



**EMSD adopts IaaS for non-compliant electrical product surveillance**

### Govt Guardian of Electrical, Gas and Mechanical Systems' Safety

The Electrical and Mechanical Services Department (EMSD) falls under the purview of the Department Bureau of the HKSAR Government. EMSD has two functional

機電工程署  
**EMSD**



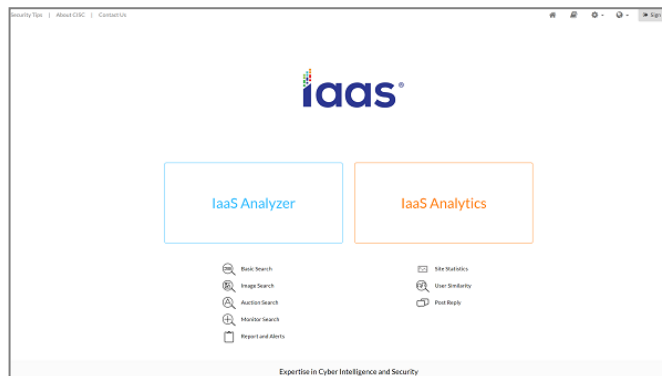
arms, Regulatory Services and Trading Services, to provide E&M services. EMSD monitors electrical, gas and mechanical systems used in Hong Kong for enhancing the safety and quality of life of the public and working closely with the community on public education.

### Challenges in Identifying Non-compliant Household Electrical Products

Due to rapid changes in the business environment nowadays, there are many shops selling or promoting household electrical products online, which has drawn the attention of EMSD for taking more effective tech-based measures to maintain statutory control over the safety of all household electrical products in the market. Backed by the data intelligence expertise of the CISC team, subsidiary of C&T, IaaS has impressed EMSD with its sound experience in similar projects for the Government and empowered EMSD to realize always-on surveillance of non-compliant electrical products on e-commerce platforms and enhance regulatory enforcement for public safety. (Source: [https://inno.emsd.gov.hk/en/it-solutions/index\\_id\\_1138.html](https://inno.emsd.gov.hk/en/it-solutions/index_id_1138.html))

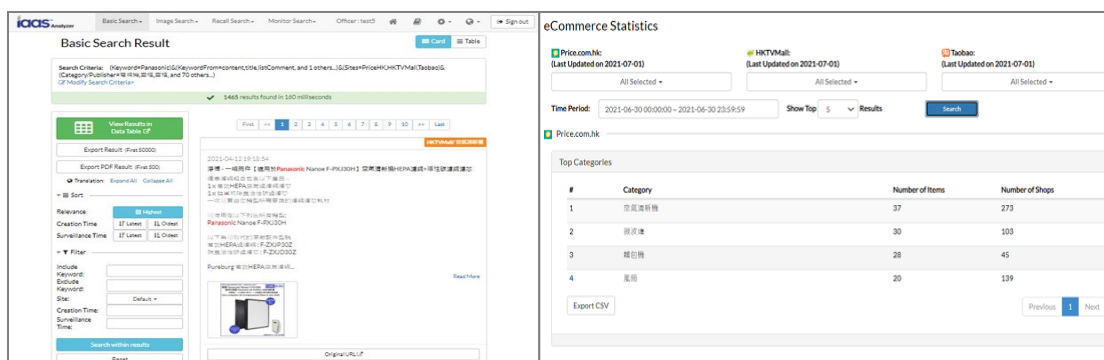
### 24/7 Intelligent Surveillance of Multiple Online Platforms

To identify non-compliant electrical products and discover unsafe products recalled and suspended of use overseas but still supplied to Hong Kong, EMSD used to require substantial manpower to keep track of cyberspace loaded with new information every day. An always-on cloud service platform with artificial intelligence (AI) integration, IaaS has enabled 24/7 automated data collection of electrical products and their suppliers on various popular e-commerce channels, such as HKTVmall, Taobao and Price.com.hk.



## All-round Platform for Comprehensive Data Search and Analysis

With the target channels under surveillance, IaaS captures, processes and converts massive day to day data in a wide variety of file types. The AI engine behind applies natural language processing (NLP) for semantic analysis of customer review content and generates timely alerts of suspected non-compliant cases for EMSD. EMSD's inspection team can also conduct thorough investigation with real-time online keyword and image search with precise optical character recognition (OCR), historical record retrieval and detailed analytics reports. This seamless single-platform collaboration experience greatly enhances efficiency and quality of data search and analysis, an otherwise complicated, resources-consuming process.



## Living Up to Public Expectation Amid Surging Online Selling

With the cyber intelligence solution of IaaS for integrated data collection, conversion and analysis, EMSD has achieved a much more efficient way to identify non-compliant and recalled/ suspended electrical products selling in the market, ensuring timely regulatory enforcement operations that can meet the public's expectation.