

Organizers:



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

KMIRC 知識管理及創新研究中心
Knowledge Management and Innovation Research Centre



Enhancing Service Innovation in the Age of Digitalization

數碼化時代的服務創新

Asian Knowledge Forum 亞洲知識論壇



12 January 2017 (Thursday)
Hotel Icon

Supporting Organizations:



From Design Thinking to Service Innovation

The success of a knowledge business vests on the design and delivery of its services that meet or exceed the expectations of its users and clients. The intangible part of the service cycle increasingly presides over the tangible part. Traditional process thinking based on Taylorism no longer applies in this new paradigm; instead those who can gravitate the importance of this change will succeed. What are these intangibles and, unlike a physical product, how can they be prototyped and experienced? What new knowledge is needed to produce them?

Apart from the keynote addresses, there will also round table discussions involving corporate practitioners as well as representatives from this year's Most Admired Knowledge Enterprise (MAKE) winners sharing their cases on how to improve their service operations, and how knowledge management is permeated in the service web.

Highlights of the event:

- In this year's Forum, we are able to gather for the first time a pool of global successful pioneers and practitioners from Asia Miles, IDEO, Li & Fung, Fuji Xerox and Silicon Valley to share with us their learning journey in service design and thinking
- Round table discussions of CLP Power Limited, MTR, New World Development Company Limited and Twingas, on their service improvement programmes
- Stories from MAKE winners on their KM implementation
- Visits to Hong Kong Science and Technology Parks, Marvel Digital (Hong Kong MAKE Award Merit Winner) on their technology transfer programme in the morning and Woods Bagot (Asian MAKE winner) in the afternoon

Day 1 Forum: 12 Jan 2017

Time	Event Agenda
08:45-09:15	Registration
09:15-09:20	Opening
Keynote Speeches	
09:20-09:45	Can Design Thinking Help us Understand What it Takes to Survive and Thrive in an Exponential World? Mr Richard Kelly, Chief Catalyst, Fung Group Hong Kong
09:45-10:10	What is not a Service Business Today Prof. Po Chi Wu, Industry Fellow, affiliated with the Sutardja Center for Entrepreneurship & Technology at the University of California, Berkeley
10:10-10:35	Future Center and its Support to Open Innovation Mr Hiroyuki Ishima, Managing Consultant / Group Manager, Knowledge Dynamics Initiative Group, Value Creation Consulting Div., Fuji Xerox Co., Ltd., Tokyo, Japan
Tea Break	
10:35-10:50	Asia Miles Customer-Centric Innovation - How Corporates can innovate with Design Thinking and Human Centered Innovation? Mr Stephen Wong, Design Thinking Evangelist & Chief Executive Officer, Asia Miles Limited
Round Table Discussion	
11:15-12:05	Round Table Discussion of Participants (Topic: How to Implement Design Thinking to Innovate Services?) <i>(Participants are invited to have group discussion and exchange views with speakers)</i>
Luncheon (MAKE Award Presentation Ceremony)	
12:15-14:00	Sharing on Service Innovation <i>(Representatives from different companies are invited to share their experience on service innovation)</i>
Plenary Presentation	
15:00-16:00	Representatives from successful corporates in Asia, Hong Kong and Mainland China will share their cases and experiences on Service Innovation <ul style="list-style-type: none"> ■ AFCONS – Leader in Adoption of Digitalization in Infrastructure Sector Afcons Infrastructure Limited (India) ■ Enhancing Knowledge-based Innovation Strategies for Sustainable Competitive Advantage BINUS University (Indonesia) ■ Discover Better Answers - Our Digital Platform to Harness the Insights of Our People EY Hong Kong (Hong Kong) ■ Accelerating Knowledge Activation through Digitalization EY Hua Ming LLP, China (Mainland China)
Tea Break	
16:00-16:15	Representatives from successful corporates in Asia, Hong Kong and Mainland China will share their cases and experiences on Service Innovation <ul style="list-style-type: none"> ■ KM Technique for Enhancing Company Brand Image Building GP Batteries International Limited (Hong Kong) ■ Hong Kong Police Force as a Knowledge Enterprise Seeking Perpetual Service Enhancement Hong Kong Police Force (Hong Kong) ■ Enhancing Service Innovation through Leadership in Learning Infosys Limited (India) ■ Enhancing Clients' Satisfaction through Better Web Services in Korea Water Resources Corporation Korea Water Resources Corporation (South Korea) ■ Digital Intelligence – KM for Futuristic Business Wipro Limited (India)
16:15-17:30	Representatives from successful corporates in Asia, Hong Kong and Mainland China will share their cases and experiences on Service Innovation <ul style="list-style-type: none"> ■ KM Technique for Enhancing Company Brand Image Building GP Batteries International Limited (Hong Kong) ■ Hong Kong Police Force as a Knowledge Enterprise Seeking Perpetual Service Enhancement Hong Kong Police Force (Hong Kong) ■ Enhancing Service Innovation through Leadership in Learning Infosys Limited (India) ■ Enhancing Clients' Satisfaction through Better Web Services in Korea Water Resources Corporation Korea Water Resources Corporation (South Korea) ■ Digital Intelligence – KM for Futuristic Business Wipro Limited (India)
17:30-17:50	Concluding Remark & Closing

