

To Assignment Editor:

HKTDC InnoDesignTech Expo To Open Next Thursday ***Explore New Opportunities for Branding and Innovative Designs***

26 November 2015 – The 11th edition of the HKTDC InnoDesignTech Expo (IDT Expo) will be held at the Hong Kong Convention and Exhibition Centre (HKCEC) from 3 to 5 December. It will bring together more than 430 exhibitors from 19 countries and regions around the globe, showcasing global designs and inventions, as well as the latest practical technology and design solutions.

The IDT Expo comprises the Trade Hall and Inspiration Hall. Trade Hall highlights include “Creative & Tech Start-Up Zone”, which is a platform for young creative entrepreneurs to meet with potential investors and partners, and the “Global Invention Zone” presenting the latest creations of more than 100 inventors from around the world.

Open to the public free of charge, the Inspiration Hall will showcase exceptional projects by top Hong Kong and international designers, to promote the exchange of creativity and ideas as well as arouse interest in innovative designs and technologies among the general public. As a leading European creative hub, Barcelona is this year’s partner city for the IDT Expo under the theme “Barcelona Inspires Design”.

Three thematic series of seminars, namely, “Creativity for Business Track”, “Innovation for Business Track” and “Creative & Tech Start-up Track” are tailored to the needs of professionals. Star speakers from Barcelona, Japan, Taiwan and Hong Kong, including Luca Alessi, Michael Young and Tommy Li will reveal their secrets to success. A 3D printing workshop as well as business matching and networking events will also provide a platform for innovative professionals to connect with new partners and collaborators. The Hong Kong Maker Club will also organise a robot boxing contest on 5 December in the Inspiration Hall.

Alongside IDT Expo, BIP Asia will run 3 to 4 December while World SME Expo and Hong Kong International Franchising Show will run 3 to 5 December at the HKCEC. Together, these events provide one-stop value-added services and solutions for SMEs.

Press Preview

A special press preview of the IDT Expo and the concurrent World SME Expo will be held on 2 December. You or your media representatives are cordially invited to the Press Preview. Details are as follows:

Date: 2 December (Wednesday)

Time: 3pm

Venue: HKTDC Media and Webcast Centre, Expo Drive Entrance, HKCEC

Host: Jenny Koo, Director, Service Promotion and Stephen Liang, Director, Product Promotion

Fair Schedule

HKTDC InnoDesignTech Expo	
Date	3-5 December, 2015 (Thursday-Saturday)
Venue	Hong Kong Convention and Exhibition Centre

	Trade Hall: Hall 1A-C Inspiration Hall: Hall 3D-E
Opening Hours	3-4 December 2015 : 9:30am-7pm 5 December 2015 : 9:30am-6:30pm
Media Registration	HKTDC Media and Webcast Centre, Expo Drive Entrance, HKCEC
Website	http://www.hktdc.com/fair/innodesigntechexpo-en/

Concurrent Event Websites:

BIP Asia Forum (3-4 December): <http://www.bipasiaforum.com>

World SME Expo (3-5 December): <http://www.hktdc.com/worldsmeexpo>

Hong Kong International Franchising Show (3-5 December): <http://www.hktdc.com/fair/hkifs-en>

Media Enquiries

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

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HKTDC InnoDesignTech Expo Major Events

3 December 2015 (Thursday)

Comfortable and Environment-friendly Design from Japan

Time: 10:30am – 12:30pm

Venue: Seminar Room A, Hall 1B

Speakers:

1. Isato Kunisada, Vice Chairman, TsubameSanjo Regional Industries Promotion Centre
2. Hideo Doi, Executive Director, Kyoto Design Association
3. Minoru Nagahara, President, Ohken Industry Co., Ltd
4. Junko Gennami, President, Living By Design

Language: Japanese & English (Simultaneous interpretation in English & Japanese)

Design without Boundaries Sharing Session

Time: 11:30am – 12:30pm

Venue: Inno Talks, Hall 3E

Speakers:

1. Michael Young, Founder, Michael Young Limited
2. Katarina Ivarsson, Founder & CEO, Boris Design Studio
3. Julie Progin, Managing Director, Latitude 22N
4. Silvia Marlia, Director, Sand for Kids
5. Sean Dix, Director, Dix Design+Architecture
6. Frédéric Gooris, Principal Designer, Studio Gooris Ltd

Integrating Design into Brand Strategy

Time: 2:30pm – 4pm

Venue: Seminar Room A, Hall 1B

Speakers:

1. Luca Alessi, International Sales and Development Manager, Asia Pacific, Alessi
2. Alex Bent, Founders, District15
3. Ms Jacqueline Alexis Thng, Partner, Prophet

Language: English (Simultaneous interpretation in Cantonese, Putonghua)

3D Printing Workshop: Bringing Your Designs to Life with Blender

Time: 2:30pm – 5:30pm

Venue: The Studio, Hall 1B

Speakers:

1. Chris Leung, Marketing Director, DTSL Discovery Technologies Limited
2. Simon Ng, Technical Support Engineer, DTSL - Discovery Technologies Limited
3. Simon Wong, Lecturer, Department of Art and Design of the YMCA College of Careers

Hong Kong — Barcelona Dialogues: Best Innovation Practices

Time: 3pm – 4:30pm

Venue: Inno Talks, Hall 3E

Speakers:

