Organizer

WTIA
香港無線科技商會

Lead Sponsor

CREATEHK

ASIA SMART **APP** 2017

AWARDS

Asia Smart App Awards
亞洲智能應用程式大獎

CREATE**HK**

Supporting Hong Kong's Creative Industries in Developing Markets

Create Hong Kong of the Government of the Hong Kong Special Administrative Region supports Hong Kong's creative industries in developing markets through different programmes

Film
- Belt and Road Promotional Tours (Iran and Malaysia)
- Guangdong-Hong Kong-Macau Film Exchange and Visit Programme (Guangzhou)
- Guangdong-Hong Kong-Macau Film Production Investment and Trade Fair (Macau)

Design
- Confluence · 20+ (Milan, Italy; Seoul, Korea and Chicago, USA)
- 20.....43 Business of Hong Kong Design (Mainland)
- Fashion Guerilla[1] (Paris, France; Tokyo, Japan; Singapore and New York, USA)

Digital Entertainment
- Hong Kong Short Film New Action Express – Short Film Market Screening Activities at Clermont-Ferrand, France (Clermont-Ferrand, France)
- Hong Kong Exhibition at Angoulême International Comics Festival in France (Angoulême, France)
- 50 Years of Hong Kong and Taiwanese Animation Exhibition (Taipei)

Cross-sector Programmes
- SmartHK (Mainland)
- Hong Kong Creativity in Business (Mainland and Taipei)
- In Style · Hong Kong Symposium[1] (Jakarta, Indonesia)

Architecture
- Venice Biennale International Architecture Exhibition (Hong Kong Exhibition) (Venice, Italy)
- HKIA Annual Awards 1965-2014 — 50 years of Hong Kong Architecture (London, United Kingdom)
- Past. Present. Future. – Tracking Hong Kong Architecture (Taipei)

Publishing
- Soaring Creativity – Hong Kong Publishing and Printing Industry Joining International Book Fairs (Taipei; Frankfurt, Germany and Bologna, Italy)
- Hong Kong Authors of Year Exhibition (Taipei)

For various events sponsored by CreateHK

www.createhk.gov.hk/eventcalendar

[1] Showcasing Hong Kong's fashion design / quality products and services in outside markets

The programmes are subject to change without further notice.

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ASIA SMART **APP** 2017 AWARDS

Project Background & Schedule

The Hong Kong Wireless Technology Industry Association organizes the fifth regional "Asia Smart App Awards" (formerly known as "Asia Smartphone Apps Contest), under the funding support of Create Hong Kong of the Government of the Hong Kong Special Administrative Region. The 2017 edition consists of the following components:

Asia Smart App Awards 2017

Introduction

To recognize the excellence of innovative smart app development and provide a platform for top smart app professionals in the region to meet, share, collaborate and learn from each other, the Hong Kong Wireless Technology Industry Association (WTIA),organizes the Asia Smart App Awards 2017, riding on the successful Asia Smartphone Apps Contest. By joining forces with the co-organizers from Indonesia, Israel, Japan, Korea, Mainland China, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam, WTIA will bring this timely event to further facilitate the growth of the burgeoning smart app sector in Asia.

The Awards received overwhelming support with entries collected from 11 regions/ countries. They were assessed on the level of Innovation and Creativity, Functionality and Design, User Experience, Technical Deployment of Smartphone Technologies, Market Performance and Competitiveness and Social Responsibility. After two rounds of Assessments conducted by both local and overseas industry professionals, nine finalists were selected to the Final Judging in competing for the category awards.

This Project culminates in a series of events on 29 June 2017, namely the Awards Demo Day, Asia Smart App Summit 2017 and Awards Presentation Ceremony cum Gala Dinner. Industry experts and Award Finalists from the 11 Asian regions will gather in Hong Kong for the events. The events will provide Hong Kong businesses and practitioners in the value chain of smart app an official setting for idea exchange and networking in facilitating the industry growth in a highly positive way.

Objectives

> To recognize the excellence of innovations and efforts in developing best-of-breed smart apps
> To create a platform to expand business opportunities and facilitate collaboration among the smart app developers in Asia regions
> To nurture creative talents in the smart app development industry

Award Categories

Business & Productivity

This includes all soltions that target the business and enterprise market of different industries both internally and externally, including applications that facilitate sales, work efficiency, communication, market performance, advertising and market campaign etc.

Game & Entertainment

This includes all kinds of games playable game, whether it is a role playing game, a networked game, multi-player games, or other games. This also includes various digital media served by the smart device platform for information, edutainment or for pure entertainment.

Lifestyle & Social

This includes all digital media served by the smart device plaform for lifestyle and social aspects, including e-publishing, social networking, utilities, lifestyle & travel, education, health & fitness and other related applications.

