

For immediate release

LSCM R&D Centre Presents First Annual Conference!

Seminars and Exhibition: March 6 2009 at Marco Polo Hong Kong Hotel

Industry experts and business leaders to convene at upcoming conference presented by LSCM R&D Centre. Speakers and leaders will address the issues and how to deploy technologies to enhance the operational process to the Logistic and Supply Chain Management Industry

HONG KONG February 23, 2009 – Hong Kong Logistic and Supply Chain Management Enabling Technologies (LSCM R&D Centre) announced today its preliminary agenda for LSCM Annual Conference 2009! The conference will be held on March 6, 2009 at the Marco Polo Hong Kong Hotel. The theme for this year is “Innovation in Action”. It will feature different areas of RFID technologies for Logistics and Supply Chain Management Industry. Opening speech will be given by Mr. Duncan Pescod, JP, Permanent Secretary, Commerce and Economic Development (Communications and Technology), HKSARG. Other keynote speakers that will discuss and demonstrate the latest RFID strategy are:

- Dr. Thomas Li, Director, IBM China Research Laboratory
- Mr. David Shannon, Senior Vice President, Product Management, Marketing & Strategy, Savi, A Lockheed Martin Company
- Madam Zhangqi, Chairperson, China RFID Alliance, PRC
- Professor Shuo-Yan Chou, RFID Education Research Centre, Taiwan
- Mr. Lu Qing, Director, Shenzhen Academy of Inspection and Quarantine, Shenzhen Entry-Exit Inspection and Quarantine Bureau
- Professor David Cheung, Head of Department of Computer Science, The University of Hong Kong, Hong Kong

The experts will address key issues surrounding Industry, and will present case studies to illustrate RFID's potential for business, best practices, and strategies etc. There are three parallel sessions in the afternoon will share with the attendees (1) the success of commercialized R&D projects into industries applications (2) on going R&D projects of which funded by LSCM R&D Centre. The conference will also feature over 10 demonstrations booths to display the latest technology or application for the industry.

Please refer to our web site at www.lscm.hk/conference2009/ for programme details and registration. For Press registration, please send email to Ms. Rossetti Cheng at rcheng@lscm.hk with your name, company name and contact number.

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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.

Media contact: Ms Chereen Luk

Email: cluk@lscm.hk

Telephone : (852) 2299 0146

Fax : (852) 2299 0552