** Final programme rundown subjects to change

About Keynote Speeches

Abstract

Can Design Thinking Help us Understand What it Takes to Survive and Thrive in an Exponential World?

We live in exponential times; as entrepreneurs, businesses and policy makers attempt to keep up or leverage these changes as opportunities, what are the mechanisms and pathways that enable us to continually create and capture new value? Richard will briefly introduce what is Design Thinking and its application in service innovation. He will guide us on the journey of IDEO, an international design and innovation firm, for which he worked for 8 years first as a practice director of the consumer experience in London and then as a managing director of Asia Pacific. He will then introduce some these ideas with the Fung Group, a Hong Kong-based multinational that incorporates subsidiaries in trading, logistics, distribution and retailing, where for three years now already he serves as an innovation catalyst at the Fung Academy. He will tell the story of the innovation journey the company - known as being the disrupter of the time in supply chain business - has undertaken. He will then reflect on implications for organisations and individuals.

Speaker



Mr Richard Kelly

Chief Catalyst, Fung Group Hong Kong

Mr Richard Kelly is part of Fung Academy and Fung (1937) Management and is focused on new value creation and building innovation across the group which consists of both listed and non-listed businesses including Li & Fung Limited, Global Brands Group Holding Limited, Fung Retailing Limited. Most recently, Richard was the Managing Director of IDEO Asia Pacific. Based in Shanghai, his role was to lead clients to realize new opportunities and build innovation capabilities through design. Clients included Huawei, Coke, Samsung, TCL, VF Corp, Singapore government. Before moving to Shanghai, Richard joined IDEO London in 2006, and was responsible for the service practice and leading clients including, Nestlé, T-Mobile, IKEA, and Alparagas. Before joining IDEO, Richard was at Levi's Strauss & Company for 9 yrs and ran his own brand consulting business in London and San Francisco.

What is not a Service Business Today

Today, even industries such as manufacturing, that used to be considered fundamentally different from pure service businesses are redefining their relationships with customers. Powerful drivers of change include new technology tools, i.e., computing power, digitalization, communications, social media, changing lifestyle choices, etc.. New analytical tools, i.e., neural network programming, artificial intelligence, and machine learning, are critically important as all businesses struggle to keep up.

What is happening with traditional service businesses? Consumers demand more free services because we expect information to be free. Infrastructure platforms can aggregate service providers because the cost of computing, storage, and communications is almost zero. These technologies have shrunk the distance between a customer and a provider of benefits the customer will pay for. How will businesses differentiate themselves? How should businesses see themselves from new perspectives that are more aligned with their customers' values beyond just their needs?



Prof. Po Chi Wu

*Adjunct Professor, the School of Business and Management, The Hong Kong University of Science & Technology
Industry Fellow, Sutardja Center for Entrepreneurship & Technology
Director, Enterprise Futures Network
Honorary Ambassador to Silicon Valley, Invotech*

Dr. Po Chi Wu is an Innovation Evangelist and an investor in Human Capital. He teaches and mentors aspiring entrepreneurs. Passionate about sharing the experience of the entrepreneurial mindset, he believes that "training an intelligent intuition" and "structured mentoring" are essential elements in business leadership that are often misunderstood and undervalued.

