



# What's New, Speeches and Lectures

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## Press Release

### 09/07/2010 HKUST and IBM Launch Technology Exploration Camp to Inspire Hong Kong Students to Seek a Future in Technology and Engineering

The Hong Kong University of Science and Technology (HKUST) School of Engineering and International Business Machines (IBM) is launching the **Technology Exploration Camp 2010** this week for 800 students from 40 secondary schools in Hong Kong.

Hosted at the HKUST campus from 5 to 16 July, the HKUST-IBM Technology Exploration Camp is a series of one-day camps aiming to kindle students' interest and enthusiasm towards technology and engineering, and pursue their studies and career in these fields. Through hands-on sessions in laboratories and exposure to latest technology, the participating students gain valuable insights into technology and engineering, and the study and career opportunities that are available to them.

Technology and engineering are important foundations for our lives in today's globalized and knowledge-based economy, and are key enablers of innovations that make a difference and propel social and economic advancement. HKUST and IBM, with a shared objective of nurturing human capital for Hong Kong's sustained growth and development, are joining hands to launch the HKUST-IBM Technology Exploration Camp 2010 to motivate young teenagers to explore the fields of technology and engineering.

"We are very pleased to partner with HKUST, one of the world's top science and technology universities, in this meaningful project," said Dominic Tong, General Manager, IBM China Hong Kong Limited. "We hope to help our young talents understand the importance of leveraging technology and engineering to create opportunities in a smaller, flatter and smarter world, which will ultimately contribute to making a difference to people's lives."

Prof Roger Cheng, Associate Dean of Engineering, HKUST said, "The camp is a successful collaboration between the School of Engineering, one of the world's top engineering schools, and IBM, a highly reputable IT company. Through the exciting and fun-filled learning experience provided by this event, we are happy to see that students have developed stronger interest in technological advancement and the great works of engineers.

During the one-day camps, the students gain exposure to the latest technologies through hands-on experiences in world-class laboratories, virtual Forbidden City tour, talk on innovations that create a greener city and lifestyle, and interactions with HKUST professors and IBM experts. A series of interesting lab sessions are arranged for the students, including making skin care lotion, building an electronic dice, creating flash animation, constructing a model building, performing a role-play on vehicle production management as well as working on a DIY LED display.

The HKUST-IBM Technology Exploration Camp 2010 is the latest collaboration between IBM and HKUST following the EXITE (Exploring Interests in Technology and Engineering) Camp in 2008 and Engineering Week programs in 2009, which aimed to help students discover their hidden talents and interest in technology and develop their career in the field.

#### About HKUST

The Hong Kong University of Science and Technology (HKUST) ([www.ust.hk](http://www.ust.hk)) is a top-ranked university in Asia. Established in 1991, HKUST has five schools - Science, Engineering, Business and Management, Humanities and Social Science, as well as the Fok Ying Tung Graduate School in Nansha, Mainland China. Currently, there are about 6,000 undergraduate students and 3,500 postgraduate students. As a research university, HKUST focuses on five areas of frontier research, namely nano science and technology; biological sciences and biotechnology; electronics, wireless and information technology; environment and sustainable development as well as management education and research.



Students from different schools join hands to produce a skincare lotion.



Students work with full concentration as they construct their own electronic dice.



Students start their virtual tour of the Forbidden City.



Students, each assuming an "imperial" role, take a "group photo" inside the virtual Forbidden City.



Students pose with the organizers as the day camp concludes.

biotechnology; electronics, wireless and information technology; environment and sustainable development as well as management education and research.

**About IBM**

For more information about IBM Hong Kong, please go to [www.ibm.com/hk](http://www.ibm.com/hk)

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