

## REMINDER

To assignment editor:

### **InnoEX has grand debut along with two tech fairs** ***Brightest minds gather to illuminate Hong Kong's edge on innovation***

**11 April 2023** – The first-ever **InnoEX**, a flagship innovation and technology event jointly organised by the Hong Kong Special Administrative Region (HKSAR) Government and the Hong Kong Trade Development Council (HKTDC), launches tomorrow (12 April) and runs until 15 April at the Hong Kong Convention and Exhibition Centre (HKCEC) in Wan Chai. The **HKTDC Hong Kong Electronics Fair (Spring Edition)** and **HKTDC Hong Kong International Lighting Fair (Spring Edition)** will be held concurrently, drawing more than 2,900 exhibitors in total. In addition to Hong Kong exhibitors, institutions and corporations from 20 countries and regions across Mainland China, Asia, Europe and the Americas will join the physical exhibitions.

InnoEX flagships Business of Innovation and Technology Week (BITWeek), driven by the HKSAR Government. Building on the success of the International ICT Expo, this event will comprehensively promote cross-regional and cross-industry cooperation. Together with other BITWeek events – **Digital Economy Summit** hosted by the Government of the HKSAR and Cyberport, and the HKTDC's Electronics Fair – as well as the **Web3 Festival**, BITWeek will assemble global innovation elites to showcase cutting-edge technology products and highlight Hong Kong's advantages as an innovation and technology hub and international trade exhibition centre status.

The InnoEX Forum will also launch tomorrow, themed Connecting the World with Innovations for Better Living. **Prof Sun Dong, Secretary for Innovation, Technology and Industry of the HKSAR**, will lead the opening ceremony while **Prof Zhang Guangjun, Vice Minister of the Ministry of Science and Technology** will give a special address online.

The Forum will feature inspiring keynotes by authorities including **Dr Ayesha Khanna**, co-founder of Addo AI and an innovator previously named by *Forbes* as a groundbreaking female entrepreneur in Southeast Asia, who will share insights on staying ahead of the competition through AI and automation technologies. **Mr Matthew Griffin**, renowned futurist and strategic advisor serving the G7 and G20, will also discuss the impact of technology on industries. Government officials from mainland provinces and cities, representatives from organisations promoting smart-city development worldwide, top executives from leading technology enterprises across various industries, and leaders from unicorn companies, including executives and representatives from SenseTime and Uisee Technology, will discuss innovation and technology issues.

The exhibitions will spotlight practical applications of smart-city technologies and solutions worldwide and feature innovative ideas, flagship products and solutions from a host of renowned exhibitors. Presentations will include Invisible Technology Wood Waste Upcycling, Metaverse and Virtual Stimulation, Autonomous Driving Simulation Development Platform Using Hong Kong Traffic Environment (Transportation & Mobility), Chronic Toxicity Test – Transgenic Medaka Fish Embryo, A Powerful and Wearable Artificial Muscle (ExoMuscle) and 3D Ultrasound on Scoliosis Assessment.

The online-offline Exhibition+ model lets exhibitors and buyers physically attend exhibitions and leverage the Click2Match intelligent matching platform for negotiations until 22 April.

A media tour will be held on the opening day of the three tech fairs, where exhibitors will introduce technology solutions and products. We cordially invite you and/or your representatives to join the preview tour, the opening ceremony for the InnoEX Forum and other highlighted activities. Details are as follows:

## **Opening Ceremony for the InnoEx Forum**

Date: 12 April 2023 (Wednesday)  
Time: 9:30am-10:00am (registration starts at 9:15am)  
Venue: InnoHall, Hall 3FG, Hong Kong Convention and Exhibition Centre  
Language: English / Putonghua (With simultaneous interpretation)  
Guest of Honour: **Prof Sun Dong**, Secretary for Innovation, Technology and Industry, HKSAR Government  
Special Remarks (delivered online): **Prof Zhang Guangjun**, Vice-Minister of the Chinese Ministry of Science and Technology

## **Media preview tour**

Date: 12 April 2023 (Wednesday)  
Time: 10:30am (media registration starts at 9:15am)  
Meeting venue: HKTDC Media Centre, Ground Level, HKCEC, 1 Expo Drive, Wan Chai  
Language: Cantonese (questions in English and Putonghua are welcome)

