

# Global effort in developing hi-tech

More than 30 Nobel Laureates, scholars, scientists, economists and entrepreneurs from different corners of the world presented their innovative ideas and findings at the Hi-Tech Forum from 12-14 October 2000 in Shenzhen during the China Hi-Tech Fair 2000.

The Hi-Tech Fair is an annual event approved by the State Council. Organised for the second year, the China Hi-Tech Fair and Forum were co-hosted by the Ministry of Foreign Trade and Economic

Cooperation, the Ministry of Science and Technology, the Ministry of Information Industry, The Chinese Academy of Sciences, and the Shenzhen Municipal People's Government, with the China Hi-Tech Transfer Centre being the organiser.

A highlight of the China Hi-Tech Fair 2000, the Forum aimed at providing an opportunity for exchange of knowledge in the latest development and innovation in technology worldwide.

Among the Forum's keynote speakers were Prof. Ferid Murad, 1998 Nobel Laureate in Medicine; Prof. Robert W. Fogel, 1993 Nobel Laureate in Economics; Dr Kary B. Mullis, 1993 Nobel Laureate in Chemistry; Mr Cheng Siwei, Vice-Chairman of the Standing Committee of the National People's Congress; Mr Zhou Xiaochuan, Chairman of the China Security Supervisory Commission; and Mr John Wall, President of NASDAQ International.



(from left) Ms Hou Wentao, Mr Guo Rongjun, Prof. Poon Chung-kwong and Mr Weng Chenghua.

Three main subjects covered in the Forum included: Venture Investment in Hi-Tech, Biotechnology in the 21st Century, and Information Technology in the 21st Century.

As a co-organiser of the Fair, the University's China Accounting and Finance Research Centre has been entrusted with the responsibilities of organising the Hi-Tech Forum and promoting the Fair outside China.

Details on the preparation work of the Hi-Tech Forum were announced at a press



The press conference held at the Hong Kong Convention and Exhibition Centre was well attended.

## Nobel Laureates speak at PolyU



Dr Kary B. Mullis talks about "The Unusual Origin of Polymerase Chain Reaction".

After presenting their innovative ideas and findings at the Hi-Tech Forum in Shenzhen, the three Nobel Laureates — Dr Kary B. Mullis, Prof. Robert W. Fogel and Prof. Ferid Murad — each delivered a public lecture at PolyU during their visit to the University from 14-16 October.

Dr Kary B. Mullis was laureated for his invention of the DNA synthesis process known as Polymerase Chain Reaction (PCR). The process is an invaluable tool to today's molecular biologists and biotechnology corporations. He is currently Vice President — Molecular Biology of Burstein Technologies, Inc. in the US.

Prof. Robert W. Fogel received a Nobel Prize for his research in economic history by applying economic theory and quantitative methods to explain economic and institutional change. He is currently Charles R. Walgreen Distinguished Service Professor of American Institutions at the Graduate School of Business, University of Chicago in the US.

# 促進發展國際高新技術

conference held on 8 September, jointly hosted by Mr Guo Rongjun, Deputy Mayor of Shenzhen Municipal Government; Mr Li Lianhe, Director General of Shenzhen Science and Technology Bureau; Mr Liu Mingwei, Director General of China Hi-Tech Transfer Centre; and Prof. Poon Chung-kwong, President of PolyU, co-organiser of the Forum.

The press conference was followed by a cocktail attended by more than 100 senior Hong Kong government officials, senior business executives and senior members of local universities. ❖

**超**過三十位來自世界各地的諾貝爾獎得獎人、學者、經濟學家及企業家匯集深圳，出席於十月十二至十四日舉行的第二屆中國國際高新技術成果交易會(高交會)的高新技術論壇，發表他們在不同領域上別具創意的研究成果及寶貴經驗。

高交會的直接承辦單位為深圳市中國國際高新技術成果交易中心，而理大中國會計與金融研究中心則是本屆高交會高新技術論壇的協辦單位。

高交會是經國務院批准，由對外貿易經濟合作部、科學技術部、信息產業部、中國科學院和深圳人民政府聯合主辦的一年一度科技盛會。今年其中一項

重點活動便是為期三天的高新技術論壇，讓與會人士能就高新科技領域進行深入研討，交流切磋。

論壇的專題演講嘉賓包括一九九八年諾貝爾醫學獎得主穆拉德教授、一九九三年諾貝爾化學獎得主繆里斯博士、一九九三年諾貝爾經濟學獎得主福戈爾教授、全國人大副委員長成思危先生、中國證監會主席周小川先生，以及美國納斯達克國際總裁約翰·沃爾先生。