Having been an international venture capitalist and entrepreneur based in Silicon Valley for more than 30 years, he offers unique insights and perspectives on the challenge of creating successful businesses.

Future Center and its Support to Open Innovation

How Fuji Xerox is going about establishing Future Center and taking advantage of it for creating new value in corporations? "Innovation" is increasingly becoming important. Number of Japanese companies, specifically manufacturing industry, has succeeded in aspects of quality and cost advantage in the past. "Future Center" is one of the ideas that solves the issue Japanese companies are facing. For those who cannot achieve breakthrough by themselves, Future Center will provide them with the chance for Open Innovation. KDI (Knowledge Management consulting group of Fuji Xerox) does not capture the feature of Future Center as a mere space for discussion but as consulting services that include methodology and provide these services to the Japanese major companies.



Mr Hiroyuki Ishima

Managing Consultant / Group Manager, Knowledge Dynamics Initiative Group, Value Creation Consulting Div., Fuji Xerox Co., Ltd., Tokyo, Japan

Mr Hiroyuki Ishima joined Fuji Xerox' new business (KDI: Knowledge Dynamics Initiative Group) in 2004, which provides consultation of knowledge management. He received Good Design Award as the design director of FUTURE CENTER Services in 2009.

In 2014, Hiroyuki engaged in launching Value Creation Consulting Division. In addition to previous knowledge management consulting, he took the lead in cooperation with system designing project. Currently in 2016, he is working for KDI as the group manager with the interest in the relationship of business management and design. He also has expertise in design thinking methodologies.

Day 2 Company Visits: 13 Jan 2017

Marvel Digital Limited



Marvel Digital Limited (MDL) is a technology company that develops innovative products and solutions. The company's primary focus is in 3D autostereoscopic (glasses-free) technology domain. MDL delivers total 3D solutions in advertising, entertainment, education and medical industry. Some of the products and solutions include glasses-free 3D digital signage display, 3D mobile phone and tablet, 2D to 3D content conversion workstation and software.



MDL was established in 2009 and its headquarters are based in Hong Kong. It has offices in major cities in China, including Shenzhen, Guangzhou, Shanghai and Beijing. In 2015, MDL was acquired by Integrated Media Technology Limited ("IMT"), an international holding company, which was incorporated as an Australian public company in 2008 (trading symbol: ITL).

Woods Bagot



Architectural practices are redefining themselves and we continue to respond to the most significant technological and digital acceleration of change ever seen. We are committed to ensuring that new knowledge is constantly being invented and embedded into our architectural projects.



Woods Bagot is a People Architecture company. We place human experience at the centre of our design process in order to deliver engaging, future-oriented projects that are underpinned by three main tenants: Limitless Curiosity, Computational design based on the analysis of User Behavior, and SuperTypologies. We do this as a global design and consulting studio with a team of over 1000 experts working across 17 studios in Australia, Asia, the Middle East, Europe and North America. Our global studio model allows us to work collaboratively across time zones and borders, using the latest technology to share design intelligence and strengthen our knowledge base around the world.

Hong Kong Science and Technology Parks Corporation



Hong Kong Science and Technology Parks Corporation (HKSTP) is a statutory body that has one simple goal – to transform Hong Kong into the regional hub for innovation and technology development.

A hub that will diversify and grow the city's economy, expand employment opportunities across a multitude of industries, raise Hong Kong's status as a global powerhouse to a new level, foster talent and interest in STEM as well as offer them highly-sought-after tech careers, and most importantly, help create a sustainable world and brighter future for the younger generation.



Registration Fee

	Regular Fee (HK\$)	Members/business partners of KMIRC/HKKMS (HK\$)
Forum on 12 Jan 2017 (fee includes lunch)	\$1,900	\$1,520
Forum and Company Visits on 12-13 Jan 2017 (fee includes lunch and transportation)	\$2,500	\$2,120

*Enrolment for company visit to Hong Kong is only offered for participants joining Forum.

1. Registration must be done on or before 16 December 2016 if you need the invoice for payment.

2. Registration fee must be settled on or before 31 December 2016 if you need to get the receipt on 12 January 2017.

Enquiries

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Registration

www.asianknowledgeforum.com

