



Tech Fest Hong Kong Awards - Judging Criteria

PROJECT EXCELLENCE CATEGORIES

1. Cybersecurity Project of the Year

a. **Innovation:** How innovative is the approach or solution? Does it solve a unique or important cybersecurity problem? Does it use novel techniques or technologies? The project should demonstrate a novel and creative approach in solving a cybersecurity challenge.

b. **Impact:** What is the impact of the project? How many users or systems could it affect? How significant is the cybersecurity issue it is addressing? The project should have a significant and measurable impact on the security of organisations, systems or individuals.

c. **Effectiveness:** How effective is the project in solving the target cybersecurity problem? Can it demonstrably reduce risk, prevent attacks, or mitigate threats? What evidence shows it works as intended?

2. Cloud Project of the Year

a. **Innovation:** How innovative is the approach or solution? Does it use new or unique cloud technologies, architectures, or techniques? The project should demonstrate a unique and creative approach to solving a business challenge using cloud technology.

b. **Impact:** What is the impact of the project? How many users or systems could it affect? How significant is the issue it is addressing? The project should have a significant impact on the business operations, including increased efficiency, cost savings, and improved customer experience.

c. **Performance:** How high is the performance of the project in terms of speed, latency, efficiency, and other metrics? Does it offer significant performance improvements over existing solutions? Are there objective measures showing its performance?

d. **Ease of use:** How easy is the project to use, implement, and manage? Does it have clear and straightforward interfaces? How much technical expertise is required to deploy and operate it? Is it suitable for less technical users or organisations?

3. AI Project of the Year

a. **Impact:** What is the impact of the project? The project should have made a significant impact on business operations, whether by improving efficiency, solving a pressing problem, or creating new opportunities.

b. **Innovation:** The project should demonstrate innovative use of AI technology, either by applying existing AI techniques in a new way or by developing new AI techniques.

c. **Performance:** How well does the project perform? How accurate or efficient is it? Does it meet or exceed benchmarks? Strong performance and results are key.

d. **Robustness:** How robust is the project to errors? How well does it handle incomplete data or unpredictable scenarios? Robustness and fault-tolerance are necessary for real-world AI systems.

4. CX Project of the Year

a. **Impact:** What impact does the project have on customer experience? How does it improve key metrics like satisfaction, loyalty or retention? The project should have significantly improved customer satisfaction ratings.

b. **Innovation:** How innovative is the project? Does it use new techniques or technologies to tackle customer experience challenges? Innovation in CX is crucial for continued improvement.

c. **Usability:** How easy and user-friendly is the project? How seamlessly does it integrate into customer workflows? Strong usability and minimally disruptive experiences are key.

d. **Personalisation:** The project should demonstrate a personalised experience for each user, utilizing data to tailor the experience to their unique preferences and needs.

e. **Accessibility:** How accessible is the project to all customers? How inclusive is it of diverse

groups and needs? Wide accessibility and inclusion are necessary for excellent CX.

5. IOT Project of the Year

a. Innovation: How innovative is the IoT project? Does it solve a unique problem using IoT technology in an innovative way?

b. Impact: What impact does the IoT project have? Does it have the potential to significantly improve processes, user experiences, safety, cost savings etc.?

c. Implementation: How well is the IoT project implemented?

d. Business value: What business value does the IoT project have? Consider factors like return on investment, revenue opportunities, business model innovation, and market competitiveness enabled by the IoT project.

PRODUCT EXCELLENCE CATEGORIES

6. Cybersecurity Product of the Year

This category is eligible for products launched, revamped, or upgraded in 2025.

a. Effectiveness: How well does the cybersecurity product protect against a wide range of threats, including malware, phishing attacks, data breaches, and other cybersecurity risks?

b. Innovation: To what extent does the product demonstrate innovative features or approaches in addressing emerging cybersecurity challenges and trends?

c. Usability: How user-friendly is the product in terms of deployment, management, and integration with existing security infrastructure? Does it provide seamless user experience?

d. Scalability: Can the product effectively scale to meet the needs of different organizations, from small businesses to large enterprises, without compromising its security capabilities or performance?

