

元宇宙系列： 元宇宙基礎知識行政人員課程

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS


Facebook 宣佈開發元宇宙 (Metaverse) 的消息後，引起企業、開發人員和個別用戶對此概念的注意，全因它潛在不少機遇。究竟什麼是元宇宙？

如果我們未來在元宇宙中工作、娛樂、社交和交流，現實世界會變成怎樣？為什麼元宇宙如此受歡迎，您可以在其中扮演什麼角色？為什麼元宇宙與您和您的業務有關？如您曾有過以上疑問，本課程將引導你找到答案。

本課程歡迎對元宇宙、NFT、區塊鏈、AR、VR、MR、XR、AI、5G、物聯網和大數據有興趣的人士，參加者並不需要相關技術背景。課程也適用管理層、行政人員、創作者和個人用戶。

課程編號	10012765-04
日期及時間	2023年2月10日 10:00-17:30
地點	九龍塘達之路78號生產力大樓
語言	廣東話
課程費用	港幣3,000元 (2位或以上報名，可享團體優惠。請聯絡我們查詢詳細。)
課堂時數	共6小時

課程重點



這6小時的課程將教授元宇宙的基礎知識，讓您了解您和企業可以如何參與元宇宙，成為其中一份子。課程導師不但擁有豐富的行業和顧問經驗，更有份參與元宇宙項目。為緊貼科技行情，導師會不時更新課程內容以配合課題的最新發展。

完成全部課程後，將獲頒發證書。

課程大綱

課堂

課堂一 元宇宙新常態

課堂

- 什麼是元宇宙？
- 元宇宙和互聯網的歷史
- 元宇宙的全球趨勢
 - GameFi · 邊玩邊賺
 - 房地產投資
 - 去中心化金融
- 虛擬音樂會、博覽會、畫廊、博物館
- 基於品牌的元宇宙和基於開放的元宇宙
- 元宇宙的生態圈
- 元宇宙形成的新常態
- 現實與虛擬之間世界的社交互動
- 商業發展和案例
- 挑戰和機遇

課堂二 適應新常態— 元宇宙

- 創造性顛覆——在元宇宙中應用的關鍵技術
 - 5G、物聯網
 - 區塊鏈、非同質化代幣 (NFT)
 - 數碼孿生
 - 人工智能
 - 大數據
 - AR、VR、MR、XR
- 代幣、NFT 和去中心化自治組織 (DAO)
 - 加密貨幣
 - NFT 資產
 - DAO 社群發展和投票
- 應用於元宇宙的軟件
- 如何開始元宇宙？
 - Unity3D、Blender、Unreal Engine、SparkAR等
- 網絡安全與欺詐
- 元宇宙產衍生的心理影響
- 體驗活動：使用VR 頭戴式裝置*，虛擬土地導賞

*考慮到公共衛生問題，此環節暫時取消至另行通知

梁國柱先生

梁國柱先生擁有超過20年的IT和上市公司和跨國公司管理經驗，並在中國和亞太區國家專注於互聯網的支付、區塊鏈業務方面。他同時考獲得區塊鏈技術開發、大數據開發、國際貨幣基金組織中央銀行法規、反洗黑錢和反恐融資（AML / CFT）專業證書等。

梁先生曾任 Circle YY Technologies 的創始 CTO（2019 年被評估為11,558.5 萬美元價值的美國 OTC 子公司）、Silk Road And Belt Technology Limited 創辦人之一（香港區塊鏈行業分析師協會會員）、曾任 PayEase 深圳、珠海分公司首席執行官、首信易支付（香港）有限公司策略發展總監，通過支付一體化策略、電子商務和雲計算技術平台，將跨境支付服務從中國延伸至澳洲、柬埔寨、印度尼西亞、日本、新西蘭等更多「一帶一路」國家。



報名方法

- 請[按此](#)或掃描QR code並完成網上報名及付款；或
- 請填妥報名表、連同劃線支票郵寄至香港生產力促進局：九龍達之路78號生產力大樓三樓（收件人：Ms. Ko, DTD）。請於信封上註明課程名稱及編號。報名表請於<https://www.hkpcacademy.org>下載。



支持機構（以英文字母排序）



Metaverse Series: Metaverse Fundamentals for Executives

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Facebook's announcement on Metaverse has excited many corporates, developers and individuals as many believe that it brings in a wealth of opportunities. What is Metaverse, exactly? While we will work, play, social and communicate in Metaverse, what will the real world become? Why is Metaverse so popular and what is your role in it? Why is it even relevant to you and your business? If the above questions ever popped in your mind, the course would lead you to the answers.