HKSTP StartUp Award

Sponsored by the Hong Kong Science & Technology Parks Corporation, this award is for the Hong Kong app developers or entrepreneurs who strive for innovative mobile apps development with good business potential. This award is open for individual app developers or startup companies which have been registered in Hong Kong for no more than two years.
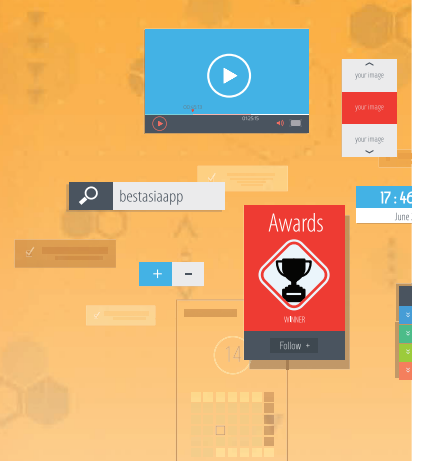
ASIA SMART APP 2017 AWARDS

Project Organizer

Hong Kong Wireless Technology Industry Association (WTIA)

WTIA
香港無線科技商會

Introduction

Hong Kong Wireless Technology Industry Association (WTIA), established in 2001, is a non-profit trade association registered in Hong Kong to provide a platform for the wireless-related business to work together to facilitate the industry development and growth.

Objectives

> Promote the development, usage and awareness of wireless technology applications in Hong Kong
> Enhance communication and partnership between different types of companies in the wireless technology industry
> Represent and safeguard the interests and opinions of the wireless technology industry to the Government and other international parties
> Advance the professional standards of software and hardware development in wireless technology applications

Visit our official website:
http://contest2017.bestasiaapp.hk/

Asia Smart App Awards

Profile of Officiating Guests/ Judges/ Summit Speakers

Officiating Guest

Ms Fiona Lam
Assistant Head of Create Hong Kong
The Government of Hong Kong Administrative Region (HKSAR)

Ms Fiona Lam joined Create Hong Kong (CreateHK), the dedicated office set up by the Government of Hong Kong Special Administrative Region (HKSAR) to spearhead the development of local creative industries, as Assistant Head since May 2016.

She is responsible for formulating strategies and implementing initiatives for the development of creative industries and for collaborating with local creative industries and other organisations to provide one-stop services for their promotion.

Ms Lam graduated from the Chinese University of Hong Kong with an Honours Degree in Business Administration in 1983. She has joined the Hong Kong Civil Service for over 30 years and has served in numerous Policy Bureaux and Departments.

Ms Lam has rich administrative experience and possesses proven leadership and managerial skills, in particular in human resources management, leading teams, planning and development.

ASIA SMART APP 2017 AWARDS

Officiating Guest

Mrs Agnes Mak Tang Pik-yee, MH, JP
Executive Director
Hong Kong Productivity Council

Mrs Mak has an illustrous career with over 30 years of experience in management positions in public organisations and multi-national companies. Specialize in developing strategic plans and corporate roadmaps, designing and enforcing corporate governance as well as re-engineering business processes with a wide range of companies and industry sectors, with a focus on driving and building effective development of team members and working relationships with business partners.

Her life-long pursuit in professional excellence, Mrs Mak is also committed to community work. She has served in the executive boards and committees of numerous governmental, public and professional bodies including President of Hong Kong Computer Society in 1995 to 1998. She was Chairman of the Advisory Committee of Science Faculty of Hong Kong Baptist University, Chairman of Committee in Information Technology Training and Development of Vocational Training council, Vice Chairman of the General Support Program Vetting Committee of the Innovation and Technology Fund, Vice Chairman of Employee Retraining Board, Board member of Hong Kong Science and Technology Parks Corporation, Member of Hong Kong Councils for Accreditation of Academic and Vocational Qualifications and Member of the Social Welfare Advisory Committee.

Mrs Mak is also an advocate in advancing professional recognition for IT professionals in Hong Kong. She is the Chairperson of the Information & Communications Technology / Industry Training Advisory Committee under the Education Bureau of HKSAR Government. Under her leadership, the Specification of Competency Standards for the IT industry was successfully developed. She was also the Director In-charge of the Hong Kong Institute for IT Professional Certification which pioneered the first IT Professional credentialing scheme in Hong Kong.

In recognition of her exemplary contribution to the IT profession in Hong Kong, Mrs Mak was presented the "Ten Most Outstanding Young Persons" award in 1995. In 1999, she was conferred Distinguished Fellow of the Hong Kong Computer Society. In 2002, she was appointed as a "Justice of Peace". In July 2007, she was awarded "Medal of Honor" by the HKSAR Government. And in November 2008, she was conferred Honorary Fellow of Vocational Training Council.

Officiating Guest

Mr Herman Lam
Chief Executive Officer
Hong Kong Cyberport Management Company Limited

Mr Herman Lam joined the Hong Kong Cyberport Management Company Limited as the Chief Executive Officer in March 2010. As the CEO of Cyberport, Mr Lam is responsible for leading, representing and administering the company as well as playing a prominent role in promoting and implementing Cyberport's public mission strategies.