論壇包括三大主題，分別為高新技術創業投資、廿一世紀生物技術及廿一世紀信息技術。

理大的中國會計與金融研究中心受高交會組委會委托，負責本屆高交會高新技術論壇的策劃及高交會部分境外推廣工作。

在九月八日舉行的記者會上，深圳市人民政府副市長郭榮俊先生、深圳市科學技術局局長李連和先生、中國國際高新技術成果交易中心主任劉明偉先生及理大校長潘宗光教授，共同公佈論壇的主要安排及進展。

隨後舉行的酒會共有超過一百位香港政府高級官員、香港各大學校長及工商界高層經管人員參與。 ❖



(左起) 王志毅先生、翁成華先生、陳工孟博士、侯文瀟女士和凌禮先生。

ates  
Prof. Ferid Murad was honoured for his discovery concerning nitric oxide as a signaling molecule in the cardiovascular system. His discovery has a far-reaching impact on medical research and subsequent application in the anti-impotence pill Viagra. He is currently John S. Dunn Distinguished Chair in Physiology and Medicine, and Chairman of Department of Integrative Biology and Pharmacology at the University of Texas Medical School in the US. ❖



Prof. Robert W. Fogel talks about "The Changing Nature of Economic Growth".



Prof. Ferid Murad talks about "Cellular Signaling with Nitric Oxide and Cyclic GMP".





# An earlier start, a better start

The first academic year in the new millennium kicked off on 4 September, which was slightly earlier than before. A welcoming ceremony was held for new students in the Jockey Club Auditorium on campus.

Divided into four sessions, the ceremony created a valuable opportunity for the fresh faces to get first-hand information about the University from senior management. President Prof. Poon Chung-kwong, in his speech to a total of some 3,700 students, encouraged them to acquire the valuable virtues: be able to think independently, have analytical powers and the ability to solve problems, innovate and be truly biliterate and trilingual.



Prof. Poon addressing the new students at the University's Jockey Club Auditorium.



The welcoming ceremony helps students to start a rich university life at PolyU on the first day of the academic year.

Prof. Poon also stressed that it was important to provide students with an all-round education and that the University would focus on upgrading general education, developing students ability to learn on their own, and organising more cultural and artistic activities for students.

In the academic year 00/01, the University has expanded the range of its programmes to meet the community's changing need for professional manpower. The first Doctor of Accountancy (DAcc) programme in the territory has just been made available and three popular postgraduate programmes have been launched through the HKCyberU (see full details on page 13).

The DAcc programme aims to further develop and strengthen the competence of practising professionals in the accountancy field. Unlike a conventional doctoral programme which tends to focus more on abstract and theoretical issues, it places more emphasis on knowledge and research within the context of the workplace.

At the postgraduate level, an additional 14 programmes are offered, covering the various disciplines of Corporate Finance, Environmental Management, Fashion and Textile, Fire and Safety Engineering, International Shipping and Transport Logistics,

Industrial Logistic Systems, Marketing Management, Social Work in China, and Teaching in Professional, Vocational and Higher Education.

The new academic year also saw the launch of 10 new Bachelor's degree and sub-degree programmes for part-time students, and four new self-financed Bachelor's degree programmes for full-time students. All in all, the University is offering a total of 139 programmes, including 86 programmes funded by the University Grants Committee (UGC) and 53 self-financed programmes.

To encourage all-round development of students, a total of 115 applicants were admitted through the University's "Non-academic Achievements Self-recommendation Scheme". There were also two applicants who gained admission via the University's talented sportsmen recommendation scheme.

The University has extended its full support to the "Joint University Programmes Admissions System's (JUPAS) Sub-system for School Principal's Nomination" and admitted 38 students.

