



Marketing Activities

ETS as Case Study for School of Business of the University of Hong Kong

As a representative of IT projects for the HKSAR Government, ETS has the honour to be chosen by the Centre for Asian Business Cases of the University of Hong Kong (HKU) as one collection within its 130 businesses case studies with Asian context. Those cases are distributed globally by Harvard Business School Publishing to other educational institutional used for courses in MBA teaching. As the business partner and service provider for the project, Peter Yan and Allen Lee, CEO and CTO of GO-Business, were interviewed for the various details of the project. In addition, officials from the Government Supplies Department, the Information Technology Services Department and the Information Technology and Broadcasting Bureau were also invited for interviews to give the government's perspective on the project.

Besides, HKU has submitted a paper, based on this ETS case study, to the Society for Information Management Annual Paper Awards this year. The events remark ETS exposure in the academia field. ■■

ETS Receives Recognitions in HKICC2002

GO-Business was selected to present its submitted paper in the Hong Kong International Computer Conference (HKICC). Mr. Peter Yan has shared the success case of ETS to the audience under topic "Expanding Market Reach – An Innovative Web Based Tendering System" and presented how ETS transformed the traditional tendering practice and how SMEs could benefit from it. There were more than 550 delegates attending this year's conference with some candidates came from Japan, the United States and Australia. ■■

