

The “District Cyber Centres Alliance Appreciation Ceremony 2011”

Over 2,000 Individuals and DCCA Affiliated Centres Awarded

Hong Kong, 20 March 2011 -- Hong Kong Cyberport Management Company Limited, Information Technology Resource Centre of The Hong Kong Council of Social Service and Internet Professional Association jointly launched District Cyber Centres Alliance (DCCA) and a series of award programmes under the support from the Office of the Government Chief Information Officer, HKSAR since 2009. “**The District Cyber Centres Alliance Appreciation Ceremony 2011**” was held today at the Arcade, Cyberport with over 2,000 awards presented. The Ceremony showcased the tripartite partnership among the community, the business sector and the Government to promote digital inclusion in the community.

DCCA was delighted to invite Mr. Gregory So Kam-leung, JP, Under Secretary for Commerce and Economic Development, HKSAR to be the Guest of Honour for the Ceremony. During the Ceremony, Mr. Stephen Mak, JP, Government Chief Information Officer, The Government of HKSAR, Mr. Herman Lam, CEO, Hong Kong Cyberport Management Company Limited, Ms. Christine Fang JP, Chief Executive, The Hong Kong Council of Social Service and Dr. Winnie Tang, JP, President of Internet Professional Association also attended to present various awards.

With the overwhelming success of the first “District Cyber Centres Alliance Appreciation Ceremony” last year, we are excited to have more than 2,000 outstanding awardees this year. In addition, over 500 people from business sector, representatives of NGOs (Non-Governmental Organizations) and citizens attended the District Cyber Centres Alliance Appreciation Ceremony 2011.

Awards presented today include, Professional Volunteer Management Scheme: The Most Enthusiastic Centre Awards (5), Certificates to Professional Technical Training (30), Cyber Community Award Scheme: The Highest Learning Hours Awards (4) and The Highest Service Hours Awards (2), DCCA Affiliated Centres Outstanding Service Awards (5) and DCCA Affiliated Centres Excellent Service Awards (3). DCCA not only provides DCCA Affiliated Centres with computers, internet access, ICT training and services, but also has organized a Digital Photography Competition and Training Workshops to promote digital lifestyle. Thus, today’s Appreciation Ceremony will also present awards on “Gold, Silver and Bronze of most favorite photos from the Youth, Open and Senior Categories of the Digital Photography Competition.

Mr. Gregory So Kam-leung, JP expressed, “Up to now, there are 57 DCCA Affiliated Centres throughout Hong Kong, providing ICT training and services to the local community. DCCA has purchased over 1,100 desktops and laptops for the public and organized over 2,500 ICT training workshops and activities, benefiting over 38,000 people. Response from the community is overwhelming. In addition, DCCA has successfully recruited over 500 volunteers to assist and promote relevant activities.”

Latest iPhone and iPad Applications

DCCA will soon roll out new iPhone and iPad apps in April including regular information updates on latest news and interactive games such as left and right brain training.

Commented by Dr. Winnie Tang, JP “As internet usage has become part of our daily lives, raising public’s standard on ICT skills will definitely help promote future growth and development.” Ms. Christine Fang, JP added, “DCCA Affiliated Centres offer vulnerable groups such as low-income families, new immigrants, children, youth, senior citizens, women, disabled persons and minorities software and hardware facilities and relevant ICT training. These Centres help promote digital inclusion and self-help in the community.”

Gold medalist’s view of digital inclusion in the community

Mr. Kwong Wai-kit, Gold Medalist of the most favorite digital photo expressed. “I never thought my photo will receive the highest votes from the public. I just wanted to share with everyone a snapshot of the community I live in and how our lives can be easily enhanced with digital technology. I hope more and more people will feel the same way.”

With the support of DCCA, the Affiliated Centres have strengthened its competence to provide ICT and relevant services to the local community. Up to now, there are 57 Affiliated Centres which are operated by NGOs across 18 districts and have served more than 130,000 citizens.

