HKTDC
International ICT Expo
國際資訊科技博覽
27 – 30 / 10 / 2021

Updated as of 20 Oct 2021

B4B Challenge 2021-22 Launch Ceremony: Carbon Efficiency & Sustainability - Best Practices in Real Estate

智在創城，減排節能

「碳效率和可持續發展 - 房地產行業的實踐」

B4B 大數據應用挑戰賽啟動儀式 暨 「碳和數據商品論壇」

Date 日期	:	29 / 10 / 2021（Friday 星期五）
Time 時間	:	10:30am – 12:30pm
Venue 地點	:	The STAGE, Hall 1E, Hong Kong Convention and Exhibition Centre 香港會議展覽中心展覽廳 1E The STAGE
Guest of Honor 主禮嘉賓	:	Mr Tony Wong, JP., Deputy Government Chief Information Officer, OGCIO 政府資訊科技總監辦公室副政府資訊科技總監　黃志光先生
Language 語言	:	Cantonese and Putonghua 廣東話和普通話（Simultaneous interpretation service in English will be provided 附設英語即時傳譯服務）
Co-organizer 協辦機構	:	B4B

Programme 程序

Time	Rundown
10:00am – 10:30am	Registration 登記
10:30am – 10:35am	**Welcoming Remarks 開幕致辭** Mr Francois Lee, Founder and Director, B4B Challenge B4B 大數據應用挑戰賽創始人兼董事李振業先生
10:35am – 10:45am	**Keynote Speech 主題演講** Mr Tony Wong, JP., Deputy Government Chief Information Officer, OGCIO 政府資訊科技總監辦公室副政府資訊科技總監　黃志光先生
10:45am – 10:55am	***Awards Presentation & Group Photo 頒獎儀式和嘉賓合照***

Remarks 備註:

(1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀

(2) The Organiser reserve the right to alter the time, topics, contents and speakers of the programs without prior notice.
主辦單位有權改活動時間、題目、內容及講者而不作另行通知

10:55am – 11:10am	**From Digital Transformation to Digital Strategy Implementation** **從數字轉型到數據戰略落地** Speaker 講者: Mr Herbert Chia, Honorary Chairman and Principal Mentor, B4B Challenge B4B 大數據應用挑戰賽名譽主席和首席導師車品覺先生
11:10am – 11:30am	**Development of Carbon Emissions Trading 碳排放權交易的發展** Speaker 講者: Mr Lai Xiaoming, Chairman, Shanghai Environment and Energy Exchange 上海環境能源交易所董事長 賴曉明先生
11:30am – 11:55pm	**Driving First-rate Development with the Marketisation of Data** **數據要素市場化推動高質量發展** Speaker 講者: Mr Lu Yong, Vice President, Shanghai Data Exchange, Director General, Shanghai Data Innovation Center 上海數據交易所副總裁和上海大數據應用創新中心主任 盧勇先生
11:55pm – 12:20pm	**Low Carbon Living For a Green Future: Sinochem's Actions and Thinking on "Dual Carbon" Goals** **低碳生活，綠建未來：錨定「雙碳」目標中國中化的行動與思考** Speaker 講者: Ms Liu Le, General Manager, New Energy Division, Sinochem International Corp 中化國際新能源事業部總經理劉樂女士
12:20pm – 12:30pm	**About B4B Challenge 2021-22 B4B 大數據應用挑戰賽介紹** Mr Francois Lee, Founder and Director, B4B Challenge B4B 大數據應用挑戰賽創始人兼董事李振業先生
12:30 pm	End of Launch Event 研討會結束

Remarks 備註:

(1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀

(2) The Organiser reserve the right to alter the time, topics, contents and speakers of the programs without prior notice.
主辦單位有權改活動時間、題目、內容及講者而不作另行通知

Speakers' Profile 講者簡介

Mr Herbert Chia, Honorary Chairman and Principal Mentor, B4B Challenge

B4B 大數據應用挑戰賽名譽主席和首席導師車品覺先生



Herbert Chia is currently Venture Partner of Sequoia Capital China Fund. With over 10 years of experience in data strategy and analytics, he has formed his own unique way of data-thinking and data-management, and has original insights in the future of big data. Herbert has led Alibaba's data team to make a series of significant achievements in the practical field of big data, including establishing a business and decision-making analytics framework for Alibaba Group's business groups, developing intelligent data products, creating an operation team contributing to the datamation of the group, successfully launching the public and proprietary Data Asset Management systems, and releasing the Data Protection Pact and so on.

