



Press Release
For immediate release

CAHK Marks Major CCSS Milestone with New Office Opening

2013 roadmap will further develop ICT landscape for sustainable growth

Hong Kong, January 14, 2013—Celebrating the New Year and heralding in its next era of shaping the city's Information and Communications Technology (ICT) development, the Communications Association of Hong Kong (CAHK) today marked its latest milestone with a new office opening.

The new address is Suite 1205, 12/F, 625 King's Road, North Point, Hong Kong.

The new location will serve as CAHK's updated point of presence and also as the independent service facility for the newly announced Customer Complaint Settlement Scheme (CCSS), a mediation service created to help resolve deadlocked billing disputes between telecommunications service providers and their residential/personal customers, with less legal formality and without the need for expensive legal cost. All major fixed and mobile telecommunications service providers in Hong Kong are participants of the scheme.

"The new office is also home to the CCSS," said Stephen Ho, Chairman of CAHK. "CAHK is pleased to organize and operate the service, with the collaborative effort between the Office of the Communications Authority (OFCA) and all major telecommunications service providers, in order to serve consumers better across various communication services."

The new office marks CAHK's first major milestone of the year, and we look forward to working closely with members and government departments alike to achieving our goals in 2013 and beyond.

"We are honored to be the organizer of various initiatives such as the use of information technologies on public safety, cooperation with member companies on Code of Practice adoption, promoting awareness of ICT to the public as well as encouraging and promoting sustainable Green Strategy and Practice for the ICT industry and the society." added Mr. Ho.

50222 Hiker Tracking Service Enhancements

Enhancement of the 50222 Hiker Tracking service is one such objective. The 50222 service is a telecommunications platform that helps safeguard hikers during their outings, the platform is used to keep track of hikers' locations when they periodically "report in" via Short Message Service (SMS) at specified Distance Posts along the trails. The information can then be used by rescue parties to help in locating missing hikers. The initial SMS-based platform was completed in 2012, the platform will be extended to also incorporate Smartphone by implementing additional software applications in early 2013.

The Best Green ICT Award 2013 Encourages Industry to Green Excellence

During the year, CAHK will also be bolstering awareness for environmental conservation and for the ICT industry in general.

As one of the ten categories within the Hong Kong ICT Awards 2013, the Best Green ICT Award 2013 will recognize ICT technologies and measures that improve operational efficiency, and promote an environmentally responsible and sustainable organizational culture. CAHK is a co-organizer (with the Green ICT Consortium) for the award and believes it will motivate enterprises to leverage on latest ICT technologies to improve market competitiveness locally and globally, in addition to enjoying operating costs savings from reduced energy consumption, thus freeing up resources for other vital ICT initiatives.

2013 World Telecommunication and Information Society Day – Hong Kong (WTISD-HK), Nurturing New Generation

In 2013, CAHK will continued to organize the seventh World Telecommunication and Information Society Day – Hong Kong (WTISD-HK). Based on the 2013 theme from ITU - **ICTs and Improving Road Safety**, CAHK will take this opportunity to encourage youngsters of Hong Kong to be familiar with the practical use of ICTs to assist in monitoring, managing, and promoting road and traffic safety. The project will also take into account risks associated with road users' distraction in using ICT devices while driving or crossing road, as well as the benefits of vehicular safety technologies.

An event not only tailored to the public, school students, teachers and career advisers, secondary and tertiary education institutions, but also applicable toward Hong Kong population in general. WTISD is created to encourage everyone to be more aware of the latest ICT developments, and will comprise a series of activities, competitions and programs toward this objective—including Geo-caching Hunting Competition, Mobile Game Application Competition, ICT Open Day, Writing Competitions and a Prize Presentation Ceremony to be held on May 11, 2013.

“The young generation is our future,” said Mr. Ho. “WTISD will provide them the opportunity to experience how new technology can solve social challenges encounter in our daily lives, and ultimately encourage and prepare them to become aware of, interested in, and perhaps develop their careers in the ICT industry. Hong Kong is one of the advance and heavy adopters of ICT and it is only natural that CAHK continue promoting the industry through this meaningful and commemorative event.”

For further information on these and other CAHK initiatives planned for 2013, please contact 2504 2732 or visit <http://www.cahk.hk>.

About Communications Association of Hong Kong

The Communications Association of Hong Kong (formerly known as Internet & Telecom Association of Hong Kong) is a non-profit making organisation incorporated on 27 May 1983 following the announcement of deregulation of the telecommunications products and services. CAHK is the association for Hong Kong's communications industries, with responsibilities across broadcasting, wireline and wireless communications, and other relevant business sectors in the domain of information communications technology (ICT). For further Information, please refer to <http://www.cahk.hk/>.



(Second left) Mr Y K HA, Deputy Director-General (Telecommunications), OFCA performs a ribbon-cutting ceremony with CAHK Chairman and officiating members to celebrate CAHK cum CCSS mediation service center new office opening



Representatives from OFCA and CCSS service team are working closely to provide effective and efficient mediation service to communication services users