

Storage Management Summit 2007

26 January 2007

Hong Kong Convention and Exhibition Centre

For immediate release

Storage Management Summit 2007 maps out Information Strategies for the Future

*Global storage figureheads provide Hong Kong's IT executives
with insight and best practices on creating an information-centric business*

(Hong Kong, 26 January 2007) - eQ-events, a joint venture between **Questex** and **e21 Magicmedia**, today debuted the **Storage Management Summit 2007** in Hong Kong Convention and Exhibition Centre to reveal wide-reaching information management strategies. The summit has successfully congregated over 400 local and international industry practitioners to attend.

The first ever Storage Management Summit kicked off with a stellar cast of keynote speakers featuring, **the Honorable Sin Chung-kai, JP, Legislative Councilor (IT)**, **Mr. Vincent Franceschini, Chairman of the Storage Networking Industry Association (SNIA)** and **Mr. Graham Penn, Associate Vice President for Storage Research at IDC Asia Pacific**.

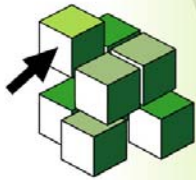
The Honorable Sin Chung-kai, JP, shared in his welcome remarks, "The Government will promulgate the 2007 Digital 21 Strategy in early 2007 to facilitate Hong Kong as a digital economy and a hub for technological cooperation and trade, by strengthening the Mainland – Hong Kong cooperation, promoting intellectual property rights and information security, and a lot more." It is crystal clear that the Government always stays focus on information management strategies to sustain Hong Kong's long-term competitiveness.

The summit represents the first official event sanctioned by the SNIA in Asia and its Chairman Mr. Franceschini has highlighted the growing need to embrace information management strategies to better align storage technologies with business priorities and create a more information-centric business. He also highlighted the standards and frameworks being endorsed by the SNIA to help businesses reduce complexity and develop capabilities to better leverage existing information and data assets.

Meanwhile Mr. Penn from IDC gave an overview of the storage management challenges faced by IT professionals today and the emerging technology trends within the storage industry. IT executives can also expect to hear how to cost effectively consolidate, manage, protect and archive the ever-growing mounds of data that are accumulating in today's businesses.

According to the Organizers, this year's Storage Management Summit promises to deliver industry leading insights and stimulate best practice sharing among senior technology executives, industry luminaries and the premier storage technology providers.

Other summit highlights included the afternoon CIO panel discussion featuring **Mr. Peter Chan, Director -**



Storage Management Summit 2007

26 January 2007

Hong Kong Convention and Exhibition Centre

Regional Head of IT, INVESCO Hong Kong, Dr. Paul Liu, Manager of IT Division, Chong Hing Bank and other distinguished speakers to share "Managing Storage Cost and Complexity". The summit also featured technology keynotes from storage leaders, **NetApp**, **Cisco**, **Hitachi Data Systems**, **Symantec** and **Overland Storage**. Supporting organizations at this year's summit also include the Hong Kong Computer Society, ISACA-Hong Kong Chapter and the Institute of Crisis and Risk Management (ICRM).

Storage Management Summit 2007 is the first event launched in "eQ-events" series - the new strategic partnership between e21 Magicmedia and Questex Media Group / Computerworld Hong Kong. This year's show and subsequent summits aim to provide visionary views on how enterprises can develop and deploy secure, sustainable and future-proof storage strategies. A series of technology-themed events will be unveiled including the flagship event Info-Security Conference in May and SME Technology Forum in July.

For further information about the Storage Management Summit 2007 and other eQ-events, please visit the official website at or www.eQ-events.com

###

About Questex Media Group, Inc.

Questex Media Group, Inc. is a global, diversified business-to-business integrated media provider, headquartered in Newton, MA. Questex Media serves multiple industries including technology, travel, beauty, home entertainment, landscaping, and industrial and specialty markets through a range of well-established, market-leading products and services. The company's properties include 23 trade publications, 25 conferences and tradeshow, as well as a host of databases and online media brands. Questex Media has more than 400 employees in offices throughout North America, Latin America, Asia, and Europe.

About e21 Magicmedia

Founded in 1989, e21 Magicmedia is an experienced and energetic Integrated Marketing Communications consultancy that focuses on the Greater China market with presence around the globe, including Beijing, Chengdu, Guangzhou, Hong Kong, Los Angeles, Shanghai, Silicon Valley and Taipei. With over fifteen years of US business experience and ten-year history of business in Greater China, e21 Magicmedia has expertise in exhibition services, event management, public relations and web marketing. Our clients include Agfa, BMC, BP, CANON COMMUNICATIONS LLC, Cyberport, DMX, IBM, Intel, Microsoft, Novell, SUN and Symantec etc. For more information, please visit www.e21mm.com

For press enquiry:

Ms. Angel Cheung

Tel: (852) 2960 1820

Fax: (852) 2960 1830

Email: angel.cheung@e21mm.com

Ms. Clara Tsang

Tel: (852) 2189 7377

Fax: (852) 2960 1830

Email: clara.tsang@e21mm.com