The course welcomes Metaverse, NFT, blockchain, AR, VR, MR, XR, AI, 5G, IoT and big data enthusiasts without technical knowledge. It's also suitable for management level, executives, creatives and individuals.

Programme code	10012765-04
Date & Time	10 Feb 2023 10:00-17:30
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$3,000 <i>(Group discount will be offered to 2 or more enrolment, please contact us for details.)</i>
Duration	6 hours

Programme Highlight



The 6-hour course will fill you up with all the fundamentals of Metaverse, providing you with insights on how you and your business can take part in Metaverse. The course is taught by instructor who has solid practical and consultancy experience in technical and Metaverse projects in different industries. To cope with the fast-changing tech environment, instructor shall update the course content with latest development of the topic from time to time.

Certificate of Attendance will be issued to participants who have attended all lessons.

Course Outline

Session	Activities
Lesson 1 Metaverse is the New Norm?	<ul style="list-style-type: none"> • What's Metaverse? • History of Metaverse and Web • Global trends of Metaverse <ul style="list-style-type: none"> ▪ GameFi, Play-to-earn ▪ Property investment ▪ DeFi ▪ Virtual concert, expo, gallery, museum • Brand-based Metaverse and Open-based Metaverse • Ecosystem in Metaverse • Metaverse makes digital nomads the new norm • Social interaction between reality and virtual • Trends of business development and business use cases • Challenges and opportunities
Lesson 2 Adapting the New Norm – Metaverse	<ul style="list-style-type: none"> • Creative disruption - Key Enabling Technologies applied in Metaverse <ul style="list-style-type: none"> ▪ 5G, IoT ▪ Blockchain, Non-fungible Token (NFT) ▪ Digital Twins ▪ Artificial Intelligence ▪ Big Data ▪ AR, VR, MR, XR • Tokens, NFT & Decentralized Autonomous Organizations (DAOs) in Metaverse <ul style="list-style-type: none"> ▪ Cryptocurrency ▪ NFT assets ▪ DAO community development & voting • Software applied in Metaverse <ul style="list-style-type: none"> ▪ How to get started in Metaverse? ▪ Unity3D, Blender, Unreal Engine, SparkAR, and etc • Cybersecurity & Frauds • Psychological impacts created by Metaverse • Experiential activity: VR headset*, navigating in virtual lands <p><i>*Due to public health issue, this experiential activity will suspend until further notice.</i></p>

Mr. Anthony Leung

Acquiring professional certificates of Blockchain Technologies, Big Data, Foundations of Central Law (International Monetary Fund) Anti-Money Laundering and Counter-Financing of Terrorism (AML / CFT) and with over 20 years of concrete IT and Management experiences in listed company and MNC, Mr. Anthony LEUNG is dedicated in Internet, Payment, Blockchain business aspects over 10 years in Mainland China and Asia Pacific Countries.

Anthony served as the founding CTO of Circle YY Technologies (successfully evaluated at USD\$115.585M under US OTC subsidy company in 2019), CEO of Silk Road And Belt Technology Limited (member of Hong Kong Blockchain Industry Analyst Association), PayEase Cross Border Technology Ltd in Shenzhen and Zhuhai, PayEase (Beijing) Technology Ltd and PayEase (Hong Kong) Limited extended the services from China to Australia, Cambodia, Indonesia, Japan, New Zealand and more Belt & Road countries with payment integration, e-commerce and cloud computing technology platform.



Enrolment method

- Click [here](#) or scan the QR code to complete the enrolment and payment online; or
- Mail the crossed cheque with payee name “Hong Kong Productivity Council” in HKD) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (ATTN: Ms KO, DTD). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at <https://www.hkpcacademy.org>



Supporting Organisations (in alphabetical order)