Mr. Herman Lam, said, “Since the establishment of DCCA, the number of Affiliated Centres has increased to 57 in merely 2 years. Disadvantaged groups in Hong Kong can easily access to ICT services and training at these centres. I am very glad to know that over 2,000 individuals and many DCCA Affiliated Centres have received awards this year. Thank you to all of our supporters who have put in tremendous effort in each and every stage of the initiative to promote digital inclusion in the community.”

Pic
1



The District Cyber Centres Alliance Appreciation Ceremony 2011 was successfully held today with honorable guests support and host the kick off ceremony, they are (from left) Mr. Stephen Mak, JP, Government Chief Information Officer, The Government of HKSAR, Mr. Gregory So Kam-leung, JP, Under Secretary for Commerce and Economic Development, HKSAR, Dr. Winnie Tang, JP, President of Internet Professional Association, Ms. Christine Fang JP, Chief Executive, The Hong Kong Council of Social Service and Mr. Herman Lam, CEO, Hong Kong Cyberport Management Company Limited.

Pic
2



District Cyber Centres Alliance is delighted to invite Mr. Gregory So Kam-leung, JP, Under Secretary for Commerce and Economic Development, HKSAR as the Guest of Honour of the Ceremony and also present the awards to our winners. Mr So presented the trophy to the winner of DCCA Affiliated Centres Excellent Service Awards.

Pic
3



DCCA encourages community harmony and promote digital inclusion, which is not limited to disadvantaged groups. Ms. Christine Fang JP, Chief Executive, The Hong Kong Council of Social Service presented the trophy to the winner of Cyber Community Awards Scheme: The Highest Learning Hours Awards.

Pic
4



The District Cyber Centres Alliance Appreciation Ceremony 2011 was successfully held today. All parties including Affiliated Centres, sponsors and DCCA are happy with the ceremony and took a group picture, (from 2nd of lower left) Mr. Herman Lam, CEO, Hong Kong Cyberport Management Company Limited, Ms. Christine Fang JP, Chief Executive, The Hong Kong Council of Social Service, Mr. Stephen Mak, JP, Government Chief Information Officer, The Government of HKSAR and Dr. Winnie Tang, JP, President of Internet Professional Association.

Notes to Editors:

District Cyber Centres Alliance

Sponsored by the Office of the Government Chief Information Officer, HKSAR, Hong Kong Cyberport Management Company Limited, Information Technology Resource Centre of The Hong Kong Council of Social Service and Internet Professional Association have jointly launched “District Cyber Centres Alliance” (DCCA) since 2009. DCCA aims to promote digital inclusion in Hong Kong for building a caring information society. Up to now, there are 57 DCCA Affiliated Centres throughout Hong Kong. Website: <http://www.dcca.hk/> (in Chinese).

Cyber Community Award Scheme

Cyber Community Award Scheme (CCAS) is one of six service schemes of DCCA and aims to promote and recognize the achievement of a person who continuously pursues of enhancing his/her ICT skill. Under the CCAS, the Affiliated Centres provide the community trainings of ICT skills, run the CCAS and encourage the learners to teach ICT skills to others. The learners are awarded certificates after passing the examination, and medals according to the accumulated marks they scored in each category. There are 4 categories of medals including learning of ICT skill, skill enhancement, community service and ICT skills application. Website: <http://awards.dcca.hk> (in Chinese).

Digital Photography Competition

As digital photo taking has become part of our daily lives, theme of this competition is “Digital Lifestyle, Community Inclusion”. We encourage Affiliated Centres’ members to take digital photos of their communities so as to stimulate their interests in Information Technology. We also

hope that through this competition to further enhance community harmony and promote digital inclusion.

DCCA will arrange photo exhibitions at various public area from April to June, 2011 for general public to enjoy.

Other Awards

Other awards presented include Professional Volunteer Management Scheme: The Most Enthusiastic Centre Awards, Certificates to Professional Technical Training, DCCA Affiliated Centres Outstanding Service Awards and DCCA Affiliated Centres Excellent Service Awards.

This press release is distributed by AQ Communications Ltd. on behalf of the DCCA. For media enquiry, please contact:

Chanel Kam, tel: (852) 3421 2086 / 6627 9011, email: ckam@aqcomm.com

Eunice Mui, tel: (852)3105 2056 / 9860 1280, email: emui@aqcomm.com