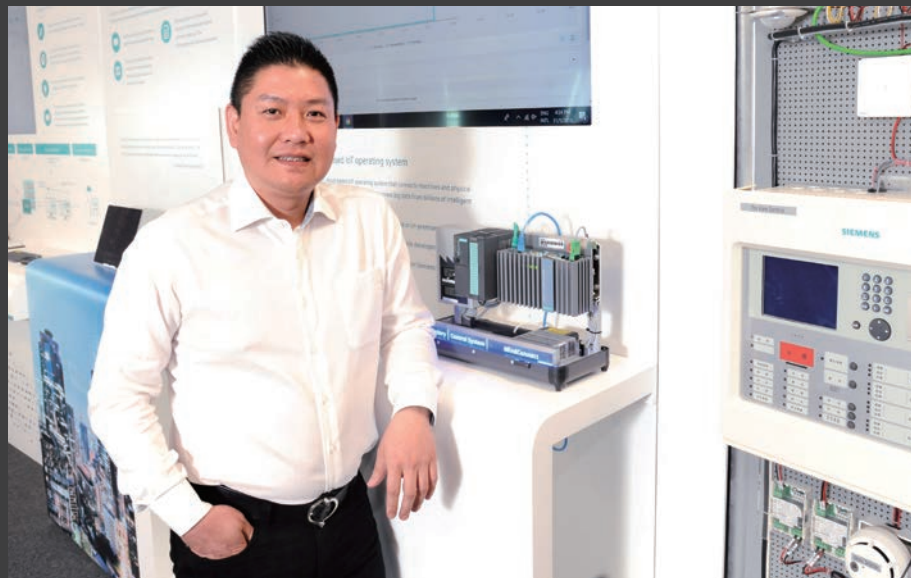


Gearing up for **Smart City**

Siemens sets up its Smart City Digital Hub in Hong Kong to accelerate smart city development through collaborations and talent training.



German electrification and automation company Siemens opened a Smart City Digital Hub (the hub) in collaboration with the Hong Kong Science and Technology Parks Corporation (HKSTP), aiming to accelerate the development of smart city applications and solutions specifically for Hong Kong.

Powered by Siemens' cloud-based IoT operating system MindSphere, the hub is designed as an open lab that enables research and development in the topics of data analytics, IoT, connectivity, smart building, smart energy and smart mobility. In the initial phase, the areas in focus include City Performance Tool Air, Connected City Solutions, Cyber Security, Data Analytics Suitcase, and MindSphere Open IoT Platform.

"As we step into the digital era, Siemens sets up this hub as a strategic project, through which we hope to generate more collaborative projects with our strategic partners, in particular on innovations in smart city solutions," said Keith Cheng, Head of Hong Kong Digitization Hub, MindSphere Application Center - City, Siemens Ltd.

The team will help partners find out their pain points and compose new ideas or smarten the ways to address urban challenges based on data analytics and algorithm prediction. The hub's recent project is to complete a proof of concept trial of loading and



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unloading bay monitoring system. The project used artificial intelligence (AI) and video analytic technologies to detect parking traffic in the industrial district, and provide real-time vacancy information.

The hub in Hong Kong is first-of-its-kind established by Siemens in Asia as a move to expand regional innovations outside its R&D headquarters in Germany. "We see the hub as a startup entity within the company," Cheng added, "with our various strategic projects, we believe it will impact a lot of cities on different levels, as well as internally within the company."

Committed to nurturing future talent in the field, Siemens is also sponsoring MindSphere system to Vocational Training Council (VTC). Training courses will be given by experts in Siemens in VTC to sharpen students' knowhow on data analysis and its application. Special executive training courses targeting industry leaders are also available to help business decision makers learn about the megatrends and prepare for upcoming challenges in the digital era.

The hub also receives internship by working closely with universities and institutions. Cheng remarked, "we want to echo and support the Hong Kong government's Smart City Blueprint with 'Smart People' approach. Through the internship and other educational programmes, we hope to train the next generation of data scientists. I am confident in the next pipeline of workforce in Hong Kong, especially in software development and AI technology."

Siemens Ltd.

- Siemens' Smart City Digital Hub was officially opened in December 2017
- Currently has 19 employees including business development, software developers, data scientists and industry experts
- Other Digital Hub locations include Mainland China, Singapore, Perth in Australia, as well as Pune, Noida and Gurgaon in India

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