Within the public mission arena, Mr Lam sets the initiatives for comprehensive programmes which assist the development of Hong Kong as a hub for innovation and trade in ICT, and encourage the development and upgrading of ICT skills and resources in the wider community of Hong Kong.

Mr Lam is also active in community affairs and industry development, serving a number of statutory bodies such as the Digital 21 Strategy Advisory Committee (2008-2016); Industry Facilitation Task Force (2010-2016); the Hong Kong Trade Development Council ICT Services Advisory Committee; the Hong Kong ICT Awards Steering Committee; Honorary Advisor Council of the Hong Kong Computer Society; the Hong Kong Wireless Technology Industry Association; the Digital Solidarity Fund Committee; the Departmental Advisory Committee for the Department of Computer Science of City University of Hong Kong; the Innovation and Technology Scholarship Award Scheme Administration Committee; the Information Technology Management Committee of the Hong Kong Management Association and the Advisory Board for the Department of Computer Science & Engineering of Chinese University of Hong Kong; the Advisory Board for the Innovation and Information Management of the University of Hong Kong and the Airport Technology Advisory Council.

As a pioneer in the technology industry, Mr Lam has been contributing his efforts serving on various competition judging panels throughout the years to promote and comment on ICT excellence in the industry, including the Hong Kong ICT Awards, Facebook Mobile Hack-Hong Kong, Computerworld Hong Kong Awards, the Asia Pacific ICT Alliance Awards and the Asia Smartphone Application Contest.

Prior to his tenure with Cyberport, Mr Lam was the General Manager of Microsoft Hong Kong Limited. Mr Lam holds an MBA in Business Computer Information Systems and a Bachelor's degree in Business Administration from the University of North Texas in the United States.

ASIA SMART APP AWARDS 2017

Officiating Guest

Ms Anna Lin, JP
Chief Executive Officer
GS1 Hong Kong

Anna Lin,JP, has been the Chief Executive of GS1 Hong Kong, founded by the Hong Kong General Chamber of Commerce, since 1989. In this capacity, Ms. Lin leads the organisation in driving the industry's adoption of global supply chain standards, technologies and practices for better business efficiency and competency.

Ms Lin holds a number of civic appointments in various committees, non-statutory bodies of the HKSAR Government including Logistics Development Council, Hong Kong-Taiwan Business Cooperation Committee, Trade and Industry Advisory Board as well as "Digital 21 Strategy" Task Force on Industry Facilitation.

Ms Lin also sits on various industry and professional committees including Hong Kong Trade Development Council's Logistics Services Advisory Committee, Asian Institute of Supply Chain & Logistics Advisory Board, Efficient Consumer Response Asia Pacific Council and Hong Kong Public Key Infrastructure Forum. She is also an advisor of Hong Kong-ASEAN Economic Cooperation Foundation.

Ms Lin is a native of Hong Kong. She holds an MBA degree in Strategic Management from the University of Birmingham, UK. She is also a member of the Advisory Board of the Business School at the University of Birmingham.

Summit Speaker

Ms Wendy Alison Yung
Executive Director
Hong Kong Wireless
Technology Association

Hong Kong

Alison is the Executive Director of the Wireless Technology Industry Association, a not-for-profit organization dedicated to the development of wireless and mobile technologies in consumer and business markets. She has overall strategic and operational responsibility of the Association's operations, programs, expansion, and execution of its core mission. She is also the founder of Digital Marketers Alliance in Hong Kong and Singapore as well as co-founder of a boutique digital marketing training consultancy called Kaptcher. Prior to joining WTIA, she also held positions Director of Marketing & Content for regional exhibitions and conferences like Cloud Expo Asia and ad:tech ASEAN.   She has a B.A in Asian Studies from University of California, Berkeley and an MBA from University of Manchester (Manchester Business School).

Summit Speaker

Ms Debora Komba
Planning & Discovery OIM - Telkom DDS PT Telekomunikasi Indonesia
Indigo.id

Indonesia

Ms. Debora Komba works in Open Innovation Management (OIM) Dept, Digital Service Division (DDS) PT Telekomunikasi Indonesia as a Planning and Discovery Manager. She is responsible for building an ecosystem for development of digital creative industry in Indonesia through the Indigo Creative Nation Program, PT Telekomunikasi Indonesia.

Indigo Program is a merger program from 3 programs, which are Indigo Incubator Program, Indigo Accelerator Program, and Indigo Corporate Venture Capital Program. Metra Digital Investama (MDI) Company, as a subsidiary company of PT Telekomunikasi Indonesia that in charge in Corporate Venture Capital Program, has a responsibility to help digital startups Indonesia going local and global market.

