

To Assignment Editor:

Hong Kong Lighting Fair Opens Next Friday ***Featuring 1,350 Global Exhibitors, Four New Zones***

28 March 2018 – The 10th Hong Kong International Lighting Fair (Spring Edition) will be held from 6-9 April at the Hong Kong Convention and Exhibition Centre (HKCEC). More than 1,350 exhibitors from 13 countries and regions will join the fair, with first-time participation from Canada, India, Macau and Malaysia.

Organised by the Hong Kong Trade Development Council (HKTDC), this year's fair will launch four new zones: Horticulture Lighting, Residential Lighting, Technical Lighting and Urban & Architectural Lighting. Responding to the prevalence of Internet of Things (IoT) technology, the Smart Lighting & Solutions Zone returns this year, showcasing the latest smart and remote-control lighting systems and products. The Hall of Aurora will spotlight more than 200 well-known brands, including Tuya Smart, TCL and MLS Co, which will exhibit an extensive range of exquisite designs, special products and technology. Other highlight zones include Decorative Lighting, Commercial Lighting and Advertising Display Lighting, featuring a wide variety of lighting products, technologies and solutions that offers numerous business opportunities for buyers from around the world.

The Asian Lighting Forum 2018 will be held on the first day of the fair (6 April), with representatives from professional organisations, such as Bluetooth Special Interest Group, Microsoft, CREE, Philips, OSRAM and the Highways Department discussing trends, the latest technology and applications of smart lighting and the market outlook. Experts from Alibaba AI Labs, iFLYTEK, JD Smart, Tuya, Yeelight and ZTE will also share insights at the "Artificial Intelligence and Smart Lighting" seminar on 7 April. Buyer forums, product launches, as well as a networking reception will also be held throughout the fair period.

We cordially invite you or your representatives to cover the fair and related events. Highlights are as follows:

Hong Kong International Lighting Fair (Spring Edition)

Date: 6-9 April (Fri-Mon)

Venue: Hall 1A-1E, 3B-3E, HKCEC

Hours: 6-8 April (9:30am-6:30pm) | 9 April (9:30am-5pm)

Fair Website: www.hktcdc.com/hklightingfairse

Product Highlights: <https://goo.gl/Fi622i>

Press Registration Counter: Hall 1E Concourse, HKCEC

Media Centre: Expo Entrance, HKCEC

Media may register at either the Press Registration Counter or the Media Centre with their business cards and/or media identification.

Media Enquiries

For media enquiries, please contact the HKTDC's Communications & Public Affairs Department:

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Hong Kong International Lighting Fair (Spring Edition): Event Overview

6 April 2018 (Friday)

Asian Lighting Forum 2018 – Section 1: Smart Lighting, Connected Lighting & IoT: Daily Life Applications

Time: 10:30am-12:30pm

Venue: Seminar Room, Hall 3B, HKCEC

Speakers:

- Kai Ren, Developer Relations Manager, APAC, Bluetooth SIG
- Wincy Chan, IoT Ecosystem Lead, Asia / Microsoft
- IP Kwok-leung, Nelson, Chief Engineer of Lighting Division, Highways Department
- Derek Feng, DEKRA General Manager EMC & Wireless Mainland China and Hong Kong

Language: English and Putonghua (Simultaneous interpretation provided)

Asian Lighting Forum 2018 – Section 2: Lighting Outlook 2018

Time: 2pm-3:50pm

Venue: Seminar Room, Hall 3B, HKCEC

Speakers:

- Minna Lai, Director, Research & Development, OSRAM Lighting Solutions, APAC
- Gauss So, Product Marketing Manager, Cree Lighting APAC
- Vincent Chow, Senior Marketing Manager, Philips Lighting Hong Kong Ltd

Language: English and Putonghua (Simultaneous interpretation provided)

Exhibitor Forum on Smart Lighting

Time: 3-4pm

Venue: hktcdc.com OASIS, Hall 3C

Exhibitors:

- Tronico Technology Company Ltd (3D-C06)
- Eton Group Asia Ltd (3D-C02)
- DeLight Power Products Ltd (3D-C08)

Networking Reception

Time: 6pm-7:30pm

Venue: Dragon Lounge, Expo Drive, HKCEC

Officiating Guest: The Hon WONG Ting-kwong, GBS, JP, Member of Legislative Council of the Government of the HKSAR

7 April 2018 (Saturday)

Exhibitor Forum on Horticultural Lighting

Time: 11:30am-12:30pm

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

Exhibitors:

- Foshan GrowSpec Eco-Agriculture Technology Co, Ltd (1C-C18)
- Titans Industries (1C-D01)

One Step Further: Artificial Intelligence (A.I.) and Smart Lighting

Time: 2:30-5pm

Venue: Seminar Room, Hall 3B, HKCEC

Speakers:

- Lighting Dai, Shanghai Pudong Intelligent Lighting Association
- Dr Wilma Su, Chairman, Zigbee Alliance – China division
- Yi Ru, Smart Terminal Manager of Alibaba AI Labs
- Winnie Wang, Senior Marketing Director, iFLYTEK Intelligent Hardware Business Department
- Zhang Yi, General Manager, IoT Department, JD Smart BU
- Chen Kai, Marketing Director, Smart Home Products, ZTE Corporation
- Alex Young, Co-founder and COO, Tuya
- Eric Jiang, CEO, Qingdao Yeelink Information Technology Co, Ltd

Language: English and Putonghua (Simultaneous interpretation provided)

8 April 2018 (Sunday)

Strategic Forum: Capture the 1.4 Billion Chinese Lighting Market

Time: 11am-12:30pm

Venue: Seminar Room, Hall 3B, HKCEC

Speakers:

- Li Zhi Peng, General Manager, MERCANVEE Lighting
- Lu Jiayi, Deputy General Manager, Lightopia
- Zhang Hao, Senior Product Manager, Beijing Elicht Technology Co, Ltd

Language: English and Putonghua (Simultaneous interpretation provided)

Testing and Certification Service for Lighting Products

Time: 2:30-3:30pm

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

Speakers:

- Terry Chan, EMC Manager, Intertek Hong Kong
- Gary Yu, Luminaires Manager, Intertek Hong Kong
- Wilson Loke, Senior Manager of Electrical Division, CMA Testing and Certification Laboratories

Language: English (No simultaneous interpretation service)

Buyer Forum on Business Opportunities in Mature Markets

Time: 3:45-4:45pm

Venue: hktdc.com OASIS, Hall 3C

Speakers:

- Ronald Stone, CEO, Stone Lighting (USA)
- Jordi Minano, CEO, Mimax Lighting SL (Spain)
- Representative from Golings (Australia)