Message from the Industry Program Chairs

APSEC 2010

Welcome to the 17th Asia Pacific Software Engineering Conference. This is a significant year for APSEC as it is the first year that APSEC has encouraged and embraced industry participation in addition to research participation. We hope both practitioners and researchers benefit by sharing their perspectives and experiences, and in doing so, develop a unique blend of industry and research collaboration.

We hope you enjoy the industry program that has been selected for 2010. We have tried to select an interesting program with wide appeal whilst keeping with the conference theme "Software for Improving Quality of Life". This particular theme is important as it aims to highlight the work that is done in all areas of software engineering to improve quality of life, from healthcare and the provision of essential services, to safety critical and fault-tolerant systems, security, and games and entertainment.

Each industry paper submission was peer-reviewed by between 2 and 3 Industry Program Committee members. In selecting the accepted papers, in addition to several criteria, we tried to include those that were both personally interesting to the reviewers and had broad appeal to potential industry participants. Given the conference is located in Australia this year, it is encouraging to see submissions for the industry paper track originating from a wide variety of overseas countries including China, Finland, France, Germany, India, Japan, Korea, and Malaysia. We sincerely thank all authors of submitted papers and hope the attraction of sharing global industrial experiences continues to grow in future APSECs.

We would like to thank the Industry Program Committee. The time and effort that members have volunteered as industry representatives is greatly appreciated and so important to the success of the industry program of this conference. We also thank everyone on the Organising Committee, and in particular the General Chairs, for giving their time, effort and opinions on industry program concerns.

Finally, we hope you enjoy the conference!

Anna Liu and Brad Long
Industry Program Chairs, APSEC 2010