

The 10th Asia Pacific Knowledge Management Conference

4 December 2008

Managing Knowledge for Sustainable Growth

Searching for Business Models for the Future

Hong Kong Science Park, Conference Centre

Our anniversary conference will focus on the transformation of Asia's enterprises from knowledge-adopting to knowledge-creating organisations. The image of Asian economies as places for cheap labour and products is already changing, and new business models are emerging across the region.

Where can we see new sustainable business models in Asia that build on development of capabilities, learning, innovation, and corporate responsibility? How can knowledge management contribute to achieving a higher level of sustainable growth; environmental and social awareness and action? What are performance barriers and drivers for companies focusing on knowledge and capability-building?

We have invited speakers from the business and academic field to discuss the trends and developments in this field and invite you to join our conference for inspiration, networking and learning.

4 December 2008

0900-0930 **Registration**

0930-0945 **Welcome**

0945-1030 **What is Sustainability in the View of Knowledge Management?**

Knowledge ecologies and sense-making refer the idea that knowledge thrives in a self-regulatory nature of an organisational environment, where knowledge flows and culture are nurtured. The sustainable "treatment" of knowledge includes instrumental, social and organisational aspects, such as converting economic goals to knowledge goals, discharging obsolete knowledge, protecting and preserving of sensitive knowledge as well as identifying knowledge as common good or as protected asset.

Dr. Thomas Tang, Global Institute of Tomorrow, Hong Kong

1030-1100 Networking Break

1100-1230 **Developing New Knowledge for New Services: Green Logistics**

How can the logistics industry develop new concepts and markets by developing low carbon footprint supply chains and be more profitable at the same time.

Karl Borgschulze, Managing Director, Systain, Hong Kong

1230-1330 Networking Lunch

1330-1415 **Virtual Worlds and Serious Games - How can they be applied to achieve real business benefits?**

Virtual worlds, like Second Life, have generated significant, and often over-hyped, coverage in the press in 2006 and 2007. It is just now that we are seeing a second wave of serious business applications using 3D virtual environments and even games, particularly in education, training and collaboration. What are the unique characteristics of virtual worlds and how are they being applied to solve critical business issues? We will discuss practical applications using case studies from the health insurer CIGNA and others.

Claus Nehmzow, Serious Games Institute, UK

1415-1500 **Service Innovation: Some Trends and Experiences from the Philippines**

Innovation in services and BPO business models are now recognized as crucial in gaining competitive advantage. We will discuss examples from R&D, collaborative networks, support programs and other initiatives by the government and the private sector in service innovation.

Dr. Serafin Talisayon, Knowledge Management Society of the Philippines

1500-1530 Coffee and Tea networking break

1530-1645 **Creating New Services from Public Information and Archives**

Who owns public information? Changing perceptions of copyright and new Creative Commons legislation could turn the vast pool of available information in public repositories and archives into new services and products through re-usage of digital content. What are the challenges?

Invited speakers from different government agencies

Keith Housey, China Knowledge and Collaboration Solution Leader, IBM Beijing

1645-1700 Closing remarks

Programme subject to change

Conference organizer:

The HK Knowledge Management Forum

Hong Kong Science and Technology Parks

The Institute of Business Engineering, Guangzhou

Supporting Organisations:

IBM China/Hong Kong Limited

The HK General Chamber of Commerce

The HK Library Association

The Internet Society of Hong Kong

Knowledge Management Association of the Philippines

Information and Knowledge Management Society Singapore

Gurteen Knowledge Community

Please fill in and send by email or mail. Thank you.

Registration Form

- I want to register for the conference
- I am interested to participate. Please send me more information.

Name : _____
Function : _____
Organization : _____
Address : _____
Email : _____ Phone : _____

Please send your inquiry to: conference@knowledgedialogues.com

REGISTRATION FEES	Please tick your choice	
Full-day conference	<input type="radio"/> HK\$1,300	
Supporting Organisations	<input type="radio"/> HK\$980	<input type="checkbox"/>
Group rate (more than 3 delegates from one company)	Please inquire for group rates	

General Information

1. Registration is accepted on the first-come-first served basis.
2. Fees are per person. Please indicate if you are member of one of the supporting professional organizations or call us to inquire if your association is eligible.
3. There will be no refund for withdrawal after acceptance, but you may nominate a substitute to attend the conference on your behalf.
4. We will issue certificates of attendance for those who need CPD points.
5. Cheques should be made payable to: *Knowledge Enterprises*

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For registrations from China, please contact: *Institute for Business Engineering*

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