

**For immediate release**

**LSCM R&D Centre Presents Second Annual Conference!**

**Seminars and Exhibition: March 26, 2010 at The InterContinental Hong Kong Hotel**

*Innovation* and *Technology* are among the most significant momentum for changing human history. The second LSCM annual conference and exhibition, themed "*Technology Innovation for Better Living*", will showcase and highlight how to achieve better living through innovation and technology.

HONG KONG March 13, 2010 – Hong Kong Logistic and Supply Chain Management Enabling Technologies (LSCM R&D Centre) announced today its preliminary agenda for LSCM Annual Conference & Exhibition 2010! The conference will be held on March 26, 2010 at The InterContinental Hong Kong Hotel. The theme for this year, "*Technology Innovation for Better Living*", simply tells that the conference focuses on the real benefit that Innovation and Technology can bring to the industry and to our lives. With all the successes and enthusiasm carried from our first annual conference, the event has been expanded this year and consists of two main programmes – an exhibition programme with promotional booths and seminars, and a conference programme with parallel technical sessions. The exhibition area consists of 4 themed zones for industry-focused research outputs and related commercial solutions, namely "Food Safety and Supply Chain", "Retail Technologies", "Logistics Applications" and "Pioneers". For the technical sessions, the experts will share key issues surrounding the industry's trend, business potential, and future development etc.

Opening speech will be given by Mr. Duncan Pescod, JP, Permanent Secretary, Commerce and Economic Development (Communications and Technology), HKSARG. Miss Janet WONG, JP, Commissioner for Innovation and Technology, HKSARG, will deliver the conference keynote speech and lead the VIP tour of the exhibition. Dr. Chris DIORIO, Chairman and Chief Technology Officer, Impinj, Inc., will be another keynote speaker.

In order to promote the business potential and application of the R&D in logistics and supply chain related technologies to various industry organizations, special group tour will be arranged. We will lead the industry organizations with staffed reception and a guided tour of the exhibition.

Please refer to our web site at [www.lscm.hk/conference2010/](http://www.lscm.hk/conference2010/) for programme details and registration. For press registration, please send email to Ms. Priscilla Kwok at [pkwok@lscm.hk](mailto:pkwok@lscm.hk) with your name, company name and contact number. About the special group tour for the industry organizations, please contact Ms. Joanne Chu at 2255 0853 for details and register.

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Department of Computer Science and Engineering, The Hong Kong University of Science and Technology

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### **Funding Organization**

Innovation and Technology Commission

#### About LSCM R&D Centre

Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM R&D Centre) was found in April 2006. It is established with funding support from the Innovation and Technology Commission and is commissioned to provide a one-stop shop for technology transfer and commercialization. It is hosted by three leading universities in Hong Kong: The University of Hong Kong., The Chinese University of Hong Kong, and Hong Kong University of Science and Technology. The aim of LSCM R&D Centre is to strengthen collaborative applied research activities between the industry and research organizations.

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