



**Press Release**

For Immediate Release

## **Cyberport to nurture the next IT legends in strategic collaboration with Guangdong Software Industry Association**

**Hong Kong, 5 October 2012** – Hong Kong Cyberport Management Company Limited (Cyberport) and the Guangdong Software Industry Association (GDSIA) have signed a letter of intent on the cross-border ICT development agenda in the Hong Kong/ Guangdong Co-operation Joint Conference in Guangzhou on 14 September 2012. The agreement sets new milestones and draws up a comprehensive collaboration plan with key focus over the ICT sector under the Framework Agreement in the National 12<sup>th</sup> Five-Year Plan period.

As one of the leading ICT hubs in the region, Cyberport shares the same vision with the GDSIA on the commitment to facilitating industry development. Both entities will be working closely together to nurture the next-generation talent with holistic funding, training, and marketing support, to create the next IT legends that will capture the sea of opportunities in the market.

Under the agreement, Cyberport will collaborate with counterparts in China in four key areas with a clear roadmap, leveraging its expertise and extensive network: the Guangdong-Hong Kong ICT Young Entrepreneurship Programme, Business Collaboration, the International Market Promotion & Sharing of Marketing Resources, and Personnel Exchange & Development.

"We are honoured to partner with the GDSIA as this signifies a key step forward in our long-term relationship with the mainland. This move reflects our shared commitment towards the development of the region's ICT industry. I have no doubt that together with the GDSIA, we will be able to identify new opportunities and gain headway into new frontiers, leading our way to nurturing the next IT legends." said Herman Lam, Cyberport's CEO.

Lu Hui, Secretary General of Guangdong Software Industry Association stated, "The agreement marks a very significant milestone in our partnership with Cyberport. Our key vision is to drive the development of the software and ICT industry as a whole, which we believe with the experience and extensive outreach of both parties, we can see great results beyond geographical limit growing with the synergy. Looking forward, this agreement is just the beginning and we wish to establish a long-term trusted partnership with Cyberport to unleash the potentials we have in the region."

Riding on the success of the Young Entrepreneurship Programme in collaboration with Shenzhen, Cyberport and the GDSIA will co-organize the first Guangdong-Hong Kong ICT Young Entrepreneurship Programme over the coming months, aimed at providing funding to support high potential creative and innovative ICT related start-up projects. Reciprocal offices will also be set up at the organizations' respective offices to promote this scheme.

In the long-run, the two leading organizations will also exchange education, training and internship opportunities and collaborate with relevant tertiary institutes, research organizations and international partners to forge new business ventures, opening the door to the mainland and global markets for the talent as the key asset in the region.



The signing ceremony of the letter of intent in the Hong Kong/ Guangdong Co-operation Joint Conference in Guangzhou on 14 September 2012

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### **About Cyberport**

Cyberport is a creative digital community with a cluster of technology and digital content tenants. It is owned and managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to establish itself as a leading information and communications technology (ICT) hub in the Asia-Pacific region, Cyberport is committed to facilitating the local economy by nurturing ICT industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating ICT adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art ICT 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.

### **About Guangdong Software Industry Association**

Guangdong Software Industry Association is established in Oct 2000, supported by a voluntary combination of enterprises and institutions in Guangdong Province engaging in software and information service, registered in Guangdong Provincial Civil Administration Department as a local non-profit social organization. Being one advanced society organization in Guangdong with AAAAA and China, the GDSIA acts as a bridge between the government and trade organizations as well as business groups to promote the development of the software industry in Guangdong, Hong Kong and the world.

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