

Information Technology Interest Group (ITIG) Lunch Seminar

Creating a greater user experience —
How to merge open data and design into smart city experience



Speaker	Mr. Gene Soo General Manager (Hong Kong) Citymapper
Date & Time	21 February 2017, Tuesday 1:00 p.m. – 2:00 p.m.
Venue	HKICPA, 27th Floor, Wu Chung House, 213 Queen's Road East, Wan Chai, Hong Kong.
Language	English
Fee	\$150 (HKICPA member) \$250 (non-HKICPA member) (Sandwiches and drinks will be provided at 12:30 p.m.)
CPD hour	1 hour
Competency*	Information Technology
Rating*	Foundation / Intermediate level
Enrolment deadline	14 February 2017
Registration	Enroll online or complete the enrolment form and return it with full payment by the enrolment deadline. Enrolments will be accepted on a first-come-first-served basis.

* Details of [Competency and Rating](#) information

ABOUT THE SEMINAR

Citymapper was started on the back of open data movement to make good use of information accessible to benefit people. Launched its coverage in Hong Kong in August 2015, [Citymapper](#) is a multi-modal application that helps people get from A to B destination in 37 cities across the world.

At the seminar, Mr. Gene Soo, General Manager (Hong Kong) of Citymapper will share with you the approach that Citymapper takes in improving transportation in cities and how its multi-modal transport application combines open data, design and mobile technology to create the ultimate application for the smart city.



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ABOUT THE SPEAKER

Mr. Gene SOO

General Manager (Hong Kong)
Citymapper

Mr. Soo led the launch of Citymapper's coverage in Hong Kong in August 2015. Since then, Citymapper has become a useful transport application in Hong Kong helping people interconnect the transportation modes and getting them to their destination. He has been pushing for better open data practice in Hong Kong and believes strongly in improving daily lives through better design and technology.

Prior to joining Citymapper, Mr. Soo co-founded StartupsHK, a Hong Kong startup community and has heavily involved in building up the startup community in Hong Kong since 2009. He has also launched startups in the technology and fashion space.

Mr. Soo received his BS and MS in Electrical and Computer Engineering from Carnegie Mellon University as well as MBA from Columbia University.



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Enrolment Form

21 February 2017
(Enrolment deadline: 14 February 2017)

Online registration is recommended

Event code: SCPD17022101

Finance & Operations Department,
Hong Kong Institute of CPAs

37th Floor, Wu Chung House,
213 Queen's Road East, Hong Kong.

Fax no: 2893 9853

Confirmation of enrolment will be sent to you via email. You can check your enrolment status at "My CPA" at www.hkicpa.org.hk.
Unsuccessful enrolment will be notified with full refund.

[Contact information below is used solely for communication of this particular event, without update to your member profile]

Please use BLOCK letters

Name (Mr./ Mrs./ Ms): _____ Membership no.: _____

Company: _____

Position: _____ Email (Note 4): _____

Telephone no.: _____ Mobile no.: _____

(Please tick the appropriate box)

Fee:	<input type="checkbox"/> HKICPA Member: \$150	<input type="checkbox"/> non-HKICPA Member: \$250
<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA"		
<input type="checkbox"/> BOC HKICPA VISA <input type="checkbox"/> BOC HKICPA UnionPay card <input type="checkbox"/> Other VISA / MasterCard		
Card Number:	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Card Expiry Date (MM/YY): <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Cardholder's Name (block letters):		Cardholder's Signature: _____
		Date: _____
<ul style="list-style-type: none"> For credit card payment the card should be valid with expiry date at least <u>1 month</u> from the date of event. Payment receipt will be sent to your email address provided above once the payment is confirmed. 		

Notes:

- Enrolment for the activity is accepted on a first-come-first served basis.
- Full payment must be made before your enrolment will be processed. No telephone reservation will be accepted.
- Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted.
- Confirmation of enrolment will be sent to you via email before 17 February 2017. You can check your enrolment status at "MyCPA" at www.hkicpa.org.hk. Unsuccessful enrolment will be notified with full refund.
- In normal circumstance, the admission fee is non-refundable or non-transferrable upon receipt of payment by HKICPA. Should the event be cancelled or postponed due to unforeseen circumstance, refund will be made according to your payment method. For credit card payment, refund will be made directly to your credit card account. For cheque payment, refund will be mailed to your correspondence address.
- Bad weather arrangement:** When the typhoon signal no. 8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 6:30 a.m. on the date of event, the event will be cancelled.
- The Institute reserves the right to change the venue, date, speaker, and/or rundown of the event due to unforeseen circumstances.

Personal Data: Your personal data collected from the enrolment process and administration of courses/events/activities will be used for the purpose of the administration of the course/event/activity on which you are enrolled ("Event"). Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis. By submitting this Enrolment Form, you understand and agree that the Institute may provide your personal data above to co-organisers/service providers in or outside Hong Kong for the purpose relating to the Event. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at privacyofficer@hkicpa.org.hk or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.

Payment & Enrolment Status Enquiry: 2287 7379
Email: finance@hkicpa.org.hk

Event Information Enquiry: 2287 7067 (Sheri Tam)
Email: sheritam@hkicpa.org.hk

For non-member and firm payment by cheque, please fill in your postal address for refund in case the event is full or cancelled.

Name :	Name :
Address :	Address :