

**Press Release**

For Immediate Release

**Cyberport hosts Blockchain Strategies for Business conference to spearhead FinTech development in Hong Kong and beyond**

*Bringing together global industry leaders for open discussion of Blockchain strategy and application*

**Hong Kong** – 28 July 2016 – To foster the development of FinTech, Hong Kong Cyberport Management Company Limited (Cyberport) organised “Blockchain Strategies for Business” conference, where Hong Kong and global industry leaders and experts shared insights and perspectives on the potential, benefits and applications of Blockchain technology in Hong Kong and across the world.

As a leading global innovation and digital technology hub, Cyberport has always played an active role in nurturing FinTech innovation, especially Blockchain technology. Aimed at advocating the adoption and application of Blockchain technology in various business sectors, Blockchain Strategies for Business featured four keynote sessions which focused on the transformational nature of Blockchain, the adoption of Blockchain amidst the framework of the Belt and Road Initiative in Hong Kong, as well as practical discussions of the adoption and application of Blockchain technology in different industries. The impressive lineup of keynote speakers included Mr Michael Casey, Senior Advisor, Digital Currency Initiatives, MIT’s Media Lab; Mr Marley Gray, Director BizDev & Strategy for Cloud & Enterprise: Blockchain at Microsoft; Mr Matt Lucas, Global Blockchain Enablement Team, Chief Technology Officer Europe at IBM; and Mr Pindar Wong, Founder, Smart Contracts Initiatives.

In addition to keynote sessions, local and global industry leaders also took part in two panel discussions on the development of Blockchain strategies and emerging applications which inspired participants with new ideas on how they can transform their business with Blockchain.

“Cyberport has always strived to push forward the development of the global FinTech ecosystem through building networks and platforms for cross-market collaboration and partnerships,” said Mr Herman Lam, CEO of Cyberport. “By leveraging the transformational nature of Blockchain technology, we believe that companies would be able to navigate through game-changing challenges and capture new opportunities brought by global FinTech advancement. Cyberport will continue to work closely with industry partners and experts to unleash the potential of Blockchain and FinTech, bringing greater possibilities to industries in Hong Kong and other parts of the world.”

**Event images and photo captions:**



To foster the development of FinTech, Cyberport today organised “Blockchain Strategies for Business” conference to promote the potential, benefits and applications of blockchain technology in Hong Kong and across the world.



Mr Herman Lam, CEO of Cyberport, indicated that Cyberport has always strived to push forward the development of the global FinTech and digital tech ecosystem through building networks and platforms for cross-market collaborations and partnerships in Hong Kong.



“Blockchain Strategies for Business” conference featured panel discussions with blockchain experts to share insights into the development of blockchain strategies and application.

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### **About Cyberport**

Cyberport is a creative digital cluster with over 700 community members. It is managed by Hong Kong Cyberport Management Company Limited which is wholly owned by the Hong Kong SAR Government. With a vision to build a legacy of entrepreneurial excellence that establishes Cyberport as a leading global innovation and technology hub, Cyberport is committed to facilitating the local economy by nurturing digital industry start-ups and entrepreneurs, driving collaboration to pool resources and create business opportunities, and accelerating digital adoption through strategic initiatives and partnerships. Equipped with an array of state-of-the-art tech facilities and a cutting-edge broadband network, the Cyberport community is home to four grade-A intelligent office buildings, a five-star design hotel, and a retail entertainment complex.

For more information, please visit [www.cyberport.hk](http://www.cyberport.hk) or follow us on Twitter [@cyberport\\_hk](https://twitter.com/cyberport_hk).

### **For press enquiries, please contact:**

#### **The Hoffman Agency**

Jasmine Shek  
Tel.: (852) 2231 8111  
Email: [jshek@hoffman.com](mailto:jshek@hoffman.com)

Hazel Lo  
Tel.: (852) 2231 8106  
Email: [hlo@hoffman.com](mailto:hlo@hoffman.com)

### **Hong Kong Cyberport Management Company Limited**

Rebecca Cheung  
Tel: (852) 3166 3829  
Email: [rebeccacheung@cyberport.hk](mailto:rebeccacheung@cyberport.hk)