7. Cloud Product of the Year

This category is eligible for products launched, revamped, or upgraded in 2025

- a. Reliability:** How reliable is the cloud product in terms of uptime, data availability, and disaster recovery capabilities?
- b. Performance:** What level of performance does the product offer in terms of speed, scalability, and responsiveness, especially under heavy workloads or peak usage periods?
- c. Security:** How robust are the security measures implemented by the cloud product to protect data, ensure compliance with regulations, and prevent unauthorized access?
- d. Innovation:** To what extent does the product demonstrate innovative cloud technologies, features, or services that set it apart from competitors and address evolving cloud computing demands?

8. AI Product of the Year

This category is eligible for products launched, revamped, or upgraded in 2025.

Accuracy: How accurate is the AI product in performing its intended tasks, such as data analysis, prediction, automation, or decision-making?

User Experience: How engaging, and user-centric is the AI product in terms of interface design, interaction mechanisms, and overall user satisfaction, enhancing usability and accessibility?

Impact: What measurable impact does the AI product have on businesses, industries, society, or the environment in terms of efficiency gains, cost savings, improved outcomes, or innovation?

ORGANISATION EXCELLENCE CATEGORIES

9. Cybersecurity Service Provider of the Year

a. Innovation and adaptability: Ability to innovate in response to evolving cyber threats, leveraging cutting-edge technologies and strategies to provide robust cybersecurity services tailored to client's specific need.

b. Incident response effectiveness: Proven capabilities in incident detection, response and recovery, including rapid response times, thorough investigations, and successful mitigation of security breaches, showcasing a strong incident response framework.

c. Client satisfaction: Evidence of a strong commitment to providing exceptional service to

clients, including proactive communication, responsive support and ongoing training and education to stay ahead of the evolving cyber threats.

10. Cybersecurity Consultancy of the Year

a. Expertise and experience: Demonstrated expertise and experience in providing strategic cybersecurity consulting services, offering valuable insights, recommendations, and customized solutions to clients across various industries.

b. Client impact: Measurable impact on clients' cybersecurity posture, such as improved security resilience, reduced vulnerabilities, and enhanced overall cybersecurity maturity due to the consultancy's guidance and support.

c. Innovative solutions: Development and implementation of innovative cybersecurity solutions, frameworks, and strategies that address emerging threats and challenges, showcasing the consultancy's ability to think creatively and adapt to changing landscapes.

d. Contributions to the cyber community: Evidence of contributions to the wider cybersecurity community, such as supporting industry initiatives, sharing knowledge and expertise, or active participation in industry events and initiatives.

11. Cloud Consultancy of the Year

a. Cloud expertise: Demonstrated expertise in cloud technologies, architecture, and best practices, offering valuable insights, guidance, and tailored solutions to clients seeking to optimize their cloud environments.

b. Client success stories: Compelling client success stories and case studies that highlight the consultancy's impact on clients' cloud initiatives, such as cost savings, performance improvements and successful cloud migrations.

c. Collaborative approach: Collaborative and client-centric approach to cloud consulting, fostering strong relationships, clear communication, and knowledge sharing to empower clients in their cloud adoption journey.

d. Innovative in consulting: Development of innovative consulting frameworks, methodologies, or tools that streamline cloud adoption, enhance cloud governance, and drive business value for clients, showcasing a commitment to innovation and excellence in cloud consultancy.

12. Digital Transformation Company of the Year

- a. **Vision and strategy:** How well articulated is the company's digital transformation strategy? how ambitious and forward-looking is their vision for digital transformation?
- b. **Execution and implementation:** How effectively has the company executed its digital transformation strategy? What major initiatives have they undertaken? How well have they implemented changes across the organisation?
- c. **Leadership:** How strong is the leadership driving digital transformation in the company? Do they have a powerful vision for digital transformation and the capabilities to execute on the vision?
- d. **Culture change:** How well has the company managed the cultural change required for digital transformation? Have they been able to inspire and motivate employees for the transformation journey? Have they developed necessary new skills and ways of working?
- e. **Business impact:** What kind of impact has the digital transformation had on the company's business? Have they been able to deliver growth, cost savings, or improve customer experience through digital transformation? What measurable outcomes have they achieved?
- f. **Innovation:** How innovative has the company been in their digital transformation approach? Have they leveraged emerging technologies and developed new digital products/ services? Have they adopted an experimental and agile approach to transformation?
- g. **Ecosystem:** How well has the company developed partnerships and collaboration with external ecosystem to accelerate their digital transformation?