Herbert joined Alibaba in August 2010 and served as the Vice President of Alibaba Group and the Chairman of its Data Committee. During his tenure, the team awarded "China Excellent IT Team" in the 2014 "Excellent Chinese CIO" selection. In addition, Herbert was also rated as 2017 "China Top 10 Most Influential Big Data Entrepreneurs" by the State Information Center. In 2018, he won the "China Big Data Technology Leader Award". He is the author of the best-selling books "The Big Data", "The Nature of Big Data" and "Data Reinvention" and translated into "Engaging Communities Through Data-Smart Governance". Now, as a globally recognized pioneer of big data, Herbert attributes his success to the passion for innovation and the understanding of the needs of industrial data.

Herbert was born in Hong Kong and he received Western education in the United Kingdom and Australia. He also engaged in advanced studies at world first-class universities such as the University of New South Wales, INSEAD, and Tsinghua University.

車品覺先生是紅杉資本中國基金專家合夥人，擁有十多年豐富的數據實戰經驗，並在實踐中形成了獨特的數據化思考及管理方式。他親自領導阿里數據團隊在大數據實踐領域取得了一系列重要成果，包括為阿里建立集團各事業群的業務及決策分析框架，開發智能化的數據產品，成立了驅動集團數據化的營運團隊，成功發起了公共與數據資產管理體系，還發布了數據安全規範等。車先生 2010 年 8 月加入阿里巴巴，曾任阿里巴巴集團副總裁兼首任數據委員會會長。2014 年在任職阿里期間領導阿里數據團隊獲得 Top CIO 評選為中國最佳信息化團隊，2017 年被國家信息中心選為中國十大最具影響力大數據企業家。2018 年，榮獲 "中国大數據科技領軍人獎" 著有：暢銷書《決戰大數據》、《數據的本質》及《數循環》。並譯有《數據驅動的智能城市》。車品覺先生生於香港，是香港致公協會成員。在英國、澳洲等地接受西方教育，曾於新南威爾士大學、INSEAD 商學院及清華大學經管學院等世界一流學院進修。

HONG KONG SPECIAL ADMINISTRATIVE REGION :

- The Governance Committee of Hong Kong Growth Portfolio
- Board of Director of Hong Kong Science and Technology Parks Corporation
- Committee of Advisory Group on Digital Economy and Information Technology of Consumer Council
- Committee on Innovation, Technology and Re-industrialization
- Committee on Professional Development of Teachers and Principals
- Innovation and Technology Advisory Committee of The Hong Kong Trade Development Council
- Convener and Founding Vice Chairman of The Institute of Big Data Governance
- Vice-Chairman of Hong Kong Society of Artificial Intelligence and Robotics
- Chairman of Committees of Smart City Consortium
- Facilitating China-Hong Kong Big Data Flow Responsibility Task Force (Hong Kong Expert Group Leader)

MAINLAND CHINA :

- Big Data Advisory Group of Beijing Government
- Expert of Shanghai Bureau of Justice Big Data Laboratory
- Adjunct Professor of the Alibaba Business School
- Adjunct Professor of School of Management of Zhejiang University
- President of Youedata Research Institute
- Consultant of Guiyang Big Data Committee
- Shanghai Institute for Science of Science Invited Researcher
- The advisor of Guiyang Big Data Committee

香港特區公職：

- 香港未來增長基金治理委員會成員
- 香港科技園公司董事局成員
- 香港特區消費者委員會科技及資訊委員
- 香港特區創新科技及再工業化委員會委員
- 香港特區教師及校長專業發展委員會委員
- 香港特區貿易發展局創新科技委員會委員
- 香港大數據治理公會召集人及創會副主席
- 香港人工智能及機器人學會副理事長
- 香港智慧城市聯盟數據產業主席
- 促進國內香港數據流通責任小組（港方專家組長）

國內：

- 北京市大數據推進小組諮詢專家
- 上海市公共數據專家委員會顧問專家
- 阿里巴巴商學院特聘講座教授
- 浙江大學管理學院兼職教授
- 國信優易數據研究中心院長
- 貴陽市大數據委員會顧問
- 上海科學學研究所特邀研究員
- 貴州省國家大數據綜合實驗區委員會成員

Remarks 備註:

(1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀

(2) The Organiser reserve the right to alter the time, topics, contents and speakers of the programs without prior notice.
主辦單位有權改活動時間、題目、內容及講者而不作另行通知

Mr Francois Lee, Founder and Director, B4B Challenge

B4B 大數據應用挑戰賽創始人兼董事李振業先生



Francois is a business expert with over 25 years track record in entrepreneurship and innovation. In 2015, he founded Innobator in Hong Kong and Shanghai with other 5 partners from Hong Kong to provide incubation for start-ups and young entrepreneurs targeting Mainland China market. He worked with more than 200 start-up projects in first 18 months and set a record to raise angel funding for one of them in 44 days. A group of start-ups from Shanghai were brought to Entrepreneur Day, organized by HKTDC, in May 2016 to facilitate communication between start-ups from two cities.