ASIA SMART **APP** 2017 AWARDS

Summit Speaker

Mr Hillel Fuld
Co-Founder of ZCast
Tech Blogger
Startup Advisor

Israel

Hillel is Co Founder and Chief Marketing Officer at ZCast, a company taking on the pain of modern audio broadcasting. Hillel also blogs for many influential sites including TechCrunch, Mashable, The Next Web, Business Insider, The Huffington Post, Venturebeat, and others.
Additionally, Hillel mentors startups across Israel in different accelerators including The Google Launchpad, the Microsoft Ventures accelerator, Techstars, The Junction, and more. Hillel has been named Israel's top marketer, has been featured on CNBC, Forbes, and many others and was recently added by Google to its marketing experts program.

Summit Speaker

Mr Koji Ito
Founder of Mobile360 Inc
Mobile Content Forum

Japan

From 1994	**ITOCHU corporation** *The largest trading company Overseas Telecommunication Dept PHS Project in Indonesia/ Investment in Brazil Mobile Operator
From 2000	Founder of **Broadband Gateway as a subsidiary of ITOCHU Co** Video Streaming Service using CDN in Korea
From 2004	COO of Fractalist inc (now change the name to United Inc) Mobile Software development IPO in 2006
From 2008	Director of I-Freek Inc IPO in JASDAQ in 2008 Mobile Contents Provider From 2010 to 2012 CEO of I-Freek Inc
From 2010	Mobile Contents Forum **(MCF)** **The largest association in Mobile industry in Japan** Executive Director and Chairman of Overseas Business To present.
From 2013	**Founder of Mobiule360 Inc** Internet Richmedia ads and Video ad provider as a third party. To present.

Summit Speaker

Dr Seung Keon Kim
Vice President
Korea Association for ICT Promotion

Korea

Dr. Seung Keon Kim completed his Ph.D in Public Policy from University of Southern California, located in Los Angeles, the United States of America. After taking the doctoral comprehensive examination he worked as the chief administrative assistant for Korean Assemblymen. During his time working for the 14th National Assembly (period: May 1992-June 1995) he obtained experimental and theoretical knowledge on the operating system for government and political affairs.

He also worked as a member of Seoul Metropolitan Council for three years, and was involved in policy making process and budgeting for local governments.

After working at Seoul Metropolitan Council, he worked as an adjunct professor at Yonsei University, and a professor at Seojeong College.

Since June 2009, he has worked for Korea Association for ICT Promotion as the vice president. Not only creating ICT related statistics in Korea, he has played a role as gatekeeper with being in charge of ICT statistics in international organizations such as ITU (International Telecommunication Union), OECD, and UN. In particular, he has led Korean Delegation for ITU EGTI (Expert Group on Telecommunication Indicators) / WTIS (World Telecommunication Indicators Symposium).

He delivered a presentation on 'ICT Development in Korea' at 'Knowledge Sharing Forum 2015' program of IDB (Inter- America Development Bank) Congress which took place in Busan, 2015. Also he was invited from the Government of Colombia, and gave a lecture to 300 officials in Bogota. In addition, he visited the USA when the VIPs made a state visit, and exchanged ICT related opinions including cyber security with the Information Technology Association of America and American University.

He has gained expertise and built the social network through the exchanges with international organizations including OECD, ITU, ESCAP APT, and UN statistics.

ASIA SMART APP 2017 AWARDS

Summit Speaker

Dr Gao Qingyi
Founding Partner
WWG Capital

Mainland China

Dr. Gao Qingyi, Founding partner of WWG Capital, Graduated from University of Bristol, Beihang University, Beijing Institute of Technology, Beijing No.4 High School. He was one of the first generation graduates in complex network as well as an ongoing entrepreneur and investor.

Being one of first graduates to work on complex network research. He had published more than 20 educational papers in domestic and foreign academic conferences along with journals and books. He attended The 17th International World Wide Web Conference as part of the panel and key speaker. And as a speaker, he attended the following academic forums: (1) The 18th International Conference on Inductive Logic Programming Prague,Czech Republic; (2) 2010 IEEE Second International Conference on Social Computing(SocialCom) Minneapolis, MN, USA; (3)The 7th IEEE 2011 World Congress on Services (SERVICES 2011) Washington, D.C. USA.

As an investor, he invested in ChineseAll (300364), ShengJing 360 (833010) and similar publicly listed companies with high returns. At the same time, he acts as the guest mentor and judge to many venture capital institutions / activities, such as Bang Camp and Mercedes Benz Hackathon. And he attended 2016 Asia Smartphone Apps Contest as a keynote speaker in HK, China.

Summit Speaker

Dato' Ng Wan Peng
Chief Operating Officer
Multimedia Development Corporation Sdn Bhd

Malaysia

Dato' Ng Wan Peng is the COO of Malaysia Digital Economy Corporation (MDEC). MDEC is a government-owned agency to pioneer the transformation of Malaysia's digital economy, responsible for the development, coordination, and promotion of Malaysia's digital economy, information and communications technology (ICT) industry, and the extensive use of ICT in Malaysia.