13. Workplace of the Year

- a. **Work environment:** What kind of physical and technological work environment has the company created? For example, do they offer open office layout, tech-equipped meeting rooms, remote work support, digital collaboration tools, innovative workspaces.
- b. **Technology integration:** Evaluate how intelligently and extensively technologies like IoT, smart sensors, AI etc are integrated into the office environment.
- c. **Innovation:** Assess the innovative approaches and unique technologies implemented in the office. More cutting-edge and advanced technology integrations would be viewed more favorably.
- d. **Employee experience:** Consider how technologies enhance the employee experience. Evaluate things like productivity, convenience, sustainability, and other benefits to employees.

e. **Representation:** Evaluate the diversity of the company's workforce, especially in leadership roles. Consider representation across gender, race, ethnicity, age, sexual orientation, disability status and other dimension.

14. Tech Impact Company of the Year

a. **Social impact:** How positive is the social impact of the company's technology or solutions? For example, does it help address important problems like access to healthcare or education, inequality, environment, etc. ?

b. **Innovation:** How innovative is the company in applying technology to drive social impact? For example, do they use emerging technologies like AI, blockchain, or IoT in unique ways to solve social problems? Do they have innovative business or revenue models that also create positive impact?

c. **Effectiveness:** How effectively does the company's technology or solutions achieve the intended social impact? For example, do they have compelling results and measurable outcomes data to show their effectiveness?

d. **Ethics:** How strong is the company's ethics and governance? For example, do they consider privacy, security, and equitable use of data and technology? Strong ethics are necessary to ensure tech for good companies use technology responsibly to benefit society.

PERSONAL EXCELLENCE CATEGORIES

15. Chief Technology Officer of the Year

a. **Leadership:** The CTO should have demonstrated strong technical leadership skills, influencing the development of the company's technology strategy and overseeing the implementation of technical solutions.

b. **Technical depth:** Assess the CTO's own technical expertise and experience. Consider technical accomplishments, patents, products delivered, etc.

c. **Innovation:** Evaluate how innovative the CTO is in driving technology strategy and development. For example, new technologies pioneered, unique solutions implemented, impact on company's products/services, etc.

d. **Impact:** Consider the CTO's impact on the overall business. For example, how technology

innovation has driven growth, improved operational efficiency, enhanced customer experience, etc.

E. **Adaptability:** The CTO should be able to adapt to changing market conditions and technologies, staying up-to-date with latest trends and best practices.

16. Chief Information Officer of the Year

a. **Technology strategy:** The CIO should have developed and implemented a comprehensive technology strategy that supports the company's business goals and objectives.

b. **Impact:** The CIO should have contributed to the company's financial performance, either through increased revenue, cost savings or improved operational efficiency.

c. **Leadership:** The CIO should have demonstrated effective leadership skills , building a strong and cohesive team that is aligned with the company's vision and goals.

d. **Vendor management:** The CIO should have effectively managed relationships with technology vendors and partners, ensuring that the company's technology solutions are reliable, cost effective and scalable.

e. **Digital transformation:** The CIO should have contributed to the company's digital transformation, either by introducing new technologies or by optimizing existing ones to improve the customer experience.

17. Chief Information Security Officer of the Year

a. **Technical expertise:** The CISO should have strong technical skills, including knowledge of Cybersecurity tools, techniques, and best practices.

b. **Innovation:** The CISO should have demonstrated innovative use of cyber security technology, either by applying existing techniques in a new way or by developing new techniques.

c. **Risk management:** The CISO should have demonstrated effective risk management strategies, identifying and mitigating cybersecurity risks to the business.

d. **Incident response:** The CISO should have demonstrated effective incident response procedures, responding quickly and effectively to cybersecurity incidents.

e. **Compliance:** The CISO should have demonstrated effective compliance with relevant laws, regulations and standards related to cybersecurity.

