

To Assignment Editor:

REMINDER

World's Largest Lighting Marketplace Opens in Hong Kong *Industry Leaders Unveil Latest Energy-efficient Technology and Global Trends*

26 October 2017 – The 19th **HKTDC Hong Kong International Lighting Fair (Autumn Edition)** will be held from 27-30 October (Friday to Monday) at the Hong Kong Convention and Exhibition Centre (HKCEC). This year, a record 2,670 exhibitors from 38 countries and regions will gather at the fair, including first-time exhibitors from Denmark and South Africa. The fair will be divided into various zones, including the **Hall of Aurora, LED & Green Lighting**, as well as **Smart Lighting & Solutions**, to showcase a wide range of innovative and personalised lighting products.

Meanwhile, the second edition of the **Hong Kong International Outdoor and Tech Light Expo** opened today and runs until 29 October at the AsiaWorld-Expo. Featuring 410 exhibitors from Hong Kong, the Chinese mainland, Korea, Singapore and Taiwan, the fair showcases lighting for outdoor, professional, industrial and advertising use. In line with the smart lighting trend, the Expo will launch a new **Lighting Solutions and Systems** zone, which incorporates multiple technologies of energy-efficient and cost-cutting lighting systems and solutions. The Outdoor and Tech Light Expo along with the 12th Eco Expo Asia are running concurrently at the AsiaWorld-Expo, creating synergy and more business opportunities for industry players.

During the two lighting fairs, industry representatives from renowned companies, including Philips, Tencent, Xiaomi, Lenovo Connect and Samsung Electronics, will share insights on the latest trends, covering such topics as the “Internet of Lights” and its applications, outlook for smart lighting, Belt and Road opportunities, as well as opportunities and challenges in the outdoor lighting industry. Some of the interesting products include:

- **WIFI LED Camera BW PIX:** Sends user notifications via smartphone upon detecting motion and allows two-way communication (Lighting Fair, Booth No: 1C-C12)
- **Handheld Spectral PAR meter:** Through a three-step smart measurement, the meter records light parameters essential for proper plant growth. Users can then monitor light absorption of plants and make timely adjustments to the artificial light source, enhancing the efficiency, health and speed of plant growth. (Lighting Fair, Booth No: 3D-A44)
- **AOK Smart Street Lighting:** Adopts a cellular radiator coiling system and allows even lighting based on detected luminance; monitors noise and air pollution levels, in addition to humidity and luminance, while serving as a Wi-Fi hotspot and charging station for electric vehicles (Outdoor and Tech Light Expo, Booth No: 8-K02)

We cordially invite you or your representatives to cover the fair and related events:

	Hong Kong International Outdoor and Tech Light Expo	Hong Kong International Lighting Fair (Autumn Edition)
Date	26-29 October (Thu-Sun)	27-30 October (Fri-Mon)
Venue	Halls 6 and 8, AsiaWorld-Expo, Hong Kong	HKCEC, 1 Expo Drive, Wan Chai
Opening	26 Oct: 10:30am-6pm	27-29 October: 9:30am-7pm.



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hours	27-28 Oct: 10am-6pm 29 Oct:10am-5pm	30 October: 9:30am-4pm
Exhibit Categories	Outdoor Lighting, Professional and Industrial Lighting, Advertising Lighting, Lighting Solutions and Systems	Commercial Lighting, LED & Green Lighting, Household Lighting, LED Essentials, Smart Lighting & Solutions, Testing & Certification and Trade Service & Publication
*Media Registration	Hall 3 Entrance, AsiaWorld-Expo or Media Centre, Room 108, Hall 8 Side Entrance, AsiaWorld-Expo	HKCEC, Harbour Road Entrance, Hall 1E Concourse or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance
Website	www.hktdc.com/hkotlexpo/	www.hktdc.com/hklightingfairae
Interesting Products	http://bit.ly/2zxurEL	http://bit.ly/2qj7L2t

Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

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**Hong Kong International Lighting Fair (Autumn Edition)/
Hong Kong International Outdoor and Tech Light Expo Major Events**

Hong Kong International Lighting Fair (Autumn Edition)

27 October (Friday)

SMEs 101: Key Tips to Grow and Accelerate

Time: 11:30am-12:30pm

Venue: HKTDC SME Training Room E, Expo Galleria, HKCEC

Speakers:

- Ms Judy Ting, SME Export Marketing Fund Section - Trade Officer, Trade and Industry Department
- Mr Raymond Yeung, Senior Sales Manager, Publication & E-Commerce, HKTDC
- Mr Ip Yuk Kin, Valentine, Senior Manager, BUD Fund
- Ms Viola Chiu, Senior Manager, Marketing Division, Hong Kong Export Credit Insurance Corporation

Language: Cantonese

Putting People First: The Revolution of Human Centric Lighting

Time: 2:30-4pm

Venue: HKTDC SME Training Rooms C & E, Expo Galleria, HKCEC

Speakers:

- Emeritus Professor Warren Julian, AM, Architecture, Design and Planning, The University of Sydney
- Mr Fred Bass, Director, Neonlite International Ltd
- Ms Yvonne Pan, Director of End-user Marketing & BD, Philips Lighting Greater China

Language: English (with simultaneous interpretation in Putonghua)

Networking Reception (By Invitation Only)

Time: 6:30- 8pm

Venue: hktdc.com Small Orders zone, Expo Drive Entrance

Officiating Guest:

The Hon Alvin YEUNG Ngok-kiu, Member of the Legislative Council of the HKSAR

28 October (Saturday)

Buyer Forum – Business Opportunities in Mature Markets

Time: 11am-noon

Venue: hktdc.com OASIS, Hall 3C, HKCEC

Speakers:

