

Seminar on “Meaningful Innovation – Connecting with People’s Appetite”

「從用家角度探討產品創新之道」研討會

Date 日期 : 13 / 4 / 2013 (Saturday 星期六)
 Time 時間 : 3:30pm – 4:15pm
 Venue 地點 : Seminar Room, Hall 5FG, Hong Kong Convention & Exhibition Centre
 香港會議展覽中心 展覽廳 5FG 研討室
 Speaker 講者 : Mr Keith Leung, Innovation Lead, Personal Care,
 Philips Electronics (Hong Kong) Limited
 飛利浦電子(香港)有限公司個人護理部創作主管 梁淳強先生
 Mr Tim de Vogel, Editor-in-chief, Electronics Retail Magazine, the Netherlands
 荷蘭 Electronics Retail Magazine 總編輯 Tim de Vogel 先生
 Language 語言 : English (simultaneous interpretation service in Putonghua will be provided)
 英語 (附設普通話即時傳譯服務)

Tentative Programme 擬程

3:00pm – 3:30pm	Registration 登記
3:30pm – 3:50pm	Presentation on the “Philips Meaningful Innovation Index” 飛利浦「Meaningful Innovation Index」調查報告介紹 Mr Keith Leung, Innovation Lead, Personal Care, Philips Electronics (Hong Kong) Limited 飛利浦電子(香港)有限公司個人護理部創作主管 梁淳強先生 
3:50pm – 4:05pm	Dialogue with Philips 與飛利浦對話 Mr Tim de Vogel, Editor-in-chief, Electronics Retail Magazine, the Netherlands 荷蘭 Electronics Retail Magazine 總編輯 Tim de Vogel 先生 
4:05pm – 4:15pm	Q & A Session 問答時段

Presentation Abstract 演講內容簡介

Newly released in January 2013, the Philips Meaningful Innovation Index is a nationally representative survey carried out in 5 countries: China, The Netherlands, U.S.A., the Kingdom of Saudi Arabia and Russia, surveying approximately 1,000 respondents per market. The survey looks at people’s affinity, experience, attitude towards technology – in other words, what does meaningful innovation mean to people? How content are people toward the existing innovation? What key areas in life does innovation be the most impactful? This seminar will look into the interesting survey findings which affect the priorities of innovations.

飛利浦於今年發表具代表性的「Meaningful Innovation Index」調查報告，在中國、荷蘭、美國、英國、沙特阿拉伯和俄羅斯分別訪問約 1000 人關於其運用科技的經驗、態度和密切度。報告主要從用家角度探討何謂「Meaningful Innovation」；受訪者對現存創新產品的滿意程度及受訪者認為哪些方面的生活範疇最需要創新產品等。講者將深入解釋是次具啟發性的調查結果及其對飛利浦創新策略的影響。

Speaker Profile 講者簡介

Mr Keith S.K. Leung, Innovation Lead, Personal Care, Philips Electronics Hong Kong Ltd

飛利浦電子(香港)有限公司個人護理部創作主管 梁淳強先生

Currently holding the position of Innovation Lead for Personal Care, Philips Electronics HK Ltd., focus on value stream creation, and drives consumer centric innovation. Previously worked in different discipline as Project Director and Purchasing Director. Totally 20+ years of experiences in electrical and electronics appliances industry.



Industrial advisor for City University MSATM program 2012 – 2014.

Vice President for Manufacturing Process Technology of HKEAIA (Hong Kong Electrical Appliances Industry Association) from 2012 till now. Director for Manufacturing Process Technology 2010-2012 , Director for Information Technology from 2009-2010 and Deputy Director for Membership Division in 2008.

Before Philips, worked for multi-national companies including IBM corp., Dixon Stores Group, and AMP.

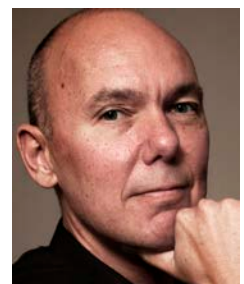
1st Degree in Production Management & Management Information System from University of Iowa, USA and Executive Master Business Administration from Chinese University of HK.

Mr Tim de Vogel, Editor-in-chief, Electronics Retail Magazine, the Netherlands

荷蘭 Electronics Retail Magazine 總編輯 Tim de Vogel 先生

Mr Tim de Vogel is editor-in-chief and publisher of the Dutch trade magazine ElektroRetailMagazine (ERM). He is specialised in writing about and analyzing the electronics and IT market and has a strong interest in product development and technology.

During his career mr. De Vogel has interviewed many industrial leaders in the IT and electronics industries. He also been invited to give his views in radio programs and during congresses.



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。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。