Message from the
General Chairs and Program Chairs

It is our great pleasure to welcome you to Busan for the 12th International Asia Pacific Web Conference (APWeb 2010). This year’s conference was held in Busan (also known as Pusan), which is Korea’s principal port and the second largest city. This is the first time that APWeb is held outside China. With numerous culturally attractive tourist destinations, scenic coastal areas, and clean sand beaches, Busan is also famous for having hosted such international events as the 14th Asian Games in 2002, several matches of the 2002 Korea/Japan World Cup, and the Pusan International Film Festival.

Since its establishment in 1998, APWeb has been a leading international conference on research, development and advanced applications of Web technologies, database systems, information management, and software engineering with a focus on the Asia-Pacific region. Previous APWeb conferences were held in Beijing (1998), Hong Kong (1999), Xi’an (2000), Changsha (2001), Xi’an (2003), Hangzhou (2004), Shanghai (2005), Harbin (2006), Huangshan (2007), Shenyang (2008) and Suzhou (2009).

APWeb 2010 attracted 124 submissions from 17 countries and regions worldwide, including Korea, China, Australia, Japan, Hong Kong, Taiwan, USA, France, Germany, and Italy. After a thorough review process based on referee reports, 41 full research papers (acceptance ratio 33.06%) and 16 short papers (acceptance ratio 12.90%) were selected by a distinguished international program committee. This year’s conference also features two keynote speeches delivered by two internationally well-known researchers, Alon Halevy (Google) and Won Kim (Kyungwon University). APWeb 2010 also offers two tutorials by Andrea Cali (University of Oxford), Davide Martinenghi (Politecnico di Milano) and Yanbo Han (Institute of Computing Technology).

This year, we hosted two workshops: Workshop on Unstructured Data Management (USD2010) and 3DLife: Bringing the Media Internet to Life. These two workshops on emerging topics are selected by the workshop co-chairs, Een-Jun Hwang and Rui Zhang. The conference proceedings include all workshop papers.

We take this opportunity to express our sincere appreciation to the members of the APWeb Steering Committee, the APWeb 2010 Organizing Committee, the Program Committee and many external reviewers for their dedication to the conference. Especially, we would like to thank Jin-Deog Kim and Chaehoon Ban, Local Organization Co-chairs; Hwanjo Yu and Helen Zi Huang, Publication Co-Chairs; Ha-Joo Song and Zhiyong Peng, Publicity Co-chairs; Bin Cui and Sang-Won Lee, Tutorial Co-Chairs; Sungwon Jung and Xing Xie, Industrial Co-Chairs; and Hyoseop Shin, Treasurer and Registration Chair.

We hope you will find the program both stimulating and informative. We wish all participants a productive and enjoyable conference in Busan.

Conference Co-Chairs
Bonghee Hong, Pusan National University, Korea
Lizhu Zhou, Tsinghua University, China
Xiaofang Zhou, University of Queensland, Australia

Program Committee Co-Chairs
Wook-Shin Han, Kyungpook National University, Korea
Divesh Srivastava, AT&T Labs-Research, USA
Ge Yu, Northeastern University, China