Project Final Report for
Professional Services Advancement Support Scheme ("PASS")

1.	Project Details

1.1 Project Reference No. : PS183011

1.2 Project Title : Empowering Big Data Analytics with Artificial Intelligence for the Professional Development of Information Technology Industry in Hong Kong

1.3 Grantee : Federation of Hong Kong Industries

1.4 Collaborating Organisation(s) :
(i) Hong Kong Trade Development Council (HKTDC)
(ii) Hong Kong Productivity Council (HKPC)
(iii) GS1 Hong Kong
(iv) Hong Kong Computer Society (HKCS)
(v) Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM)
(vi) Hong Kong Federation of Innovative Technologies and Manufacturing Industries (FITMI)
(vii) Hong Kong Information Technology Industry Council (HKITIC)

1.5 Implementation Agent(s) :
(i) HKU School of Professional and Continuing Education (HKU SPACE)

1.6 Sponsoring Organisation(s) :
(i) Fook Tin Groups Holdings Ltd.

1.7 Consultant(s) :
(i) Nil

1.8 Project Co-ordinator :

(Name) Ms Elaine WONG (01/04/2019-22/04/2019)	(Post title) Manager, Membership Relations Division
(Name) Ms Crystal Li (23/04/2019- 13/12/2019)	(Post title) Manager, Membership Relations Division
(Name) Ms Kathy Chan (14/12/2019 – 31/7/2020)	(Post title) Manager, Membership Relations Division

1.9 Deputy Project Co-ordinator :

(Name) Ms Doris Ip (01/04/2019-07/02/2020)	(Post title) Senior Executive, Membership Relations Division
(Name) Ms Jess Li (08/02/2020 – 31/07/2020)	(Post title) Senior Executive, Membership Relations Division

1.10 Project Period (duration) : from 01/04/2019 to 31/07/2020 (16 months)

1.11 Major Beneficiary Sector(s) : Information and communications technology service

1.12 Approved PASS Grant (HK$) : 884,000

	2.	**Project Implementation**

2.1 Project Summary
(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

This project aims to:

1. Advance the professionalism and technical knowledge of the Hong Kong Information and Technology (IT) professionals on big data, artificial intelligence (AI), business analytics and algorithm optimisation by organising two training courses.

2. Increase the exchanges and co-operation of Hong Kong IT Industry with their counterparts in the Greater Bay Area and provide the latest development and opportunities of Greater Bay Area relating to big data and AI management by organising a forum in 2020.

3. Uphold the professional and technical knowledge of IT Professionals on big data, business and analytics and algorithm optimisation with AI by encouraging industry players to join the training courses and forum.

2.2 Project Deliverables
(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		**Actual Results Achieved** *(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)*	
Date / Deliverables (with quantity)	*Beneficiaries (estimated no. of local / non-local participants)*	*Date / Deliverables (with actual quantity)*	*Beneficiaries (actual no. of local / non-local participants)*
May to June 2019 and September to October 2019 Two 30 - hour training courses	60 Hong Kong IT Professionals (20 for 1st training course; 40 for 2nd training course)	1st training course: Business Analytics and Optimisation 25/5/2019 8/6/2019 15/6/2019 22/6/2019 29/6/2019 2nd training course: Applied AI and Predictive Analytics for Business 5/10/2019 12/10/2019 19/10/2019 26/10/2019 02/11/2019 09/11/2019	37 Hong Kong IT professionals 39 Hong Kong IT professionals (**126%** of the target met)
June 2020 Half-day Forum	150 Hong Kong IT professionals	29 Jun 2020	146 Hong Kong IT professionals (97% of the target met)