## **Other Highlighted Events**

### **InnoEX Forum**

Date: 12 April 2023 (Wednesday)  
Time: 10:00am – 5:15pm  
Venue: InnoHall, Hall 3FG, Hong Kong Convention and Exhibition Centre  
Language: English / Putonghua (With simultaneous interpretation)  
Details: [https://innoex.hktdc.com/pdf/2023/event/Opening\\_Ceremony\\_and\\_InnoEX\\_Forum.pdf](https://innoex.hktdc.com/pdf/2023/event/Opening_Ceremony_and_InnoEX_Forum.pdf)

### **SFSI Seminar: Paris Olympic Games 2024 - Becoming a large-scale innovation center for the Cities of Tomorrow**

Date: 13 & 14 April 2023 (Thursday & Friday)  
Time: 2:00pm-4:00pm  
Venue: InnoHall, Hall 3FG, Hong Kong Convention and Exhibition Centre  
Co-organiser: So French So Innovation Pavilion  
Language: English  
Details: [https://exhmultifairs.hktdc.com/pdf/2023/apr\\_tech/event/SFSI\\_Paris\\_Olympic\\_Games\\_20230413.pdf](https://exhmultifairs.hktdc.com/pdf/2023/apr_tech/event/SFSI_Paris_Olympic_Games_20230413.pdf)

## Seminar: Collaborate and Build Data Ecology Between Twin Cities

Date: 13 April 2023 (Thursday)

Time: 4:30pm – 6:00pm

Venue: The Stage, Halls 3E, Hong Kong Convention and Exhibition Centre

Co-organiser: Office of the Government Chief Information Officer of the Government of HKSAR and Shanghai Municipal Commission of Economy and Informatization

Language: Putonghua

Details: [https://innoex.hktdc.com/pdf/2023/event/13\\_April\\_1630\\_Programme.pdf](https://innoex.hktdc.com/pdf/2023/event/13_April_1630_Programme.pdf)

### Remarks:

Media representatives interested in covering the five autumn tech fairs can collect their press pass by presenting a business card or press card at the Press Registration Counter (Hall 1C Concourse, HKCEC), or at the HKTDC Media Centre (G/F, HKCEC, 1 Expo Drive, Wan Chai)

### Three tech fairs – details

Event	Physical Fair	Admission	Venue	Click2Match (Smart business-matching platform)
InnoEX	12-14 Apr (Wed-Fri) 10am-6pm	Free admission to trade visitors aged 18 or above	Hong Kong Convention and Exhibition Centre	12 April to 22 April
Hong Kong Electronics Fair (Spring Edition)	15 Apr (Sat) 10am-5pm			
Hong Kong International Lighting Fair (Spring Edition)				

### Activity details:

#### Websites

- InnoEX: <https://www.hktdc.com/event/innoex/en>
- Hong Kong Electronics Fair (Spring Edition): <https://www.hktdc.com/event/hkelectronicfaire/en>
- Hong Kong International Lighting Fair (Spring Edition): <https://www.hktdc.com/event/hklightingfaire/en>

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

### Media enquiries

Please contact the Raconteur:

Molisa Lau Tel: (852) 6187 7786

Email: [molisalau@raconteur.hk](mailto:molisalau@raconteur.hk)

Betsy Tse Tel: (852) 9742 7338

Email: [betsytse@raconteur.hk](mailto:betsytse@raconteur.hk)



## Media Invitation 採訪邀請

HKTDC's Communications & Public Affairs Department:

Eric Wong

Tel: (852) 2584 4575

Email: [eric.ks.wong@hktdc.org](mailto:eric.ks.wong@hktdc.org)

Clementine Cheung

Tel: (852) 2584 4514

Email: [clementine.hm.cheung@hktdc.org](mailto:clementine.hm.cheung@hktdc.org)

### About HKTDC

The [Hong Kong Trade Development Council \(HKTDC\)](http://www.hktdc.org) is a statutory body established in 1966 to promote, assist and develop Hong Kong's trade. With 50 [offices](#) globally, including 13 in Mainland China, the HKTDC promotes Hong Kong as a two-way global investment and business hub. The HKTDC organises [international exhibitions](#), [conferences](#) and [business missions](#) to create business opportunities for companies, particularly small and medium-sized enterprises (SMEs), in the mainland and international markets. The HKTDC also provides up-to-date market insights and product information via [research reports](#) and [digital news channels](#). For more information, please visit: [www.hktdc.com/aboutus](http://www.hktdc.com/aboutus). Follow us on  Twitter @hktdc and  LinkedIn