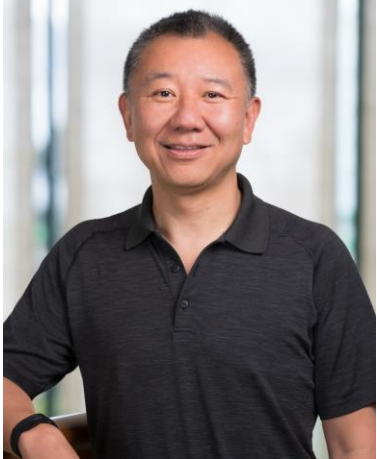


Industrial Data Science Session

Welcome to our session theme on Industrial Data Science, where we look at how advanced analytics are reshaping the modern operational landscape. This series of talks will highlight the pivotal role data science plays in driving industry efficiency—specifically exploring how businesses leverage data to optimize production processes, elevate quality control, and streamline resource allocation. Beyond the theoretical, we will examine the actual, cutting-edge tools and frameworks commonly deployed in industrial environments to turn complex operational data into competitive advantages. Whether you are an industry practitioner looking to enhance system workflows or a data scientist eager to see large-scale applications in action, join us to discover how quantitative insights are powering the future of smart industry.

Schedule:

10 July 2026 (Day 3)

Time	Schedule
Industrial Data Science	
14:15 – 15:00	 <p data-bbox="517 1592 895 1704">Speaker: Mr. Alex Zhang Head of Data Monetisation PCCW-HKT</p> <p data-bbox="517 1749 1385 1939">Biography: Mr. Alex Zhang is responsible for turning data into actionable insights by embedding outcome of advanced analytics and GEN AI into business process for business users. He is passionate about developing data products to support business growth.</p>


	<p>Prior to joining HKT, Alex was the Associate Director of BCG GAMMA where he delivered analytics and AI projects to clients in the APAC region. Alex has held data science and analytics leadership roles at JPMorgan Chase, Citibank, Ogilvy, Standard Chartered Bank, and Prudential Corporation Asia in the last 25 years in both Asia Pacific and USA.</p> <p>Alex received a BA of applied mathematics from City University of New York in the US.</p> <p>Title: GenAI Meets Data Security: In-House LLMs with Retrieval, Multi-Model Capabilities, and the Path Forward</p> <p>Abstract: In the rapidly advancing world of Generative AI, the need for data security and controlled AI solutions has never been more critical. This talk explores the intersection of in-house Large Language Models (LLMs) and cutting-edge advancements, including Retrieval-Augmented Generation (RAG) and multi-model integrations. We will delve into building secure, scalable, and high-performing LLM solutions using tools like Open WebUI, enabling organizations to retain full control over their data. By integrating retrieval techniques, knowledge graphs, and diverse models, attendees will learn how to enhance functionality and optimize workflows while addressing the limitations of current AI systems. Explore the evolving path of AI development, from its current applications to the concept of agentic systems, and assess how far we are from realizing true Artificial General Intelligence (AGI).</p>
<p>15:00 – 15:45</p>	 <p>Speaker: Mr. Alex Chung Senior Enterprise Solutions Manager SAS Institute Ltd.</p> <p>Biography: Mr. Alex Chung is SAS Institute – Senior Enterprise Solutions Manager, who helps enterprise organizations turn</p>

complex data & AI challenges into strategic advantages. Combining deep technical expertise in Data & AI with an architectural approach to technology, Alex is passionate about the intersection of AI and cloud innovation. His talks focus on the practical realities of enterprise AI implementation—moving beyond the hype to discuss real-world AI governance, cloud data security, and how organizations can scale AI safely and effectively.

Title: Advancing with Artificial Intelligence in Financial Industry
 Abstract: Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. Most AI examples that you hear about today – from chess-playing computers to self-driving cars – rely heavily on deep learning and natural language processing. Using these technologies, computers can be trained to accomplish specific tasks by processing large amounts of data and recognizing patterns in the data. SAS has been delivering AI and machine learning technologies to customers for decades, especially on Financial Industry. Today we help customers in every industry capitalize on advancements in AI and continue to innovate AI capabilities in contemporary areas such as deep learning, computer vision, natural language, forecasting and optimization.

15:45 – 16:00 Break

16:00 – 16:45



Speaker: Mr. Arthur Chan
 Vice Chairman
 IAB, Hong Kong

Biography: Mr. Arthur Chan is the Founder and CEO of Snowball, with over 18 years of experience across Asia’s

startup and digital ecosystem, specializing in scaling ventures through strategy, partnerships, and capital.

At Snowball, Arthur leads the development of a unique ecosystem that connects six key stakeholders—Government, Investor, Industry, Academic, Start-up, and Talent—to unlock growth opportunities beyond traditional consulting. Under his leadership, Snowball works closely with founders to sharpen positioning, strengthen investor narratives, and drive regional expansion, while actively facilitating strategic partnerships and capital connections. His work has helped startups not only accelerate growth, but also integrate into a broader ecosystem that enables long-term, sustainable scaling.

Arthur also plays an active role in shaping the digital industry. As Vice Chairman of IAB Hong Kong, he contributes to advancing industry standards and professional development, including leading flagship initiatives such as the annual conference series C23 to C26.

Prior to founding Snowball, Arthur served as COO of Vpon, where he scaled the business across Asia and played a key role in its Series C funding of USD40 million in 2020, backed by Cool Japan Fund, STIC Investments, and Beenos. He was also an early member of iClick Interactive Asia (NASDAQ: ICLK), contributing from day one to building it into a leading digital marketing company in Asia. These experiences reflect his strong track record in scaling businesses, commercializing data-driven solutions, and leading high-growth teams.

Title: Industrial Data Science in Action: From Production Efficiency to Real-World AI Measurement

Abstract: Industrial data science is reshaping how organizations make decisions, improve operations, and create measurable business value. I will explore how data science is applied across industry to optimize production processes, strengthen quality control, and improve resource allocation. Drawing from practical experience in scaling data-driven ventures across Asia, I will also highlight the tools and methods commonly used in industrial data science, from computer vision and analytics platforms to AI-enabled measurement systems. A key case study will feature the first-ever AI audience measurement pilot in Asia's metro advertising industry, developed with SmartRetail, JCDecaux Transport, MTR advertising, and Ipsos. The session is offering both strategic insight and a practical view of how industrial data science creates impact in the real world.

16:45 – 17:15	Open Discussion