



## Session V: Seamless Digital Customer Experience & Smart Railway Operations

This webinar will shed light on how MTR leverages on the use of innovation and technologies to achieve its mission to deliver “Smart Mobility” and “Smart Maintenance”.

With an aim to deliver a more seamless, digitalised and personalised end-to-end travel experience to customers, MTR has been enhancing its MTR Mobile App to create more values to the customers’ journey including the use of end-to-end journey planner, real-time next train/bus information, taxi ordering and personalised content. In addition, smart QR Code ticketing, enhanced real-time passenger information, digitised station processes and customer service robots have been launched to enrich customer experience.

To maintain its world-class railway safety and reliability performance and continue to seek improvement, MTR has been leveraging on the application of innovation and technologies to enhance railway safety, train service reliability and recovery response and to realise its “Predict, Prevent and Prioritise” smart maintenance strategy. Digital engineering including the use of smart and high-precision sensors and sophisticated data analytics have been adopted to measure real-time train and track performance and thereby triggering immediate actions when early failure symptom or adverse trend in parameters is detected. A Data Studio has been established to extensively apply data analytics, video analytics, AI and cloud technology to assist maintenance teams in optimisation of maintenance plans and monitoring of asset health conditions, and to facilitate OCC and station staff to monitor at-risk passenger behaviours at stations and platforms. Smart Safety App with the use of QR Code has been launched to shape staff behaviours in the execution of railway safety rules, and to optimise the non-traffic hours working window.

<b>Date:</b>	16 September 2021, Thursday		
<b>Time:</b>	6:00pm – 7:30pm (Registration starts on 5:30pm)		
<b>Venue:</b>	Online with Zoom		
<b>Fee:</b>	<u>Free</u> admission		
<b>CPD:</b>	40	<b>Quota:</b>	100
<b>Medium:</b>	English	<b>Deadline:</b>	13 September 2021

### Speaker Profile

#### Mr. Nelson Ng

#### Chief of Operations Engineering | MTR Corporation

Mr. Nelson Ng is a railway professional with more than 30 years’ experience in the railway industry. He has extensive experience in system assurance for new railway lines and operating railway, enterprise risk management, operations planning, safety and crisis management, railway operations and maintenance in Hong Kong, and railway construction in Mainland China.

Mr. Ng is the Chief of Operations Engineering of the MTR Corporation directing the development and implementation of the Asset Management System and driving the use of innovation and technology to deliver Smart Mobility and Smart Maintenance for Hong Kong Transport Services. He was the General Manager – Safety & Quality and Head of Operating of Operations Division and General Manager – Hangzhou Line 5 to build and operate a new 54km railway line in Hangzhou.

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# Everyone is welcome to attend!

Please click the below link [or](#) scan the QR code for registration.



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## Notes

- 1) CILTHK members shall have priority for enrolment. Enrolment is on **FIRST-COME FIRST-SERVED** basis.
- 2) For non-CILTHK member who requires a CILTHK CPD/attendance certificate, please:
  - i) draw a cheque made payable to **“CILTHK”** in the sum of HK\$100 and state **‘Application for CPD/attendance certificate for the seminar on DATE.’** at the back of the cheque for each certificate application and send to CILTHK office at 7/F, Yue Hing Building, 103 Hennessy Road, Wanchai, HK

**OR**

  - ii) click [HERE](#) to complete the credit card payment authorisation form and return it to CILTHK office by email.
- 3) Personal Data collected will be used for processing the application to enrol in the CILTHK event/activity, making logistical arrangements, compiling statistics and keep records of attendance, facilitating the applications for Continuing Professional Development of such event/activity and other related matters. The data will be solely handled by CILTHK and will be treated in strict confidence.
- 4) Participants are required to read and accept the terms and conditions of the CILTHK [‘Personal Information Collection Statement’](#) for registering the Institute events.
- 5) For enquiry, please contact Miss Tif Tam of CILTHK Office at

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Ms. Tif Tam		T: 2866-6336		E: <a href="mailto:tiftam@cilt.org.hk">tiftam@cilt.org.hk</a>

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