Also joining PolyU last September were 27 outstanding mainland students recruited from the University's two partner institutions, namely Shanghai's Tongji University and Nanjing's Southeast University.

# 共策企業廿一世紀發展藍圖



企業前瞻論壇吸引了二百五十多名工商界代表出席。

**本**校企業發展院於早前舉辦了「廿一世紀香港企業前瞻」論壇，目的是為了更了解各行各業的未來發展路向及需要，進一步探討香港企業在面對二十一世紀的各種新挑戰時，將何去何從，而社會及政府方面將如何去配合等問題。

據理大副校長兼企業發展院總裁呂新榮博士表示，該論壇吸引了逾二百五十名管理人員、企業家及政府官員出席；大會並於互聯網上作現場轉播，鼓勵社會各界積極參與。是次活動除得到電訊盈科的贊助外，並邀得香港工業總會、香港中國企業協會、香港中華廠商聯合會、香港中華總商會、香港總商會及香港青年工業家協會為合辦單位及三十九家工商及專業團體為協辦單位。

論壇分為服務業及製造業兩個環節，由呂博士聯同香港工業總會的孫啟烈先生、香港中國企業協會王春新博士、香港中華總商會陳智思先生及香港青年工業家協會陸地先生主持，共有來自二十八個工商及專業團體的代表就其所屬行業發表意見。企業發展院綜合各界意見，就香港企業於廿一世紀所面對的挑戰、機會與政策作出了以下的總結：



常務副校長  
曾慶忠先生  
致開幕詞。



呂新榮博士(左)和  
香港中國企業協  
會王春新先生。

## 「廿一世紀香港企業前瞻」總結 企業面對的挑戰與機會

1. 知識型經濟帶來的國際競爭與機會
2. 全球化帶來全面的競爭
3. 中國加入世貿組織使內地市場競爭與機會增加，而海外及內地企業可利用內地資源在國際市場與香港競爭
4. 國際環保要求高，帶來香港企業新的競爭與機會

## 企業建議的有關對策

企業	支援機構	政府
<ol style="list-style-type: none"> <li>1) 積極改善競爭能力，包括企業策略，科技應用，國際市場開拓，新產品開發，建立品牌，發展新產業，現代化管理、重視環保和人才培訓，作多元化發展，並推動本地企業之間的協調與運作</li> <li>2) 與內地及海外企業進行策略聯盟、合資、合作，在技術、資金、管理和人才培訓方面增強自身的競爭能力</li> <li>3) 在內地建立銷售渠道和網絡</li> <li>4) 與內地企業合作開拓海外銷售，建立品牌。</li> <li>5) 增強信息技術的應用，加強創新精神，增加腦力投入，改造企業營運模式和形態</li> <li>6) 在香港建立物流中心</li> </ol>	<ol style="list-style-type: none"> <li>1) 與企業合作培養知識型人才和市場需要的實務人才</li> <li>2) 與企業合作，加強應用科研，產品開發，協助企業產品升級</li> <li>3) 協助特別是中小企業的管理及運作，採用信息科技，利用電子商務，進行企業升級，提高競爭力</li> <li>4) 學術機構幫助政府進行政策研究，提升政府政策的質量，改善香港的政策環境，對重要經貿問題進行研究，提供市場資訊給中小企業</li> </ol>	<ol style="list-style-type: none"> <li>1) 支助在香港建立戰略性產業，以推動香港產業升級和發展新的產業群</li> <li>2) 改善香港與內地(特別是廣東)的出入境和海關檢查的程序與機制，促進兩地的經濟整合，和資源合理配套和流動</li> <li>3) 政府採取積極引進外資和推動產業升級政策，提供適合的政策和稅務優惠，促使香港產業升級</li> <li>4) 為中小企業提供積極支援(參照企業對策1)，改善營商環境，協助企業融資，增強其競爭力，幫助中小企業升級</li> <li>5) 改善教育及社會文化，促進創新、創意，建立“創新”為香港將來的競爭優勢</li> </ol>

藉著是次論壇，該院希望能集思廣益，與工商及專業界一同籌劃香港未來的發展藍圖，作為香港企業於廿一世紀的發展共識。此外，該院亦於其網頁(<http://www.ife.polyu.edu.hk>)設有網上討論區，以期能進一步促進各方的交流。



# Local talents' venture into outer space



*Mr Yu Chun-ho, Engineer of the Centre, explains the mechanism of the Space End-Effectors.*

**H**ongkong Space End-Effectors for the planet Mars, a project of our University's Industrial Centre, has won the award "The Most Innovative Item" in the election of "10 Engineering Wonders in Hong Kong", jointly organised by the Hong Kong Institution of Engineers and Hong Kong Science Museum.