In 2003, Francois built his corporate consultancy business in Shanghai serving international clients, including Knight Frank (Europe), Weight Watchers (USA), Cornes (Japan), DermaLab (Swiss), & Cosway (Malaysia). Being the corporate advisor for a start-up online realtime ticketing agent, Travelzen, he joined them in 2009 and built up a 20,000 strong travel agents network within China and managed 100 sales personnel with 7 regional offices across the nation in 24 months. He established Touchbase Travel Logistics to actualize his Online to On Ground (O2O) perception towards the gap between online automated system and traditional travel logistics services in a new dimension and acquired Miss Universe China (July 2011) and Sapphire Now Beijing (Nov 2011) as event client by providing housing and airfare services to more than 14000 attendees.

李振業先生是一位擁有超過 25 年創業與創新經驗的商務專家。他於 2015 年與五位香港伙伴共同在香港及上海創立 Innobator 伊諾倍德創新與孵化中心，為有意開拓大陸市場的初創企業和青年創業家，提供合乎需要的「孵化」服務。在 Innobator 成立的頭 18 個月，李先生已經與超過 200 個初創項目合作，並創下在 44 天內為一個初創項目完成天使輪投資的記錄。在 2016 年 5 月，李先生帶領多個上海的初創團隊來到香港，參加由香港貿發局舉辦的「創業日」展覽會，增進滬港初創企業之間的交流。

在 2003 年，李先生在上海創立一家企業諮詢公司，為國際客戶提供專業服務，客戶包括 Cornes（日本）、Cosway（馬來西亞）、DermaLab（瑞士）、Knight Frank（歐洲）和 Weight Watchers（美國）。李先生在 2009 年加入真旅網，一家經營網上實時票務代理的初創企業。作為真旅網的企業顧問，他在 24 個月期間在中國建立一個擁有 2 萬間旅行社代理的網絡，並管理國內 7 個地區辦事處的 100 位銷售人員。其後李先生成立了 Touchbase Travel Logistics，實現了他對 Online to On Ground (O2O)理念在旅遊業應用的願景，將自動化在線系統以及傳統旅遊業務結合起來。公司的活動客戶包括有環球小姐中國區大賽（2011 年 7 月）和 Sapphire Now Beijing（2011 年 11 月），向超過 1 萬 4 千名出席者提供住宿和機票服務。

Mr Lu Yong, Vice President, Shanghai Data Exchange, Director General, Shanghai Data Innovation Center

上海數據交易所副總裁和上海大數據應用創新中心主任 盧勇先生



With over 30 years of IT industry experience, Mr Lu Yong is responsible for business development, sales management and had other managerial positions in HP, Cisco and Brocade China and Asia Pacific region. Currently is the Vice President of Shanghai Data Exchange and Director General of Shanghai Data Innovation Center. He also plays an active role in communicating with different counties and organizations for big data applications, data exchange and smart city initiatives in the Asia Pacific region and around the world.

具有三十年的 IT 行業經驗，曾任職於 HP、Cisco 和 Brocade 等著名行業領先的 IT 公司亞太區和中國區的銷售、市場和業務發展等的管理工作；目前擔任上海數據交易中心副總裁、上海大數據應用創新中心主任一職。負責大數據流通交易、應用創新的推動工作。同時也積極參與地區和國際間的政府與企業大數據應用領域交流合作探索。

Remarks 備註:

(1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀

(2) The Organiser reserve the right to alter the time, topics, contents and speakers of the programs without prior notice.
主辦單位有權改活動時間、題目、內容及講者而不作另行通知

Mr Lai Xiaoming, Chairman, Shanghai Environment and Energy Exchange

上海環境能源交易所董事長 賴曉明先生



Mr Lai Xiaoming is the chairman of Shanghai Environment and Energy Exchange, former vice general manager and general manager of Shanghai Environment and Energy Exchange. He has engaged in financial investment and transaction management for a long time with rich working experience in environmental trading market construction, green financial innovation, project investment and financing.

賴曉明先生現任上海環境能源交易所董事長，曾任上海環境能源交易所副總經理、總經理。長期從事金融投資、交易管理等工作，在環境交易市場建設、綠色金融創新、項目投融資等領域有着豐富的工作經驗。

環交所簡介：

上海環境能源交易所是上海市碳交易試點的指定實施平台，也是經國家發展改革委備案的中國核證自願減排量交易平台，目前已經成為全國規模和業務量最大的環境交易所之一。2017 年 12 月，在國家統一部署和安排下，上海環境能源交易所承擔了全國碳市場的交易系統建設和運維管理工作。目前，上海環境能源交易所以全國碳市場上線交易啟動為契機，確立了「一體三功能五大中心」的發展定位和目標，努力打造具有國際影響力的碳交易中心、碳定價中心。

Ms Liu Le, General Manager, New Energy Division, Sinochem International Corp

中化國際新能源事業部總經理劉樂女士



Ms Liu Le, General Manager of Sinochem International Corporation's New Energy Division, also serves as General Manager of Industrial Resources Division. She is fully responsible for the implementation of Sinochem International Corporation's new energy development strategy, and contributes to the comprehensive transformation and upgrading of the company's business and operation.

