

To assignment editor:

New Lifestyle ShoppingFest opens next Wednesday ***Media tour previews anti-pandemic, household products and more***

21 April 2021 – The Hong Kong Trade Development Council (HKTDC) is launching a brand-new public event, the **Lifestyle ShoppingFest**, which will run from 28 April to 2 May at the Hong Kong Convention and Exhibition Centre (HKCEC). The fair is bringing together more than 400 exhibitors featuring a wide variety of products and helping local companies capture retail business opportunities. The fair will feature eight themed zones with highlighted products including premium jewellery, trendy goods, fashion clothing and accessories, global delicacies and more.

A media tour will be held next Tuesday (27 April) to give media friends a sneak peek of some of the highlighted products from exhibitors. They include Top Luster Japanese Akoya Jewellery, Water Ionizer, 3-in-1 Light Sofa Bed, Wireless Folding Humidifier Fan and more. Details of the various health-protection measures to be put in place at the HKCEC during the fair will also be revealed.

We cordially invite you and your photographers to join the **Lifestyle ShoppingFest media tour**. Details are as follows:

Date: 27 April 2021 (Tuesday)
Time: 2:30pm to 4pm
Venue: HKTDC Media Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai
Speaker: Byron Lee, Senior Exhibitions Manager, HKTDC
Language: Cantonese (questions in English and Putonghua are welcome)

Note: Safety is a top priority for the HKTDC and various measures will be implemented at the press conference to protect the health of all participants. Everyone attending is requested to wear a mask while body temperatures will be measured before people enter the venue. We will also provide hand sanitiser and a limited number of face masks on request at the reception counter.

Fair details

Venue	Date	Opening hours
Hall 1, Hong Kong Convention and Exhibition Centre	28 April (Wed) to 1 May (Sat)	10:30am to 8pm
	2 May (Sun)	10:30am to 6pm

Press members can register to access the event at the Press Registration Counter (Hall 1E Concourse, HKCEC) or the Media Centre (Expo Drive Entrance, HKCEC) by presenting your business card or media identification.

Ticket information (admission fee will be charged at the venue entrance)

Adult ticket	HK\$10 per person
Child ticket (for children under 1.22m tall / primary school students)	HK\$5 per person
Remarks: - Free admission for children aged 3 or below and senior citizens aged 65 or above	

- To minimise the risk of COVID-19 transmission, the fair will minimise the exchange of cash, close contact and gatherings of people. There will be no paper tickets for sale and no ticketing office at the fairground. **Visitors can pay directly by Octopus card at major hall entrances to gain admission**

Websites

Lifestyle ShoppingFest: <https://lsf.hktdc.com/en>

Scan Me, JETSO D!: <ecoupon.hktdc.com/lsf/eng>

HKTDC Media Room: <http://mediaroom.hktdc.com/en>

Hygiene measures and health tips: <https://lsf.hktdc.com/healthmeasure/en>

Media enquiries

Please contact the HKTDC's Communications & Public Affairs Department:

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Highlighted Events

Venue: Lifestyle Theatre, Hall 1, HKCEC

For full event schedule, please refer: <https://bit.ly/3a4YhnT>

28 April 2021 (Wednesday)

Cooking Demo: Yvonne's innovation at home

Time: 12nn – 12:45pm

Guest: Yvonne Chu

“Fly High Hong Kong” Korean classic and K-Pop music performance

Time: 1:15pm-1:45pm

Guest: The Korean Chamber [GAON] Orchestra

Carousell – Smart Selling Tips

Time: 2pm-3pm

Hong Kong Consortium for Medical, Nursing and Healthcare Development presents:

Masks with Epidemic Function

Time: 3:30pm-4pm

Speaker: Professor Thomas Wong

Union Medical Healthcare Group presents: The Benefit of Early Detection of Cardiovascular Diseases

Time: 4pm-4:30pm

Speaker: Chan Shui Kei Veronica, Senior Nursing Manager

Lucky Draw Result Announcement*

Time: 7pm-8pm

29 April 2021 (Thursday)

Secret of delicacy of crafted chocolate

Time: 12nn – 12:45pm

Guest: Christy Chan

Lucky Draw Result Announcement*

Time: 2pm-3pm and 7pm-8pm

Nutrition Label 1+7: an Easier Way to a Healthier Diet

Time: 2:15pm-3pm

Speakers:

- Cheng Kei Wai, Amy, Research Officer, Risk Assessment & Communication Division, Centre for Food Safety, Food and Environmental Hygiene Department
- Dr Tang Shiu Ping, Anna, Scientific Officer, Risk Assessment & Communication Division, Centre for Food Safety, Food and Environmental Hygiene Department

Essentials of Fei Cui Appreciation

Time: 4pm-4:45pm

Speaker: Kitty Chan

Remarks: People joining the session will have the chance to receive a piece of Fei Cui (jadeite)

K-songs SuperMedley

Time: 5:15pm-5:45pm

Guest: The Korean Chamber [GAON] Orchestra

Your first step to start your business

Time: 6:15pm-6:35pm

Remarks: Organised by Transin Holding Limited

30 April 2021 (Friday)

Cooking Demo: Chef Kwok Keung can Cook

Time: 12nn-12:45pm

Guest: Master Chef Chan Kwok Keung

Lucky Draw Result Announcement*

Time: 2pm-3pm and 7pm-8pm

Diamond Buying Guide

Time: 2pm-2:45pm

Speakers:

- Lily Chan, General Manager, Diamond Federation of Hong Kong
- Jane Li, Jewellery Designer

Nutrition Label 1+7: an Easier Way to a Healthier Diet

Hong Kong Trade Development Council 香港貿易發展局
38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong
香港灣仔港灣道1號會展廣場辦公大樓38樓
Tel: (852) 2584 4333 Fax: (852) 2824 0249

Time: 4:45pm-5:30pm

Speakers:

- Cheng Kei Wai, Amy, Research Officer, Risk Assessment & Communication Division, Centre for Food Safety, Food and Environmental Hygiene Department
- Dr Tang Shiu Ping, Anna, Scientific Officer, Risk Assessment & Communication Division, Centre for Food Safety, Food and Environmental Hygiene Department

Smart Bidding

Time: 6pm-6:30pm

For more details, please visit: <https://lsf.hktcdc.com/pdf/2021/Bidding/Bidding.pdf>

1 May 2021 (Saturday)

Cooking Demo: Refreshing flavor of Coral Trout

Time: 12nn-12:45pm

Guest: Master Chef Wong Man Chung

Cooking Demo: Learn from Chef Kitty Siu

Time: 1:15pm-2pm

Guest: Master Chef Siu Sau-heung, Kitty

Lucky Draw Result Announcement*

Time: 2pm-3pm and 7pm-8pm

Rope Skipping Classroom

Time: 2:30pm-3pm

Guest: Hong Kong Rope Skipping Academy

STEM Classroom

Time: 4-5pm

Speaker: STEM Sir

Smart Bidding

Time: 5:30pm-6pm

For more details, please visit: <https://lsf.hktcdc.com/pdf/2021/Bidding/Bidding.pdf>

2 May 2021 (Sunday)

Chemistry between crafted chocolate and sake

Time: 2pm-3pm

Guest: Christy Chan

How to Pick Japanese Sake in 60 Minutes

Time: 2pm-3pm

Lucky Draw Result Announcement*

Time: 3pm-4pm

*Trade Promotion Competition Licence Number: 53385-92