18. Chief Digital Officer of the Year

- a. **Impact:** What kind of impact has the CDO had on their business? Effective CDOs should be driving tangible benefits and results from digital transformation.
- b. **Innovation:** How innovative has the CDO been in their digital strategies or initiatives? Compelling CDO nominees may be taking fresh or innovative approaches to digital transformation.
- c. **Leadership:** How strong of a leader is the CDO? Effective CDOs need to be able to lead digital transformation and inspire teams and organisations. Their leadership abilities are important to evaluate.
- d. **Vision:** How visionary is the CDO's digital strategy? The most compelling CDO nominees will have an ambitious vision for how digital transformation can benefit their business or customers.

19. Cloud Architect of the Year

- a. **Architectural Expertise:** To what extent does the architect demonstrate a deep understanding of cloud computing principles, best practices, and architecture patterns in designing scalable, secure, and high-performance cloud solutions?
- b. **Innovation and Problem-Solving:** How creatively does the architect innovate in designing cloud architectures to address complex technical challenges, optimize performance, reduce costs, and enhance overall system efficiency?
- c. **Implementation and Execution:** How effectively does the architect translate architectural designs into practical, functional cloud solutions, considering factors such as scalability, reliability, availability, and disaster recovery?
- d. **Business Impact:** What measurable impact has the architect's cloud architecture solutions had on the organization in terms of cost savings, performance improvements, operational efficiency, agility, and overall business success?

20. Founder of the Year

- a. **Vision:** How visionary is the founder's approach? Founder of the year should have an innovative vision for solving important problems through technology.

b. **Leadership:** How strong of a leader is the founder? Effective founder can inspire, motivate, and guide their team and company to success.

c. **Achievements:** What major achievements and milestones has the founder accomplished? Founder of the year should have significant accomplishments, such as major funding rounds, new products launched, high growth, or other notable achievements.

d. **Impact:** What impact has the founder had, and what is the potential impact of their vision?

e. **Adaptability:** The founder should be able to adapt to changing market conditions and technologies, staying up-to-date with the latest trends and best practices.

21. Open Sources Hero

a. **Innovation:** The open source hero should demonstrate innovative use of open source technology, either by applying existing techniques in a new way or by developing new techniques.

b. **Technical excellence:** Open source hero's demonstrate technical excellence in terms of the quality of their code and a deep understanding of the value of open source technology and the importance of collaboration and inclusive its in the development process. They are committed to creating sustainable open source projects that are well-governed, have a healthy contributor community, and are funded in a way that ensures their long term viability.

c. **Contribution:** The open source hero should have made significant contributions to open source projects, either through coding, documentation, or community building.

d. **Impact:** The open source hero should have made a significant impact on the open source community, either by creating new projects, improving existing ones, or fostering a culture of collaboration and inclusivity.

INDUSTRIAL EXCELLENCE

22. Smart Logistics & Supply Chain Company of the Year

a. **Innovation and Technology Adoption:** How effectively has the company leveraged emerging technologies (e.g., AI, IoT, blockchain, automation, data analytics) to transform logistics and supply chain operations?

b. **Operational Efficiency and Optimization:** Evidence of significant improvements in efficiency,

cost reduction, speed, and accuracy across the supply chain through smart solutions and processes.

c. Resilience and Agility: How well has the company built a resilient and agile supply chain capable of responding to disruptions and changing market demands using smart technologies and predictive analytics?

d. Sustainability and Ethical Practices: Demonstration of smart solutions contributing to environmental sustainability (e.g., reduced emissions, optimized routes, waste reduction) and ethical supply chain practices.

e. Client/Partner Impact: Measurable positive impact on clients or partners, such as improved delivery times, reduced errors, enhanced visibility, and stronger collaboration within the supply chain ecosystem.