Dato' Ng Wan Peng is no stranger to anyone involved in the ICT business in Malaysia. After graduating from Universiti Sains Malaysia in the nineties, she joined SAPURA as a systems engineer where she moved up the ranks as project manager, program manager before leaving to join MDEC (previously known as Multimedia Development Corporation) in 1999. Since then she has been a core and pioneer member of MDEC initiatives. Today, as the COO, she is responsible for strategic execution of MDEC's initiatives to support digital economy, including: 1. Attracting investors, globalising local tech champions; 2. Catalysing industry-driven digital ecosystem; 3. Building critical enablers of the digital economy, and 4. Driving inclusive adoption of technology.

She has more than 25 years' industry experience in managing large-scale projects, in the areas of Strategic IT Planning, Project Management, Systems Integration, and Methodologies Development. Dato' Ng has been consulted for both private and public sector organizations in IT policy and project implementation across government, defense and education sectors in Malaysia and abroad.

In 2015, Dato' Ng Wan Peng was conferred Darjah Setia Pangkuan Negeri (D.S.P.N) by Yang di-Pertua Negeri Pulau Pinang in recognition of her leadership, dedication and positive contributions to drive and expand digital economy's footprint in Malaysia and globally.

ASIA SMART APP 2017 AWARDS

Summit Speaker

Mr ROBERT B. ANTUANGCO
Chief eBusiness Success Enabler
TechCellar Business Solutions

Philippines

With more than 15 years' experience in the Internet industry, Robert Gantuangco - a Computer Engineering graduate - has become one of the experts in digital presence, business strategy, and information systems innovation in the Philippines.

He is the Founder and General Manager of TechCellar Business Solutions - a technology and business solutions company that enable success for emerging and growing businesses in the digital economy.

Since its establishment in 2006, TechCellar has success enabled many businesses ranging from major real estate firms, travel and tourism establishments, consumer goods distribution and retail business, various service businesses, and much more small, medium and large companies both in the Philippines and other countries.

Robert was the VP-Chief Technology Officer and subsequently the COO of INQUIRER.net - one of the top news media company in the Philippines prior to the founding of TechCellar. His responsibilities include establishment and management of business presence in (Silicon Valley) California and use state of the art technologies to deliver the latest news via web and mobile and also to penetrate global market segment.

In 2012, he successfully initiated the organization of the Digital Commerce Association of the Philippines Inc (DCOM), bringing together the major digital commerce players in the country today. DCOM is a non-stock, non-profit organization of digital commerce industry in the Philippines. DCOM's vision is to make Filipino merchants globally competitive in digital commerce. Also,
> DCOM promotes and advocates digital commerce in the Philippines through establishing standards and best practices for a friendly and secure digital commerce experience.
> Making the Philippine digital commerce attractive for trade and investment.
> DCOM partners with government in shaping sound policies on digital commerce.

Robert Gantuangco serves as member of the Board of Directors of DCOM.PH

Summit Speaker

Ms Se Mun Ho
Executive Director
Singapore infocomm Technology Federation (SiTF)

Singapore

Se Mun is currently the Executive Director of Singapore infocomm Technology Federation (SiTF). As the Executive Director of SiTF, Se Mun spearhead the secretariat team in advocate the charters of SiTF – voices of the industry, market creation and promote innovation in the industry.

Prior to this, she was the General Manager for Caliper (Singapore office), a HR Consulting Organisation with HQ based in Princeton.

Se Mun had also worked in Motorola Electronics for 10 years. During which she headed functional roles such as Business Operations, Strategic Planning, Product Marketing for the Mobile Device Business in SEA.

Prior to Motorola, Se Mun joined Fuji Xerox Singapore as a marketing support executive. During her tenure in Fuji Xerox, she had organized many events, run incentive programs, managed inventory, and her last job in the company was Corporate Planning and reporting directly to the Managing Director.

ASIA SMART APP 2017 AWARDS

Summit Speaker

Mr Chen Yung Ren
Section Manager
Institute for Information Industry

Taiwan

Chen Yung-Ren is a manager of Institute for Information Industry (III), an organization with R&D capability in the ICT domain and undertaking the role of high-end government think tank, leading the Taiwan's industry to embrace digital economy.

Chen Yung-Ren has over 9 years of experience in learning technology research, he had served as a consultant for the public and private sectors. Since 2014 he has host a smart campus working group in Taiwan, cooperating with ICT industries, government departments and educators to set the recommendation of smart campus service design, defining and verifying system specifications for joint procurement of educational institutions in Taiwan.

He also served as R&D manager for several e-learning projects, developing innovated systems for smart classroom and smart campus, leveraging resources from the government and academia to speed up the development of learning technology industry, facilitating better learning environment and the quality of education in Taiwan.

