

Date: 10 November 2009

Government Chief Information Officer  
Office of the Government Chief Information Officer  
15/F, Wanchai Tower, 12 Harbour Road  
Wan Chai, Hong Kong

**By Fax and Post**  
(Fax: 2802 4549)

Attn : Mr. Jeremy Godfrey

Dear Jeremy,

**International ccTLD domain name for .HK (.香港)**

The recent ICANN meeting held in Seoul has resolved technical and administrative issues for Fast Track IDN ccTLD names and laid down the schedule of introduction of some IDN ccTLDs. In this regard, I am writing to seek your sponsorship and endorsement for the Hong Kong Internet Service Providers Association to bid for the administration of “.香港”

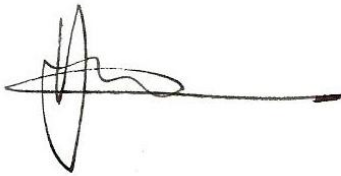
The current ASCII ccTLD for Hong Kong “.hk” is being operated by HKIRC. As evident from past experiences in the domain name market space, competition generally will bring better service to domain name users, and competition itself brings cross-benchmarking for mutual service improvements. In this regard, the HKISPA believes that riding on this new development, the delegation of the new IDN ccTLD “.香港” should be open for competition. This would create best economic benefit for Hong Kong and improves the positive perception of domain name users on the openness of Hong Kong’s ICT policies.

The HKISPA would like to express its interest to help build and operate the .香港 name in a non-profit, market oriented, open and transparent manner and with a cause of assisting the disadvantaged population in Hong Kong to bridge the digital divide. Being the entity representing licensed ISPs in Hong Kong, the HKISPA has the expertise and support of ISPs in Hong Kong to create this competition and operation benchmark for the benefit of Hong Kong.

The HKISPA therefore urges the OGCIO to have an open and competitive process for the delegation of the new IDN ccTLD “.香港”, a critical public resource and infrastructure.

We would be delighted to meet up with you to discuss the best approach for the benefit of Hong Kong.

Best regards,



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