

Press Release
For Immediate Release

**Cyberport hosts Digital Entrepreneur Leadership Forum (DELF) 2016
revealing insights into the future of Smart Mobility**
Bringing forefront global tech insights of a smarter Hong Kong

Hong Kong – 6 October 2016 – To draw global insights on Smart Mobility, Hong Kong Cyberport Management Company Limited (Cyberport), has joined hands with Hong Kong Productivity Council and Hong Kong Automobile Association to organise the “Digital Entrepreneur Leadership Forum (DELF) 2016: The Future of Smart Mobility”, where Hong Kong and global influencers in the Smart Mobility field shared their perspectives on the potential and development of Smart Mobility in Hong Kong, as well as how entrepreneurs can prepare themselves to create new business opportunities.

This year marks the 10th anniversary of DELF. DELF has been one of the key annual signature events for Hong Kong’s digital tech community and has created a platform for the world’s most forward-thinking, credible and successful digital business leaders to share valuable insights and experience on various industry hot topics.

Under this year’s theme, “The Future of Smart Mobility”, global influencers, who are the driving force of the future of Smart Mobility, joined together for a series of riveting discussions on how digital technology can enable Smart Mobility, as well as different ways that entrepreneurship can drive Smart Mobility forward. Other key topics included cutting edge technologies for Electric Vehicle (EV) racing, Smart Mobility experience in the United States, the importance of entrepreneurship in driving Smart Mobility and many more.

“As one of the most tech-savvy metropolitan cities in the world, Hong Kong has been at the forefront of Smart Mobility advocacy,” said Herman Lam, CEO of Cyberport. “The city has a strong digital technology talent pool that can yield innovative ideas to foster Smart Mobility. By implementing Smart Mobility, not only can we accelerate the transportation of resources and information but also facilitate the advancement of a smart society, fortifying the growth of a smarter digital technology ecosystem. We believe the opportunities to enhance urban efficiency for businesses, entrepreneurs and innovators are endless. Together, we can leverage our competitive advantage to accelerate the development of a smarter Hong Kong.”

The impressive line-up of keynote speakers that represented start-ups, industry and academia, included Susan Zielinski, Managing Director, SMART (Sustainable Mobility & Accessibility Research & Transformation) at the University of Michigan and Co-founder of Wearable IoT World, David Wu, Chairman of Leopard Mobile and Chan Ching Chuen, Honorary Professor of University of Hong Kong.

During the panel discussion sessions, speakers and panellists shared views on the importance of Hong Kong's advanced telecommunications and broadband network infrastructure, as well as city-wide adoption of digital technologies, which laid a strong foundation for businesses, entrepreneurs and innovators to unleash the potential of Smart Mobility locally.

"Smart Mobility can be a solution of the future. It is anchored on advanced technologies to gather various data, and transform them into the best option to address the congestion problem. Smart Mobility is actually the road to smart living." said Mrs Agnes Mak, Executive Director of Hong Kong Productivity Council.

"In two days, the FIA Formula Hong Kong ePrix will be staged in Central. The world's first fully-electric racing series, it represents a vision for the future of EV technology, innovation and electric transportation," said Lawrence Yu, President of Hong Kong Automobile Association. "Together with Cyberport's Digital Entrepreneur Leadership Forum 2016: The Future of Smart Mobility, we look forward to elevating the role of digital technology in the next mobility unified ecosystem and ultimately amplifying Hong Kong's Smart Mobility development."

With the innovative ideas and mind-provoking thoughts shared at DELF 2016, Cyberport hoped to encourage industry peers to share their forefront insights on how to adopt Smart Mobility technology in daily life and inspire more people-oriented innovation and start-up projects that can bring their business to the next level, which eventually, could benefit the wider community through knowledge sharing and inspiration. Meanwhile, the event also bridged as a valuable opportunity and stronger platform for investors and industry players to expand their network, optimise business operations and empower businesses on global ambition.

Event Images and Photo Captions:



To draw insights on Smart Mobility from local and neighbouring regions, Cyberport today organised "Digital Entrepreneur Leadership Forum (DELF) 2016: The Future of Smart Mobility" with HKPC and HKAA.



Mr Herman Lam, CEO of Cyberport, stated that Cyberport believes Smart Mobility is an opportunity to enhance urban efficiency for businesses, entrepreneurs and innovators. Together with the competitive advantages, Hong Kong can accelerate the development of Smart City.



“Digital Entrepreneur Leadership Forum (DELF) 2016: The Future of Smart Mobility” gathered keynote speakers that represented start-ups, industry experts and academics, included (From left to right) David Wu, Chairman of Leopard Mobile, Redg Snodgrass, CEO and Co-founder of Wearable IoT World, Founder of MediaSense, Hal Josephson and Susan Zielinski, Managing Director, SMART (Sustainable Mobility & Accessibility Research & Transformation) at the University of Michigan.

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About Cyberport

Cyberport is a creative digital cluster with close to 800 community members. It is managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to build a legacy of entrepreneurial excellence that establishes Cyberport as a leading global innovation and technology hub, Cyberport is committed to facilitating the local economy by nurturing digital industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating digital adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art tech facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For more information, please visit www.cyberport.hk or follow us on Twitter [@cyberport_hk](https://twitter.com/cyberport_hk).

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