Summit Speaker

Mr Prisda Hiranaburna
Senior Consultant
Technology Business Incubation Center, National Science
and Technology Development Agency

Thailand

Prisda Hiranaburna is Senior Consultant of Technology Business Incubation Centre, National Science and Technology Development Agency of Thailand.
He has 13 years in corporate focus on technology strategy with highly experienced in technology deployment, he was one of the team leader of 7-Eleven Thailand starter at the beginning,and 10 years as Government officer in technology business incubation management, he also a Business Plan Analyst of SMEs Development Bank of Thailand.

Prisda founded 5 companies with 3 exits.

> His Judge's experience are including
> Microsoft Imagine Cup 2014 -2017
> National Software contest 2012 -2017
> Smart Innovation Awards 2011 -2017
> Digital Innovation Startup Apprentice Challenge - 2017
> New Entreprenueurs Creation Awards 2012 -2015

ASIA SMART **APP** 2017 **AWARDS**
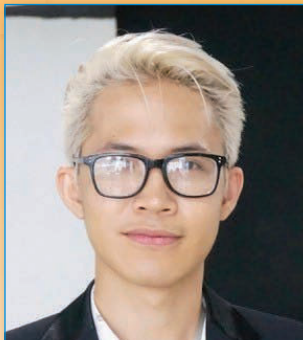
Summit Speaker

Mr Dat Quoc Pham
Founder & CEO
HATCH! VENTURES Vietnam

Vietnam

Dat is the Founder and CEO of HATCH! - Vietnam's leading startup ecosystem builder that promotes and connects startup communities around the world to Vietnam. In the last four years, Dat has successfully led and organized various startup initiatives including the HATCH! Accelerator Program and the annual HATCH! FAIR, Vietnam's largest international entrepreneurship conference and startup exhibition. The HATCH! FAIR has attracted over 3,000 attendees, 300 companies and various partners such as Asian Development Bank, British Council, IPP and UNDP. Dat has also made significant contribution to the planning process of the Innovation Accelerator Program, which is part of the Innovation Partnership Program funded by the Governments of Vietnam and Finland. He is also the Founder and Managing Director of ABLINK Communication where his clients are brands such as KOTO Vietnam, British Business Group Vietnam and Hafele. Dat has assessed over 500 startup business models and worked directly with over 150 Vietnamese startups. Dat was recently included in the Forbes Vietnam's '30 under 30' list in 2016 in recognition of his work as a startup community leader in Vietnam. Dat is a graduate of the Foreign Trade University.

Asia Smart App Awards
Award and Certificate of Merits Winners

Business and Productivity

Award Winners

PolicyPal
PolicyPal
Singapore

PolicyPal is Asia's first independent app that uses artificial intelligence to simplify and digitise insurance for you to manage, optimise your policies through the AI chatbot and offer you personalised recommendations on your insurance policies, enabling you to get new protection on the go. PolicyPal is the first fintech startup to enter MAS Regulatory Sandbox in Singapore.

PARKnSHOP
A.S. Watson Group & Mtel Limited
Hong Kong

PARKnSHOP App integrates an all-rounded shopping experience with instant product information and a digital loyalty program. By utilizing the accessibility and mobility of smartphone platform, it extends traditional retail channel to mobile eStore. Especially for young families who have grown up being mobile-savvy, in-store shopping cannot fulfil their needs anymore. The PARKnSHOP App is a great tool for them to buy anywhere, anytime, and without worrying about store location being too far or not having enough time to compare prices.
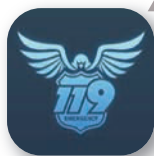
Won Touch
Goldentime 119
Korea

Golden time's five-minute miracle! The Life-Saving App! Golden Time 119!
Every second counts for emergency situation to save a life! Golden Time 119 finds your family in danger much faster.   Golden Time 119 correctly navigate you to an emergency spot with providing a quick help to rescue.   It makes easy to grasp current situation by easily finding location of nearby fire-fighting facilities.   It provides real time information about wind direction and speed, and temperature through CCTV and reports situation from the advance guards dispatched.   It finds nearby hospital in advance for quick response.
Green light distinguished from fire alert pops up for alarming emergency rescue.
Smart emergency rescue app, Golden Time 119, is dedicated to save your family's lives.
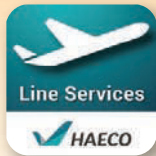
ASIA SMART **APP** 2017 AWARDS

Certificate of Merits

AIG ON THE GO
AIG ASIA PACIFIC INSURANCE PTE. LTD.
Singapore

Evention
Eventmaster Limited
Hong Kong

HAECO Mobile - Line Services
Hong Kong Aircraft Engineering Company LTD.
Hong Kong

