

AI 與印刷未來

AI and Future of Printing

Date 日期	: 27 April 2024 (Saturday 星期六)
Time 時間	: 3:45pm – 4:50pm
Venue 地點	: the STAGE, Hall 8, AsiaWorld Expo 亞洲國際博覽館 8 號展館 the STAGE
Language 語言	: Cantonese 廣東話 (Simultaneous interpretation in English will be arranged 附英語即時傳譯服務)

Time 時間	Programme 講座內容
3:30pm	Registration 登記
3:40pm – 3:50pm	Souvenir Presentation and Photo Session 致送紀念品及拍照
3:50pm – 4:05pm	Unlocking the Potential of ChatGPT: Enhancing Ideas Frameworks, Exploring Perspectives, and Accelerating Content Development 釋放 ChatGPT 的潛力：增強思維框架、探索多維視角、加速內容發展 Mr Michael Cheung, Chief Branding Officer, Greater China, Brains Ltd. Brains Ltd 大中華區首席品牌顧問 張卓文先生
4:05pm – 4:20pm	AI-Powered Design: The Magic Wand for Modern Creatives 人工智慧設計：現代創意魔法杖 Prof. Andy Chun, Adjunct Professor, City University of Hong Kong 香港城市大學客座教授 陳漢偉先生
4:20pm – 4:35pm	Intellectual Property issues posed by Generative AI AI 生成的作品的知識產權問題 Mr. Anthony Tong, Managing Partner, Robin Bridge & John Liu 喬立本廖伊敏律師行 管理合夥人 湯達熙律師
4:35pm – 4:50pm	Q&A session 問答環節
4:50pm	End of Seminar 研討會結束

Remarks 備註:

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
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Organiser 主辦機構:



華港國際展覽有限公司
CIEC Exhibition Co (HK) Ltd.

Co-organiser 合辦機構:



About the Speakers 講者簡介

Moderator 主持人:

Mr. Dicky Choy, Honorary Chairman of Graphic Arts Association of Hong Kong

香港印藝學會名譽主席 蔡榮照先生



Mr Michael Cheung, Chief Branding Officer, Greater China, Brains Ltd.
Brains Ltd 大中華區首席品牌顧問 張卓文先生

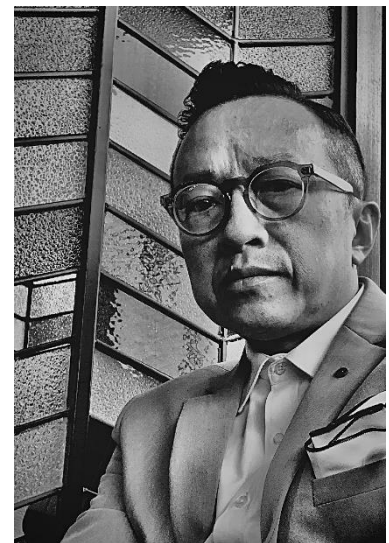
Michael Cheung is the current Chief Branding Officer at M&C SAATCHI SPENCER. MARC & CHATNAL where he serves as a Creative Partner Branding Consultant.

He's also the Founder & Chief Branding Officer at Brains Ltd., Overseeing operations in Hong Kong and Greater China. Previously, Michael founded Shanghai Chitton Biotech and Procurement Food Co., as well as held the position of Chief Brand Consultant for the Strawberry Net beauty e-commerce platform in the Greater China region.

With a robust background in creative leadership, Michael has held positions as the Creative Director at several international advertising agencies, managing teams across China, Japan, Singapore, and France. He garnered acclaim for his innovative campaigns and was notably the Advertising Director for one of Hong Kong's largest telecommunications companies, Hutchison Telecommunications.

Beyond advertising, Michael is an accomplished artist whose work has received international recognition and awards in Hong Kong and abroad. Notably, his sculptures have been acquired by prominent entities like Sony in Japan, Harbour City in Hong Kong, and Vivo City in Singapore, and have been displayed and collected in exhibitions across Hong Kong, Japan, France, and Singapore.

Since 2021, he has provided brand consultancy and partnership services to various corporations and start-ups. Leveraging his expertise, he has integrated concepts of new consumer experiences and artificial intelligence into brand imaging and design projects, elevating the market value for businesses and brands.



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About the Speakers 講者簡介

Prof. Andy Chun, Adjunct Professor, City University of Hong Kong
 香港城市大學客座教授 陳漢偉先生

Prof. Andy Chun is a world-renowned AI visionary and pioneer who has been advancing digital innovation for over 30 years in various industries. He is Hong Kong's leading AI expert, known for developing cutting-edge AI systems that have improved the city's social welfare, quality of life, and economic development, impacting millions of citizens daily.

Chun is an Adjunct Professor for the EMBA program at the College of Business, City University of Hong Kong, and a trusted advisor and consultant to various tech companies and startups. He previously served as the Regional Director of Technology Innovation at Prudential plc, a global life and health insurance and asset management company, where he led the use of state-of-the-art technologies to boost customer health and wealth. Prior to Prudential, he was the CEO of several AI tech startups and a Computer Science professor and University CIO at the same university.

Prof. Chun is actively involved in community service and is an AI advisor to various organizations, such as the Hong Kong SAR Government and the Hong Kong Computer Society, where he was formerly Vice-President. In recognition of his outstanding contributions to the tech industry, Chun was conferred the Distinguished Fellow title by the Hong Kong Computer Society.

He has been recognized as Hong Kong's top CIO, one of Greater China's top five CIOs, and a global top 100 IT leader. He has also received numerous local and international awards for his work, including HKICTA and APICTA as well as several AI awards from AAAI. He has a M.Sc. and Ph.D. in Electrical Engineering from the University of Illinois at Urbana-Champaign and completed tech executive MBA training from Boston University.



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Mr. Anthony Tong, Managing Partner, Robin Bridge & John Liu
喬立本廖伊敏律師行 管理合夥人 湯達熙律師

Anthony is the managing partner of Robin Bridge & John Liu. He has more than 30 years of experience specializing in intellectual property including worldwide litigation and commercial exploitation. Anthony is an ex-Deputy Chairman of the Hong Kong Copyright Tribunal. He is currently a member of the Board of Directors of the Applied Science and Technology Research Institute Co. Ltd (aka ASTRI). Anthony speaks frequently on intellectual property related topics including artificial intelligence.



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