also generate huge**

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amounts of information, which sparkles the use of cloud for big data analytics to improve customer satisfaction, and benefits different industries including utility, healthcare, retail, and transportation. The Security and Data Sciences technology division in ASTRI is also working on this technology area as well as related cyber-security.

Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，**先到先得**。
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**Ms Anna Lin, JP**  
**Chief Executive, GS1 Hong Kong**  
**香港貨品編碼協會總裁 林潔貽太平紳士**



*Anna Lin is the Chief Executive of GS1 Hong Kong, founded by the Hong Kong General Chamber of Commerce since 1989. In this capacity, Ms Lin leads the organization in driving the industry's adoption of global supply chain standards, technologies and practices for better business efficiency and competency.*

*Ms Lin holds a number of civic appointments in various HKSAR Government's committees including Logistics Development Council, Hong Kong-Taiwan Business Cooperation Committee, Trade and Industry Advisory Board as well as "Digital 21 Strategy" Task Force on Industry Facilitation.*

*Ms Lin also sits on various industry and professional committees including Hong Kong Trade Development Council's Logistics Services Advisory Committee, Asian Institute of Supply Chain & Logistics Advisory Board and Efficient Consumer Response Asia Pacific Council. She is the Vice-chairman of Hong Kong Public Key Infrastructure Forum.*

*Ms Lin is a Hong Kong native. She holds an MBA degree in Strategic Management from the Birmingham University of UK.*

林潔貽女士 JP 於 1989 年加入由香港總商會創立的香港貨品編碼協會，現為香港貨品編碼協會總裁，致力推動和促進香港工商業採納全球供應鏈標準、應用技術及提供最佳實務。

林女士為多個香港特區政府籌組的委員會包括香港物流發展局、香港－台灣商貿合作委員會、工業貿易諮詢委員會，以及「數碼 21 資訊科技策略」行業促進專責小組的成員。

在業界領域上，林女士也為多個專業委員會，包括香港貿易發展局物流服務諮詢委員會、亞洲供應鏈管理及物流研究所，以及 ECR 亞洲管理委員會(Efficient Consumer Response Asia Pacific Council) 的成員。林女士亦擔任香港 PKI 論壇 (Hong Kong Public Key Infrastructure Forum) 副主席一職。

林女士是本港居民，持有英國 Birmingham University 策略管理工商管理碩士學位。

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