



Luncheon Seminar

**Department of Information Systems, Business Statistics & Operations
Management
School of Business and Management, HKUST**

Date: Saturday, 27 February 2010
Time: 1:15 – 2:20pm (Refreshment 12:40 – 1:15pm)
Venue: Lecture Theater E (Lift 22), HKUST
Speaker: Mr. Sammy Kam
Technical Director, Octopus Holdings Limited
Topic: The Success Story of Octopus

Bio-sketch of Mr. Sammy Kam

Sammy Kam joined Octopus in 1995 and has since been involved in the development, implementation and operation of the Octopus system in Hong Kong.

Mr. Kam is the Technical Director at Octopus, managing a team of IT professionals with diversified skills and extensive experience in contactless smart card applications, central clearing house system design and large-scale international projects. He has over 20 years of experience in software development and system integration projects.

Mr. Kam holds a Master of Science degree in Information Systems Management and an MBA degree from Hong Kong University of Science and Technology. He is a Chartered IT Professional, Chartered Engineer and also a professional member of the British Computer Society. Before joining Octopus, he has worked in the software engineering departments of leading computer vendors, including Digital Equipment Corporation and Unisys China Limited.

Synopsis of the talk:

Launched in 1997, Hong Kong's Octopus is the world's leading and most extensive smartcard payment system, with over 50,000 readers being used by more than 2,500 service providers across different businesses including transport, parking, retail, vending and kiosks, schools, leisure facilities and access control for residential and commercial buildings. Merchants and Octopus holders embrace Octopus for both its simplicity and its convenience. Today, over 20 million Octopus cards and products are in circulation, and the system handles over 11 million transactions a day, with transaction value exceeding HK\$100 million.

In recent years, Octopus has started to export its unique experience and technology overseas, offering consultancy services for parties from different parts of the world including the Netherlands, Dubai and New Zealand.

In his presentation, Mr. Kam will share the background of the development of the Octopus system, some of the success factors and the challenges being faced by the company. Mr. Kam will also discuss how the use of information technology can be leveraged to increase the efficiency and competitiveness of Octopus in Hong Kong and international markets.

All are welcome!

Free Registration: <http://www.bm.ust.hk/mscism/Luncheon/Latest/register.html>

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