Helakuru - Intelligent Sinhala Keyboard
Bhasha Lank (Pvt) Ltd
Sri Lanka

ICONIQ Motors
Visionaries 777 Limited
Hong Kong

JEB Furniture
Visionaries 777 Limited
Hong Kong

Mcdonald's Bao Bao APP
Leo Burnett Taiwan
Taiwan

My Living Pass
Mtel Limited
Hong Kong

Vouch
Vouch SG Pte Ltd
Singapore

Summit (Conference App Platform)
Honesty Worldwide LTD
Hong Kong

Asia Smart App Awards
Award and Certificate of Merits Winners

Games and Entertainment

Award Winners

English Galaxy
cherrypicks
Hong Kong

English Galaxy is a gamified learning application that complements in-class learning. It encourages students to play, learn and review at their own pace outside class. The adaptive learning system with structured multimedia content provides incentives and feedback for students to continually learn and improve according to their needs. Analysis with knowledge mapped content identifies individual student's weaknesses and reflects them in-game to encourage further practice. In-game personalization and rewards engage and motivate students to complete learning tasks. Through the linked learning analytics platform, teachers and parents can participate in the learning process by viewing reports on each student's learning activities and performance. Teachers can focus on providing support for each student's weaknesses, while parents can monitor their children's progress.

Turbine Fighter
Animoca Brands Limited
Hong Kong

Inspired by the real sport of remote-controlled robot combat. In Turbine Fighter you build, customize, tune and battle futuristic robots. Play through an engaging storyline, or battle for fun against other players or bots controlled by the computer. The game uses a 2D physics engine that takes into account every single component in the robot, dimensions, and mass/mass distribution. The game tests players' creativity, imagination and strategy to assemble the best combat robot. Players use skill and tactical thinking to come up with a winning strategy for each battle and challenge.
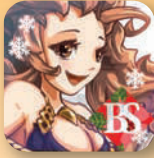
Tapkids
Taplife
Vietnam

Tapkids is a interactive mobile applications using Augmented Reality Technology which creates innovative and interactive learning software. Tapkids brings kids the new way of learning English. Playing while studying brings joy to kids

ASIA SMART APP 2017 AWARDS

Certificate of Merits

Battle Shot!
LIONBIRD LIMITED
Hong Kong

GANMA!
COMICSMART INC.
Japan

Mini Legend
Twitchy Finger Limited
Hong Kong

Triangle 180
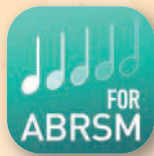Fingerprint Studio Limited
Hong Kong

VTV Gov
VTV Digital
Vietnam

Asia Smart App Awards
Award and Certificate of Merits Winners

Lifestyle and Social

Award Winners

PLAYNOTE LIMITED
SCALEBOOK
Hong Kong

Scalebook is an app that helps students practise scales with the help of an A.I. teacher and examiner. Scales training is a fundamental part of music education, and an important part of the Associated Board Royal Schools of Music (ABRSM) exams.
With Scalebook, students can adjust the tempo, listen to demo recordings of scales, and view fingerings with Playnote™'s patented interactive music score. Scalebook™ can instantly analyse students' performance and point out issues in intonation, rhythm, speed, tone, etc.
Other than unlimited mock exams, Scalebook provides analysis of students' performance with big data analysis, and groups data for easy viewing. Date, time and performance of these practices and exams are stored on the cloud for easy access.

drupe - Contacts and Dialer
drupe mobile
Israel

drupe is the first people-centric native mobile experience in the world. Breaking the known launcher-and-apps paradigm, drupe's layer enables mobile users to perform all their communications in a single, unified swipe. Just swipe a contact to Call, Text, Chat, Pay, Video call, navigate, schedule, tweet and more.
drupe's contextual engines show the right people, at the right times, with the right way to approach any of them.

GaBlind (Glasses and Shoes for The Blind)
GaBlind Team
Indonesia

GaBlind (Glasses and Shoes For The Blind) is an innovative tool in form of special glasses and shoes designed for the visually impaired to improve the ability to navigate outdoor. The main purpose of GaBlind is to improve mobility ability, ultrasonic ability used to detect obstacles and alert visually impaired through voice alerts. For navigation system, Global Positioning System (GPS) is used to provide direction and destination to the desired place through voice output. GaBlind combines Hardware and Software Concept. GaBlind uses a microcontroller and various sensors to detect obstacles that are in front of the visually impaired. Bluetooth connection is used to exchange data with mobile applications and Global Positioning System (GPS) based on android.
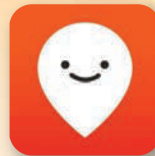
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Certificate of Merits

Foodbulous
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HiNative
Lang-8, Inc.
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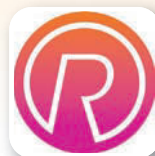
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ShopBack
ShopBack
Singapore

Singtel Dash
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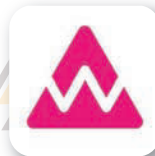
WAmazing
WAmazing Inc.
Japan

Asia Smart App Awards
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HKSTP Startup Award

Award Winners

Mini Legend
Mini Legend
Hong Kong

Mini Legend is a mobile racing simulation game based on the Mini 4WD genre. The game contains a wide selection of Mini 4WD, parts and accessories. This game features an in-depth car modification system allowing for custom creation of Mini 4WD cars. There are 3 main modes of gameplay. Story, Event and Player vs Player; to appeal to all types of players ranging from casual to hardcore. The game also features a Team System allowing real-time chart among team members and along with team ranking for a more robust social experience.

