

“Towards a New Generation in Secure Cross-boarder E-commerce” Event Highlights

On 27 April 2007, the Hong Kong PKI Forum (HKPKIF) inaugurated an initiative called “Towards a New Generation in Secure Cross-border E-commerce” in conjunction with the Hong Kong Science and Technology Parks Corporation (HKSTP) and E-Mice Solutions (HK) Limited, operator of the Hongkong Post e-Cert services. This initiative aimed to drive growth in cross-border e-commerce by creating an end-to-end, secure and trusted platform on which qualified retailers and consumers can perform e-transactions worry-free.



The initiative’s inauguration ceremony was officiated by (from left to right) Mr. Winston Leong, Chairman of E-Mice Group; Mr. Allen Mok, Chairman of the HKPKIF; the Hon. Mr. Francis Ho, JP, Permanent Secretary for Commerce, Industry and Technology, HKSAR Government; Mr. Xu Zhibiao, Director General, Department of Information Industry of Guangdong Province, PRC; and Mr. Carlos Genardini, CEO of the HKSTP.

The new initiative brought together a number of participants with different expertise to create a trusted and secure e-commerce platform. The proposed platform, to be first launched in Hong Kong, will combine critical elements including retailers and products certification, consumer identity certification, payment facilitation as well as tracking and tracing in product delivery.

The initiative now has drawn the support of more than 40 partners, most being HKPKIF members. The new platform will provide business opportunities for members of the HKPKIF and partners from different sectors to contribute their products or services as well as entail the cooperation of logistics providers to complete the supply chain fulfillment, and relevant standards and certification bodies to pre-qualify suitable retailers.