1. Xavier Carbonell, Director, Mango Chair in CSR, ESCI-UPF
2. Carlos Velazquez, Corporate Marketing Director, Roca Group
3. Xavier Asensi, Managing Director - Asia Pacific, FCBarcelona HK Ltd.
4. Màrius Rossell, Founder & CEO, TLG Commerce Ltd
5. Stefano Passarello, Partner and Founder, People & Projects

Dialogue with a Creative Mind: Tommy Li

Time: 5pm – 6pm

Venue: Inno Talks, Hall 3E

Speaker: Tommy Li, Creative Director, Tommy Li Design Workshop

4 December 2015 (Friday)

Top Secrets of Marketing for Start-ups

Time: 10am – 11:30am

Venue: The Studio, Hall 1B

Speakers:

1. Eudora Li, Mobile Partner Manager, APAC Yahoo, Yahoo! Hong Kong
2. Gary Chung, Head of Sales, AsiaPac Net Media Ltd.

Language: Cantonese (Simultaneous interpretation in English & Putonghua)

Why We Should All Stop Working and Start Making

Time: 10:30am – 11am

Venue: Inno Talks, Hall 3E

Speaker: Cecilia Tham, Founder, Fab Cafe Barcelona

Language: English (No simultaneous interpretation)

Smart Manufacturing

Time: 10:30am – 12:30pm

Venue: Seminar Room A, Hall 1B

Speakers:

1. Dr Ge Ming, Principal Consultant, Automation Service Division, Hong Kong Productivity Council
 2. Dr SUN Dong, Chair Professor and Head, Department of Mechanical & Biomedical Engineering; Director, Center for Robotics and Automation, City University of Hong Kong
 3. Patrick Hui, Director, Consulting, PricewaterhouseCoopers Consulting Hong Kong Limited
- Language: Cantonese (Simultaneous interpretation in English & Putonghua)

Designing the Tourism of the Future Barcelona

Time: 11:30am – 12:30pm

Venue: Inno Talks, Hall 3E

Speaker: Jordi William Carnes, Chief Executive Officer, Turisme de Barcelona

Language: English (No simultaneous interpretation)

Commercialising Innovative Concepts - The Investors' Perspectives

Time: 1:30pm – 3:30pm

Venue: The Studio, Hall 1B

Speakers:

1. Roland Yau, Investment Director, CoCoon
2. Iain Reed, Chairman, EFADRIN
3. Karena Belin, Co-Founder, W Hub

Language: English (Simultaneous interpretation in Cantonese & Putonghua)

Dialogue with Creative Mind: Bu lu

Time: 12:45pm – 1:30pm

Venue: Inno Talks, Hall 3E

Speaker: Bu lu, Founder, Black Paper and 100Most

Language: Cantonese (No simultaneous interpretation)

Smart Retailing and Hospitality

Time: 2pm – 4pm

Venue: Seminar Room A, Hall 1B

Speakers:

1. Alvin Lam, Group CEO, PacificLink iMedia Group
2. Andrew Lee, Founder, Metta Communications
3. Otto Ng, Director, LAAB Limited
4. Mark Panckhurst, Director, Head Architects and Design Limited

Language: English & Cantonese (Simultaneous interpretation in Cantonese, Putonghua & English)

A Journey to Success: New Designs and Inventions

Time: 4pm – 5:30pm

Venue: The Studio, Hall 1B

Speakers:

1. Alireza Rastegar, President, International Federation of Inventors' Association (IFIA)
2. Alex Ng, Executive Director, Smartgears Global Ltd.
3. Gray Leung, Creative Director, Graphic Guides Design Company

4. Edmond Wong, Founder & Chief Designer, ITUM

Language: English (Simultaneous interpretation in Cantonese & Putonghua)

Smart Business Data for Marketing

Time: 4:30pm – 6pm

Venue: Seminar Room A, Hall 1B

Speakers:

1. Li Sai Chin, Director, Management Consulting, KPMG
2. King Leung, CEO, Clix Limited
3. Francis Kwok, Chief Executive Officer, Radica
4. Inness Chu, Marketing Expert

5 December 2015 (Saturday)

TEDxHK Salon "Smarter"

Time: 11am – 4pm

Venue: Seminar Room A, Hall 1B

Speakers:

1. Edwin Keh, CEO, The Hong Kong Research Institute of Textile And Apparel
2. Patrik Tykesson, CEO, Kumpan Electric
3. Fiona Ching, Co-Founder and General Manager, MakerBay
4. Laurel Chor, Multimedia Producer, Coconuts TV
5. Martha Collard, Founder, Red Doors Studio
6. Paul Lee, Co-inventor, Co-founder & Executive Director, Aumeo
7. Sawaka Katalyna, Communications Expert, Social Technologist and Vocal Artist

Language: English (Simultaneous interpretation in Cantonese & Putonghua)

Robot Boxing League

Time: 12:00 - 18:00

Venue: Inno Talks, Hall 3E

Hong Kong-Taiwan Dialogues : 4G Mobile Commerce Application Services

Time: 2pm – 3:30pm

Venue: The Studio, Hall 1B

Speakers:

1. Alex Kun, Executive Committee Member, Hong Kong Wireless Technology Industry Association (WTIA)
2. Darleen Chen, Deputy Director, MOEA-SMEA, Taiwan
3. Paul Huang, General Manager, LoFTechnology, Inc.
4. John Lin, Chairman, OmniBud Inc.
5. Wiley Lin, General Manager, Partner e-Commerce Co., Ltd.