The Award smart app is now available in App Store and Google Play. Search "ASAA 2017" App Store / "Asia Smart App Awards 2017" in Google Play or scan the below QR Code to download the App and check the best apps in Asia!

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The Regional Co-organizers

Asia Smart App Awards is delighted to have the following 11 Regional Co-organizers. They played an important role in nominating and recruiting outstanding entries in their own region for the Awards, promoting the Awards, selecting the finalist in the second round assessment and contributing to the Final Judging and Summit by delegating the experts from their organizations to Hong Kong in June 2017.

	ORGANIZATION	REGION
indigo creative nation	Indigo.id	Indonesia
Economic and Trade Mission Consulate General of Israel Hong Kong	Consulate General of Israel, Hong Kong	Israel
MCF Mobile Content Forum	Mobile Content Forum	Japan
KAIT Korea Association for ICT Promotion	Korea Association for ICT Promotion	Korea
成长营 BANG CAMP	cyzone.cn - BANG CAMP	Mainland China
MSC MALAYSIA National ICT Initiative	Multimedia Development Corporation	Malaysia
ocom	Digital Commerce Association of the Philippines (DCOM)	Philippines
SiTF	Singapore Infocomm Technology Federation	Singapore
財團法人資訊工業策進會 INSTITUTE FOR INFORMATION INDUSTRY	Institute for Information Industry	Taiwan
NSTDA	The National Science and Technology Development Agency - Business Incubation Center (NSTDA BIC)	Thailand
HATCH VENTURES	Hatch! Ventures	Vietnam

Acknowledgement

Final Judging Panel

Role	REGION	Name	Title
Chairperson	Hong Kong	Mrs. Agnes Mak Tang Pik-yee, MH, JP	Executive Director, Hong Kong Productivity Council
Members	Hong Kong	Ms. Anna Lin	Chief Executive Officer, GS1 Hong Kong
	Indonesia	Ms. Debora Komba	Planning & Discovery OIM – Telkom DDS PT Telekomunikasi Indonesia, Indigo.id
	Israel	Mr. Hillel Fuld	Co-Founder of ZCast, Tech Blogger, andStartup
	Japan	Mr. Koji Ito	Founder, Mobile360 Inc
	Korea	Dr. Seung Keon Kim	Vice President, Korea Association for ICT Promotion
	Mainland China	Dr. Gao Qingyi	Founding Partner, WWG Capital
	Malaysia	Dato' Ng Wan Peng	Chief Operating Officer, Multimedia Development Corporation Sdn Bhd (MDeC)
	Philippines	Mr. Robert B. Bantuangco	Chief eBusiness Success Enabler, TechCellar Business Solutions
	Singapore	Ms. Se Mun Ho	Executive Director, Singapore infocomm Technology Federation (SiTF)
	Taiwan	Mr. Chen Yung Ren	Section Manager, Institute for Information Industry
	Thailand	Mr. Prisda Hiranaburna	Senior Consultant, Technology Business Incubation Center, National Science and Technology Development Agency
	Vietnam	Mr. Dat Quoc Pham	Founder & CEO, HATCH! VENTURES

Local Assessment Panel

Business and Productivity
> Mr. Nelson Tse, Executive Committee Member, Hong Kong Wireless Technology Industry Association
> Mr. Moses Leung, Assistant Assignment Editor, eZone
> Mr. Zane Moi, Head of Business Development, Hong Kong, Macau & Taiwan, Amazon Web Services

Game and Entertainment
> Mr. Gabriel Pang, Chairman, Hong Kong Digital Entertainment Association
> Mr. Eddy Hui, Hon. Sec. , Hong Kong Designers Association
> Ms. Lilian Leong, Global Chief Operating Officer, 9GAG
> Mr. Louis Chow, Producer, Riot Games

Lifestyle and Social
> Mr. Leo Cheung, Managing Director , UNWIRE.HK
> Mr. Ben Crox, CEO, Startup Commune
> Mr. Donald Chan, VP - Business Development, Cherrypicks Limited
> Ms. Kit Tang, Feature Director, Bloomberg Businessweek(Chinese)

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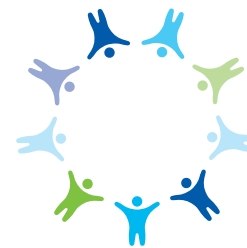(852) 2629 6707 / 2629 6714 / 2629 6733

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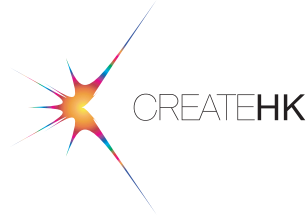**T** +852 3166 3708   **E** FinTech@cyberport.hk
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