- Mr Masayuki Yasufuku, Senior Manager, Japan Lighting Manufacturers Association (Japan)
- Mr Randy Reid, President, LumEfficient Lighting (USA)

Language: English (with re-cap in Putonghua)

The Latest Standards and Requirements for the Global LED Industry

Time: 11:30am-1:30pm

Venue: HKTDC SME Training Rooms C & E, Expo Galleria, HKCEC

Speaker:

- Mr Carl Bloomfield, Global Business Line Director – Information Technology and Lighting, Intertek
- Mr Roberto Inclinati, Global Commercial Leader - Lighting Industry, UL
- Mr Michael Ritto, PE, Business Development Manager, North American Lighting, UL
- Ms Sabina Chen, Senior Marketing Specialist of ESS, DEKRA East Asia
- Mr Theodorus Denteneer, Secretary General, Zhaga Consortium

Language: English (with simultaneous interpretation in Putonghua)

Smart Lighting Outlook 2018: Global Opportunities and Challenges Ahead

Time: 2:30-4:30pm

Venue: HKTDC SME Training Rooms C & E, Expo Galleria, HKCEC

Speakers:

- Mr Lawrence Lin, Executive General Manager, MLS Co Ltd
- Dr Jacob Tarn, EVP, LED Business Team, Samsung Electronics Co Ltd
- Mr Mexci Yiu, Sales and Marketing Director, LEDUS Lighting Technology Ltd, Hong Kong
- Mr Miguel Angel Zamorano Lucena, Director of Exploitation – Chief Project Department of ALISEA ESCO, SA, Spain
- Mr Xie Shengjun, Board Director, Shanghai Feilo Acoustics Co Ltd
- Mr David Barnby, Senior Vice President Global Sales & Marketing, Tridonic GmbH & Co KG
- Mr Seawave Liu, CEO, Hangzhou Zhonhen Power Energy Co Ltd.

Organisers:

- Hong Kong Trade Development Council (HKTDC)
- China Illuminating Engineering Society

Language: English and Putonghua (simultaneous interpretation service provided)

29 October (Sunday)

Buyer Forum – Business Opportunities Along the Belt and Road

Time: 11:30am-12:30pm

Venue: hktdc.com OASIS, Hall 3C, HKCEC

Speaker: Mr Iwan Soetrisna, President & Director, PT Prabu Mitra Buana (Indonesia)

Language: English (with re-cap in Putonghua)

Beyond Illumination: Internet of “Lights” and its Applications

Time: 2:30-4:30pm

Venue: HKTDC SME Training Rooms C & E, Expo Galleria, HKCEC

Speakers:

- Mr Lighting Dai, Shanghai Pudong Intelligent Lighting Association
- Mr Richard Xu, Vice President, Lenovo Connect
- Mr Carlos Qian, Product Manager, Smart Device Open Platform, Tencent
- Mr Maxwell Liu, MIOT Business Director, Beijing Xiaomi Mobile Software Co, Ltd
- Mr Alex Young, COO, Tuya
- Mr Nelson Chou, China Region General Manager, Sengled Co, Ltd

Organisers:

- Hong Kong Trade Development Council (HKTDC)
- Shanghai Pudong Intelligent Lighting Association
- Smart Lighting 40 Forum

Language: English and Putonghua (simultaneous interpretation service provided)

Product Demo & Launch Pad

Time: 3:30-4pm

Venue: hktdc.com OASIS, Hall 3C, HKCEC

Exhibitor: LEDUS Lighting Technology Ltd (Booth No: 1D-C12)

Language: English (with re-cap in Putonghua)

Hong Kong International Outdoor and Tech Light Expo

26 October (Thursday)

Future Way of Outdoor Lighting

Time: 2-3:30pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

- Mr Markus Helle, Editor-in-Chief and Managing Director, *Highlight* Magazine
- Mr Simon McCartney, Director/Partner, Illumination Physics
- Mr Tung Wong, Senior Manager Product Management, Zumtobel Group Asia Pacific

Language: English (with simultaneous interpretation in Putonghua)

27 October 2017 (Friday)

Buyer Forum - Business Opportunities in Emerging Market

Time: 11:30am-12:30pm

Venue: OASIS, Hall 8, AsiaWorld-Expo

Speakers:

- Mr Loh Kah Phang, Director, VFZLED Pte Ltd (Singapore)
- Mr Nie Bin, Kaito Hungary Ltd (Hungary)

Language: English (with re-cap in Putonghua)

Testing and Certification Services of Lighting Products in Hong Kong

Time: 2:30pm-3:30pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

- Mr Chi Keung Lam, Photometry Technical Manager, Intertek Testing Services Hong Kong Ltd
- Mr Dickson Mak, Senior Technical Manager for Electrical Product Division, Hong Kong Standards and Testing Centre

Co-organiser: Hong Kong Council for Testing and Certification

Language: English (with simultaneous interpretation in Putonghua)

28 October 2017 (Saturday)

Latest Energy Technology and Green Public Transportation Facility for Smart City

Time: 2-3pm

Venue: Green Transportation Zone, Hall 3, AsiaWorld-Expo

Speakers: Mr Chris Lau, CEO, evMega Technology Ltd

Ms Elaine Yan, Fuzhou AOK LED Light Company Ltd (Booth No.: 8-K02)

Mr Q H Luong, Project Manager, German Design Group, Germany

Language: English and Cantonese



Media Invitation 採訪邀請

Buyer Forum - Business Opportunities Along the Belt and Road

Time: 2:30-3:30pm

Venue: OASIS, Hall 8, AsiaWorld-Expo

Speaker: Mr Abdelhamid M Hussein, Lighting Consultant, Rexel Arabia

Language: English (with re-cap in Putonghua)