The aim of the election was to give members of the public an opportunity to learn more about the projects which have contributed a lot to the city's growth and to vote for the ones they felt deserve the most recognition. Altogether there were 21 projects short-listed, including the Lantau Link, Hong Kong International Airport and HSBC Main Building.

Dr Chris Wong, Director of the Industrial Centre, says with joy, "The project team are deeply honoured that this home-grown work took the award. This space equipment, although small in size, is regarded by many who have seen it one of the most innovative developments in Hong Kong in recent years. To facilitate the mission to find life on Mars, it is one of Hong Kong's first steps on the road to becoming a regional hub for innovative and technology."

To be used on the "Beagle 2" Lander in the 2003 Mars Express Mission, the End-Effectors will be the first equipment designed and manufactured in Hong Kong to touch the soil of another planet.

In addition to the award-winning End-Effectors, the Industrial Centre is actively involved in the research and development of many other innovative projects in collaboration with different departments of the University as well as other institutions, such as the Diesel Vehicle Particulate Trap, Muffler-Diesel-Particulate Filter, Electrostatic Cyclone Filter (ECF), Rapid Prototyping Technology to create biomedical models for facial reconstruction and REmote Sharing of OperatiON And Training Environment (RESONATE). Whether the end products will help reduce air pollution, or enhance efficiency at work, they are made possible due to the creative, innovative ideas cultivated at the beginning stage. ❖

*Mr Martin Wong, Senior Engineer of the Centre, gives details about the project "Rapid Prototyping Technology to create biomedical models for facial reconstruction".*



*Dr Chris Wong (left) and his colleagues host a press briefing to introduce the various innovative projects undertaken by the Industrial Centre.*

# Getting the best of both worlds from web-based learning

Encouraging response has been received for the first three postgraduate programmes recently launched by The Hong Kong CyberU (HKCyberU) as applications from well-qualified candidates keep rolling in. Among the three programmes, namely Master of Science/Postgraduate Diploma in Professional Accounting, Master of Science in Electronic Commerce and Master of Science/Postgraduate Diploma in Project Management, the second one is the most popular course with more than 150 applications collected. Each web-enabled, professional programme offers a maximum of 50 places.



*Prof. Philip Yeung surfing the website of HKCyberU.*



*Dr Alvin Chan of the Department of Computing highlights the special features of the E-Commerce programme at a press conference.*

Prof. Philip Yeung Kwok-wing, Vice President of PolyU said, "These programmes are designed to enable executives and professionals to further their university education and obtain professional qualification online through a web-based mode of study that best suits their personal schedules and learning needs."

The HKCyberU programmes target executives, managers and professionals in HongKong, the Chinese mainland and the South East Asian Region. Students will receive academic awards from PolyU upon fulfilment of all course requirements. Co-founded by PolyU and Pacific Century CyberWorks IMS (PCCW's Interactive Multimedia Services company), HKCyberU is the first Hong Kong-based virtual university.

Operated under a credit-based system, all online courses of HKCyberU are developed and taught by the faculty of PolyU. Strict standards have been set in the development of the course materials to safeguard the quality of teaching. Students are most encouraged to participate in multicast broadcast sessions of seminars and tutorials. They can also sign on learning sessions, chat rooms and online forums and engage in open discussion with faculty staff and fellow students via web-based bulletin boards. In short, flexibility and mobility are the unique features of the HKCyberU courses. Detailed information can be obtained at <http://www.HKCyberU.com>.



*(from left) Mr Francis Lam of Department of Accountancy; Mr Ronnie Cheung and Dr Alvin Chan of Department of Computing; Prof. Philip Yeung; Mr Geoffrey Wong and Dr Geoffrey Shen of Department of Building and Real Estate.*