23. Smart Retail & E-commerce Company of the Year

a. Customer Experience and Personalization: How effectively has the company utilized smart technologies (e.g., AI, data analytics, AR/VR) to create personalized, seamless, and engaging customer experiences across online and offline channels?

b. Omnichannel Integration: Evidence of successful integration of various sales channels (online, in-store, mobile, social) to provide a unified and consistent customer journey and service.

c. Innovation in Retail Technology: Development or adoption of cutting-edge retail technologies (e.g., smart shelves, cashier-less stores, AI-powered recommendations, predictive inventory) that enhance operations or customer interaction.

d. Business Growth and Performance: Measurable impact on sales growth, customer retention, conversion rates, and operational efficiency driven by smart retail and e-commerce strategies.

e. Data-Driven Decision Making: How effectively does the company leverage data analytics and insights to inform business decisions, optimize inventory, predict consumer trends, and personalize marketing efforts?

24. Smart Hospitality & Tourism Company of the Year

a. Enhanced Guest Experience: How effectively has the company used smart technologies (e.g., AI chatbots, mobile apps, IoT in rooms, personalized recommendations, contactless services) to elevate guest satisfaction and personalize services?

b. Operational Efficiency and Management: Evidence of smart solutions improving operational aspects such as check-in/out processes, resource management, energy efficiency, predictive

maintenance, and staff productivity.

c. Innovation in Services and Offerings: Development or adoption of innovative smart services or products that differentiate the company and meet evolving traveler demands (e.g., virtual tours, AI-powered concierge).

d. Sustainability and Responsible Tourism: Demonstration of smart technologies contributing to environmental sustainability (e.g., smart energy management, waste reduction) and promoting responsible tourism practices.

25. Smart Food & Beverage (F&B) Company of the Year

a. Operational Excellence and Efficiency: How effectively has the company leveraged smart technologies (e.g., automation, IoT in kitchens, inventory management systems, delivery optimization, robotics) to enhance food preparation, service, and delivery efficiency?

b. Customer Engagement and Experience: Evidence of smart solutions (e.g., AI-powered ordering, personalized menus, loyalty programs, seamless delivery apps, interactive dining experiences) improving customer interaction and satisfaction.

c. Innovation in Products and Services: Development or adoption of innovative smart F&B products, services, or business models (e.g., personalized nutrition, sustainable packaging solutions, virtual restaurants).

d. Sustainability and Waste Reduction: How well has the company used smart technologies to reduce food waste, optimize resource consumption, and promote sustainable practices across its operations and supply chain.

26. PropTech Pioneer of the Year

a. Innovation and Disruptive Technology: How groundbreaking are the PropTech solutions developed or implemented by the company, leveraging emerging technologies (e.g., AI, blockchain, IoT, VR/AR, big data) to redefine real estate processes and experiences?

b. Market Impact and Scalability: Evidence of the solution's significant impact on the real estate market (e.g., property management, transactions, development, investment, urban planning) and its potential for widespread adoption and growth.

c. User Experience and Value Proposition: How effectively does the PropTech solution address real pain points for users (buyers, sellers, tenants, developers, managers) and deliver clear, measurable value and improved user experience?

d. Data Utilization and Insights: Demonstration of how the company leverages data analytics and smart insights to provide new value, optimize processes, inform decision-making, and

create predictive models in real estate.

27. InsurTech Pioneer of the Year

a. Innovation and Transformative Solutions: How novel and transformative are the InsurTech solutions developed or implemented by the company, leveraging emerging technologies (e.g., AI, machine learning, blockchain, IoT, telematics) to disrupt and enhance the insurance industry?

b. Customer-Centricity and Experience: Evidence of how the InsurTech solution significantly enhances the customer journey, from underwriting and policy management to claims processing, offering greater transparency, personalization, and efficiency.

c. Operational Efficiency and Risk Management: Measurable impact on improving internal insurance operations, reducing costs, enhancing fraud detection, providing more accurate risk assessment, or streamlining administrative tasks.

d. New Product Development and Market Reach: Introduction of innovative insurance products, business models, or distribution channels that address unmet needs, expand market access, or create entirely new insurance categories.

e. Regulatory Compliance and Security: How well does the InsurTech solution ensure compliance with regulatory requirements, maintain robust data security and privacy standards, and build trust within the insurance ecosystem.

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