

Dr. Mohammad Rahim Rahnama holds three positions:

1. Professor and member of the academic staff, Urban geography Department, Mashhad University.
2. Member of Mashhad's Islamic City council
3. The head of the city councils commission for technical and construction affairs and urban planning.



Mr. Ng Cheung Shing, graduated with BSc. (Hons) from University of Manchester, is the founder, chairman and C.E.O of Computer And Technologies Holdings Limited, a listed company on the Main Board of Hong Kong Stock Exchange. Mr. Ng is one of the few successful pioneers to develop systems integration business in P.R. China and is one of the very few young entrepreneurs who can successfully bring value-added information technology solutions from Hong Kong into PRC.

Mr. Ng is very active in community service and professional affiliations. He is a founding Chairman of Information and Software Industry Association, honorable Chairman of the Research Center of Shanghai Jiao Tong University Digital Library, Director of The Applied Research Council of HK SAR Government, vetting member of Innovation & Technology Fund (I.T. Project) of HKSAR government and member of The Media & Communications Services Advisory Committee of HK Trade Development Council and Member of Committee on Information Technology.

Obstacles hindering international cooperation among cities (focusing on Mashhad case study)

Speaker: Dr. Mohammad Rahim Rahnama (Mashhad, Iran)

Abstract:

1. A summary of Mashhad's status and its geographical, tourist, national and international situation.
2. The role of obstacles resulting from processes governing the preparation, passing and execution of basic Urban plans in weakening international ties among cities.
3. Administrative structure of municipalities and its role in weakening international ties among cities.
4. Laws and regulations and their effect on establishing international ties among cities.

How e-Commerce Enhance the Development of New Economy

Speaker: Mr. Ng Cheung Shing (Hong Kong)

Abstract:

• Corporations are facing increasing competition to bring products to market as quickly as possible. In order to reduce inventory and to improve the bottom line, companies are reengineering their business processes to improve production cycle time, inventory turns, and responsiveness to customer demands. Here comes electronic commerce - a totally new way to reduce business constraints and improve operation efficiency.

* E-business is the business conducted over networks using open, non-proprietary communication mechanisms. Business over the Internet is a common form of e-business.

• With predicted revenue in excess of US\$100 billion at the end of 2001, Internet is no longer a platform for fun and leisure. The web is becoming a serious platform to transform one's business into new market - one without boundaries. Never a single force embodies our transformation more than the Internet. It has emerged as an application of every day life, accessible from everywhere without geographic constraints. Virtually, every business can benefit from the Internet to reduce cost, improve operation efficiency and capture new markets.

• For those seeking the benefits of electronic commerce, the Internet represents enormous opportunities as well as new challenges. Like any other good business practices, e-business requires an understanding of different types of business models, their strength and weakness, so that successful business development over the net can be sustained.

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