

To Assignment Editor:

## Electronics Fair and electronicAsia Open Next Tuesday Four-Day Fairs to Feature Innovative Products, Industry Experts

**6 October 2015** – The 35<sup>th</sup> HKTDC Hong Kong Electronics Fair (Autumn Edition) and the 19<sup>th</sup> electronicAsia will run 13 to 16 October at the Hong Kong Convention and Exhibition Centre (HKCEC). Together, the fairs will welcome over 4,100 exhibitors, making the event the world's largest electronics marketplace.

The Electronics Fair will feature a number of themed areas including the new **Smart Tech** and **Robotics & Unmanned Tech** zones. The Hall of Fame continues to be a popular feature of the fair, spotlighting over 510 leading brands and stylish products including Binatone, De'Longhi, Fujikon, Goodway, Motorola, Philips, Tunbow and VTech. Other eye-catching zones include Wearable Electronics, 3D Printing, Personal Electronics and Invention Zone.

Highlights of electronicAsia, jointly organised by the Hong Kong Trade Development Council (HKTDC) and MMI Asia Pte Ltd, include thematic zones: Printed Circuit Board; World of Display Technology; Key Components for Smart Devices; World of Solar; Hong Kong Metal Parts & Components; and Keyboards & Switches zone, which is making its debut at the fair.

A series of informative seminars, forums and networking receptions will be arranged at both fairs for exhibitors and visitors to meet new business partners and share the latest trends and developments within the industry.

The conference, "IoT Revolution - How does it benefit your Business?" (13 October) is a highlight of this year's fair with a strong line-up of speakers from Hewlett Packard, Intel, Microsoft, Philips, Samsung and Texas Instruments to share views on the development of the Internet of Things (IoT).

Results of the HKEIA Innovation & Technology Grand Award will be unveiled during the networking reception on 13 October with Regina Ip, member of the Executive Council and Legislative Council, as the Guest of Honour. The winners will present their products on at the fair on 15 October.

We cordially invite you or your representatives to cover the two fairs and related events. Details as follows:

	Electronics Fair (Autumn Edition)	electronicAsia
Date	13-16 October (Tuesday-Friday)	
Time	13-15 October 9:30am-6:30pm 16 October 9:30am-5pm	
Venue	HKCEC, 1 Expo Drive, Wan Chai	
Websites	<a href="http://www.hkelectronicfairae.com">www.hkelectronicfairae.com</a>	<a href="http://www.electronicasia.com">www.electronicasia.com</a>
Media Registration	HKCEC Harbour Road Hall 1E Concourse or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	
Event Schedule	<a href="http://www.hktdc.com/fair/hkelectronicfairae-en/s/2429-General-Information/HKTDC-Hong-Kong-Electronics-Fair-Autumn-Edition/Event-Schedule.html">http://www.hktdc.com/fair/hkelectronicfairae-en/s/2429-General-Information/HKTDC-Hong-Kong-Electronics-Fair-Autumn-Edition/Event-Schedule.html</a>	

### Media Enquiries

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

Joe Kainz Tel: (852) 2584 4216 Email: [joe.kainz@hktdc.org](mailto:joe.kainz@hktdc.org)

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