Liu joined Sinochem International (Holding) Corporation in 2003, she has been involved in the international trade of ferrous commodities for many years and has rich experience in international business. She has participated in the establishment of direct business relationship between Sinochem International Corporation and many international first-class enterprises and contributed to the development and continuous improvement of the company's ferrous commodities trade.

In 2018, in response to Sinochem Group's new development goal of "fully transforming into a science and technology-driven innovative enterprise", Liu was involved in the establishment of Sinochem International Corporation's New Energy Division. At present, Sinochem International Corporation's New Energy Division has laid out multiple technical routes such as soft pack batteries and square shell batteries, mastered multiple system formulations such as ternary materials and lithium iron phosphate materials, and put into production lithium battery production bases in Huai'an and Yangzhou, Jiangsu Province. In the future, Sinochem New Energy will be based on the two-wheel drive of power batteries and energy storage batteries to achieve sustainable development of the company, people and the environment.

劉樂，中化國際新能源事業部總經理，兼任產業資源事業部總經理。全面負責中化國際新能源發展戰略的實施落地，助力公司業務全面轉型升級和良好運營。劉樂於 2003 年加入中化國際（控股）股份有限公司，從事多年黑色系大宗商品國際貿易工作，國際業務經驗豐富，參與促成了中化國際與諸多國際一流企業建立直接業務關係，為公司黑色大宗商品貿易的發展和業績不斷提升做出貢獻。2018 年響應中化集團「全面轉型為科學技術驅動的創新型企業」的新發展目標，劉樂全程參與中化國際新能源事業部的成立。目前中化國際新能源事業部已布局軟包電池、

Remarks 備註:

(1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀

(2) The Organiser reserve the right to alter the time, topics, contents and speakers of the programs without prior notice.
主辦單位有權改活動時間、題目、內容及講者而不作另行通知

方殼電池等多條技術路線，掌握三元材料、磷酸鐵鋰材料等多體系配方，在江蘇淮安和揚州投產鋰電池生產基地，未來中化新能源將立足動力電池和儲能電池雙輪驅動，實現公司、人與環境的可持續發展。

中化國際簡介：

Sinochem International is a large-scale state-owned listed corporation of global prominence (stock code: 600500) with core competitiveness in agrochemicals, intermediates, new materials, polymer additives and natural rubber. It provides products and services to over 100 countries and regions.
Since its public listing on the Shanghai Stock Exchange in 2000, Sinochem International has been ranked among Fortune magazine's Top 100 Listed Chinese Enterprises for several years. It has been giving back to shareholders and society with outstanding performance. The company has earned honours and awards, including first place in the Top 100 Listed Chinese Companies with Best Management, Best Board of Directors, and Most Respected Listed Chinese Company.
With the corporate vision of "Fine Chemistry, Green Life", the company is actively innovating technologies, mechanisms and modes to implement the key strategy to become a high-performance NEV materials solution provider as well as a benchmarking pesticide enterprise in China. We are committed to establishing a world-class innovative fine chemical enterprise.
Sinochem Group, the controlling party of Sinochem International, is listed among the Top 500 companies by Fortune magazine 30 times, and it ranked 109th in 2020.

中化國際（控股）股份有限公司是在中間體及新材料、聚合物添加劑、天然橡膠等領域具有核心競爭力的國際化經營大型國有控股上市公司（股票代碼：600500），客戶遍及全球 100 多個國家和地區。自 2000 年在上海證券交易所掛牌上市以來，中化國際以良好業績回報股東和社會，公司連續多年被《財富》雜誌評為中國上市公司 100 強，曾榮獲「中國上市公司治理百強」榜首、「中國最佳董事會」、「中國最受尊敬的上市公司」等諸多榮譽。
中化國際以「精細化學 綠色生活」為企業願景，通過技術創新、機制創新和模式創新，聚焦新能源、新材料，積極培育增長新動能，致力於打造世界級的創新型精細化工企業。
中化國際的實際控制人——中國中化集團有限公司是最早入圍《財富》全球 500 強榜單的中國企業之一，迄今已 30 次上榜，2020 年名列第 109 位，並連續兩年被《財富》評為「全球最受讚賞公司」。在國務院國資委業績考核中，中化集團 15 次被評為 A 級。

Remarks 備註:
(1) Trade only and persons under 18 will not be admitted. 只供 18 歲或以上的業內人士參觀
(2) The Organiser reserve the right to alter the time, topics, contents and speakers of the programs without prior notice.
主辦單位有權改活動時間、題目、內容及講者而不作另行通知