



Media Invitation 採訪邀請

To Assignment Editor:

Electronics, Lighting Fairs and Inaugural Outdoor and Tech Light Expo Open in October

Press Conference to Unveil Fair Details, New Products & Market Trends

28 September 2016 – The HKTDC Hong Kong Electronics Fair (Autumn Edition), electronicAsia and the HKTDC Hong Kong International Lighting Fair (Autumn Edition) will come to the Hong Kong Convention and Exhibition Centre (HKCEC) in October while the HKTDC Hong Kong International Outdoor and Tech Light Expo will make its debut at AsiaWorld-Expo (AWE). Exhibitors from around the world will showcase a wide range of electronic and lighting products and services at the events.

Staged concurrently, the **Electronics Fair** and **electronicAsia** will run 13 to 16 October. Together, they will welcome more than 4,100 exhibitors, making the event the world's largest electronics marketplace. The Electronics Fair will feature the Tech Hall comprising five zones including, for the first time, Virtual Reality and Startup, as well as the Smart Tech, Robotics & Unmanned Tech, and 3D Printing zones.

Meanwhile, the 18th edition of the **HKTDC Hong Kong International Lighting Fair (Autumn Edition)** gathers more than 2,600 exhibitors this year, bringing state-of-the-art lighting products, solutions and services to the HKCEC from 27 to 30 October.

In addition, building on the success of World of Outdoor Lighting & Lighting Accessories 2015, the HKTDC will expand the scale of the fair and present the inaugural **HKTDC Hong Kong International Outdoor and Tech Light Expo** this year, which runs parallel with the Autumn Lighting Fair at the AsiaWorld-Expo from 26 to 29 October. Two new zones Professional and Industrial Lighting, as well as Advertising Lighting, will be introduced. The two fairs form the world's largest lighting marketplace, creating more cross-sector business and networking opportunities.

The HKTDC will hold a press conference on 5 October to introduce the fairs and spotlight some innovative exhibits, including:

- Innovative robot design: Combining robotics, IoT and mobility, it can be applied in various situations such as hotel receptionist, advertising, information sharing, or in the home to monitor the elderly or detect break-ins or fire and send emergency notice to default recipients
- Smart baby bottle accessory: Records, analyses and facilitates baby growth by automatic diet logging with an App
- Full-Color Desktop 3D Printer: Features CMYK blending technology where four different colour filaments are mixed together to create different colour tones
- INGENIUM® Smart Lighting Solution: Controls on/off, dimming and scene setting of the environment via smart device or remote control



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- LED Planting Light Module: Applicable to agriculture, hydroponics, aquaculture and other lighting applications
- Laser Light Projector: Applicable indoors and outdoors, projecting sparkling lights in red, green and blue with a coverage of 3,600 square feet

We cordially invite you or your representative to attend the press conference:

Date: 5 October (Wednesday)

Time: 2:30pm-4pm

Venue: HKTDC SME Centre, G/F, Expo Drive Entrance, HKCEC, 1 Harbour Rd, Wan Chai

Hosts: **Benjamin Chau**, Acting Executive Director, HKTDC

Dr Lo Wai-kwok, Chairman, HKTDC Electronics/ Electrical Appliances Industries Advisory Committee

Language: Cantonese (Questions in English or Putonghua are welcome)

Fair Websites

HKTDC Hong Kong Electronics Fair (Autumn Edition): www.hkelectronicfairae.com

electronicAsia: www.electronicasia.com

HKTDC Hong Kong International Lighting Fair (Autumn Edition): www.hktdc.com/hklightingfairae

HKTDC Hong Kong International Outdoor and Tech Light Expo: www.hktdc.com/hkotlexpo

Media Enquiries

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