2.3 Project Promotion and Dissemination
(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes *(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)*
(a) For Project Promotion:	
Advertisement on social media and online platforms to promote the training courses and Forum	1st training course: - Advertisement on social media – Facebook (1 week:3 May –10 May 2019) - Advertising banner on online media (PC Market - 2 weeks: 26 Apr –9 May 2019) - Banner on HKITIC website - Banner on FHKI website 2nd training course: - Advertisements on social media – Facebook (10 days: 19 Aug – 29 Aug 2019) - Advertising banner on online media (PC Market - 2 weeks: 19 Aug – 1 Sept 2019) - Banner on HKITIC website - Banner on FHKI website Half-day Forum: - Promotion on social media – Facebook - Banner on HKITIC website - Banner on FHKI website
Promotional flyer for all members of FHKI and collaborating organisations	1st training course/2nd training course/ Half-day Forum: - Disseminated eDM to all IT industry players via FHKI and collaborating associations
To upload training course and forum promotional flyers on HKITIC's and FHKI's websites to promote participation	1st training course/2nd training course: - Uploaded training course flyers on HKITIC's and FHKI's websites to promote participation http://www.hkitic.org/event/detail/id/28.html http://www.hkitic.org/event/detail/id/29.html Half-day Forum - Uploaded forum flyers on HKITIC's and FHKI's websites to promote participation
(b) For Dissemination of Project Deliverables:	
To upload the teaching materials of the training courses onto the HKITIC's and FHKI's websites	Uploaded the teaching materials of the 1st and 2nd training courses onto the HKITIC's and FHKI's websites HKITIC's website: http://www.hkitic.org/news/detail/id/8.html http://www.hkitic.org/news/detail/id/9.html FHKI's website: https://www.industryhk.org/en/past-events/20191sttrainingcourse/ https://www.industryhk.org/en/past-events/20192ndtrainingcourse/
To upload the presentation materials and video recordings of the Forum onto the HKITIC's and FHKI's websites	Uploaded the presentation materials and video recordings of the Forum onto the HKITIC's and FHKI's websites HKITIC's website: http://www.hkitic.org/event/detail/id/32.html http://203.77.128.56/event/detail/id/32.html FHKI's website: https://www.industryhk.org/tc/past-events/gp25passforum/

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3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) Two Training Course	76 Hong Kong IT professionals
(ii) One Half-day Forum	146 Hong Kong IT professionals

3.2 Feedback from participants / users / professional services sectors

For the 1st training course, all of the participants agreed the training course increased their awareness of Applied Business Analytics and Decision Optimization, and 84 % of them agreed the topics covered in the training course are useful to their company development. 97% of them will recommend the training course to others. For 2nd training course, 90% of participants agreed the training course increased their awareness of Applied AI and Predictive Analytics for Business, and 83% of them agreed the topics covered in the training course are useful to their company development. 97% of them will recommend the training course to others.

For the half-day Forum, over half of the participants agreed that the forum could increase their awareness of big data analytics and AI. The topics covered in the Forum are useful to the participants' company development. 97% of them will recommend the Forum to others.

3.3 Dissemination of project deliverables to relevant professionals

(1) The course materials are uploaded onto FHKI website for sharing with the IT players.
  • First Training Course:
    http://www.hkitic.org/news/detail/id/8.html
    https://www.industryhk.org/en/past-events/20191sttrainingcourse/
  • Second Training Course:
    http://www.hkitic.org/news/detail/id/9.html
    https://www.industryhk.org/en/past-events/20192ndtrainingcourse/

(2) The video recordings and presentation materials of the half-day Forum are uploaded onto FHKI and HKITIC websites for sharing with the IT players.
    HKITIC: http://www.hkitic.org/event/detail/id/32.html
    FHKI: https://www.industryhk.org/tc/past-events/gp25passforum/

3.4 PASS and other objectives reached *(May choose more than one)*

☑ Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets

☐ Promoting relevant publicity activities

☑ Enhancing the standards and external competitiveness of Hong Kong's professional services

☐ Others

Through the training courses, the skills of local industry players were enhanced in incorporating the analytics of big data with artificial intelligence into their company business model and marketing plan, which improve the standards and competitiveness of Hong Kong IT professionals.

In the half day forum, local speakers from renowned companies and organisations were invited to share their insights and experience on Big Data Analytics with Artificial Intelligence. Speakers' presentations, panel discussion and Q&A session were arranged for the IT participants to share their questions and ideas with other renowned company's representatives.

3.5 Overall achievements of the project

(1) Enhancing the Greater Bay Area relating knowledge on big data and AI management for Hong Kong Information and Technology (IT) industry players;
(2) Increasing the exchanges and co-operation of Hong Kong's professionals with their counterparts in Greater Bay Area; and
(3) The training and skills developed in this project are conducive to bolstering up the techniques and knowledge of IT professionals to face up challenges brought about by this big data era.

The Project Final Report is prepared by the Grantee.