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New Design Technology for Local Manufacturing Industries

Public and private sectors join forces to establish Digital Enterprise Laboratory

The Hong Kong University of Science and Technology (HKUST) will establish a new Digital Enterprise Laboratory (DEL) to help local companies upgrade their design technology and to enter the e-commerce driven manufacturing business.

This initiative has received sponsorship and endorsement from Dassault Systemes, IBM Corporation and Mtech Engineering Co Ltd in addition to the ten manufacturing companies signed up as strategic partners. Dassault Systemes and IBM have donated to the Laboratory CATIA V5 and ENOVIA software amounting to a total of HK\$40 million.

The key partners and sponsors-----HKUST, Dassault Systemes, IBM, Mtech Engineering Co Ltd-will meet on 28 February at an opening ceremony to formally commit to the creation of this new laboratory. DEL will provide local manufacturing companies with training and support in leading-edge software-based design technology.

"The explosive growth of e-commerce is revolutionizing the manufacturing industry. We envision that successful companies will be those who can build upon the strength of conventional commerce to create a new business model where customers from any corner of the world can receive the best value offered anywhere in the world," said Prof Mitchell M Tseng, Head of the Department of Industrial Engineering and Engineering Management.

"Dassault Systemes is proud to be part of this four-partner initiative. As part of its strategy, the company is willing to create partnership and build networked companies that help implement the Digital Enterprise Vision. Today, with this Laboratory, Dassault Systemes is joining forces to provide leading-edge tools and thus promote the revolution in the manufacturing industry," said Mr Francis Bernard, Executive Committee Advisor and Member of Board of Dassault Systemes.

"This Laboratory will provide Asian manufacturers with the power of the digital enterprise technology, thus creating significant business opportunities. IBM Engineering Solutions will be a key actor in this partnership, providing value-added support and service," said Ms Yu Xu Guang, IBM China Engineering Solutions Manager.

"To be successful in the global market, local industries have to optimize their use of manufacturing tools and make radical changes towards new product development processes. This Digital Enterprise Laboratory will help customers achieve this technological breakthrough," said Mr Stephen Au, Managing Director of Mtech Engineering Co Ltd, which will provide the laboratory with technical support and product development assistance.

Media representatives are welcome to cover the opening ceremony, to be followed by a demonstration of the application of advanced web technologies in business environment. Details are as follows:

Date: Monday, 28 February 2000

Time: 2 pm

Venue: Rm 7336, Sze-Yuen Chung Council Chamber, 7/F, Academic Building (Lifts 13-15), HKUST, Clear Water Bay, Kowloon

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