

To Assignment Editor:

Hong Kong Optical Fair Opens Next Wednesday ***Google Glass, Recon Jet, Epson & Vuzix among the Top Brands***

30 October 2015 - Organised by the Hong Kong Trade Development Council (HKTDC) and co-organised by the Hong Kong Optical Manufacturers Association (HKOMA), the 23rd HKTDC Hong Kong Optical Fair will run from 4 to 6 November at the Hong Kong Convention and Exhibition Centre (HKCEC). Over 750 exhibitors from 25 countries and regions will gather to showcase the latest trends and new technologies in the optical industry.

The popular Brand Name Gallery will showcase a record 220 brands from 22 countries and regions. Some of the top names featured include A Bathing Ape, Italia Independent, Jaeger, Kenzo, L.G.R, MANGO, Markus-t, Seesun, SLASTIK and SUPERDRY. Smart eyewear from Google Glass, Epson, Recon Jet and Vuzix will enable fairgoers to experience how technology can enhance optical devices used for everything from business to sport. Product parades will showcase various brands.

3D printed products will also be displayed at the fair, including German brands ic! berlin and Morgenrot. Other 3D printed eyewear brands on show include pq BY RON ARAD from Italy and Monoqool from Denmark.

Jointly organised by the HKTDC, The Hong Kong Optometric Association and The Hong Kong Polytechnic University, the 13th Hong Kong Optometric Conference will take place on 5 and 6 November, bringing together six leading industry experts from Australia, Hong Kong, Sweden, the United Kingdom and the United States to discuss advancements in optometry.

We cordially invite you or your representative to cover the fair and related events. Details as follows:

Date/Time:	4 November (Wednesday)	10am-6:30pm
	5 November (Thursday)	9:30am-6:30pm
	6 November (Friday)	9:30am-5pm
Venue:	Hall 1 and Grand Hall, HKCEC, 1 Expo Drive, Wan Chai	
Press Registration:	Hall 1E Concourse, HKCEC Harbour Road or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance (Please present working pass and name card)	
Fair Website:	www.hkopticalfair.com/en	

HKTDC Hong Kong Optical Fair (at HKCEC) Event Schedule

4/11/2015 (Wednesday)

“Brand Name Gallery” Eyewear Parades

Time: 11am – 11:20am (Brand Name Gallery)
1pm – 1:20pm (Visionaries of Style)
2pm – 2:20pm (French and Italian Pavilions)
Venue: BNG Wine Cellar, Grand Hall, HKCEC

Seminar on “Achieving Business Success – How to Leverage the Latest Industry, Retail and Consumer Trends to Grow Your Business”

Time: 2:30pm – 3:30pm
Venue: hktdc.com Oasis, Hall 1D, HKCEC
Speakers : 1) **Dario Lorizzo**, Global Product Manager Eyewear, GfK
2) **Soh Guan Kai**, Regional Manager, GfK

Language: English (No simultaneous interpretation service will be provided)

Seminar on “Opportunities in the South American Optical Market”

Time: 4pm - 4:45pm
Venue: hktdc.com Oasis, Hall 1D, HKCEC
Speakers: 1) **Juan Pablo Cremaschi**, General Manager, Optica Moneda Rotter (Chile)
2) **Keith Kwan**, Technical Supervisor, Toys & Hardlines, Intertek Hong Kong
Language: English (with re-cap in Putonghua)

Networking Reception

Time: 6pm – 7:30pm
Venue: BNG Wine Cellar, Grand Hall, HKCEC

5/11/2015 (Thursday)

Opening Ceremony: The 13th Hong Kong Optometric Conference

Time: 9am – 9:20pm
Venue: Meeting Room N101, HKCEC
Officiating Guest: **Prof Sophia Chan**, JP, Under Secretary for Food and Health, HKSAR

The 13th Hong Kong Optometric Conference (Day 1)

Time: 9am – 12:45pm
Venue: Meeting Room N101, HKCEC
Moderator: **Dr Allen Cheong**, Associate Professor, School of Optometry, The Hong Kong Polytechnic University
Speakers: **1) Dr Milton M. Hom**, Private practice optometrist (USA)
2) Jimmy Tse, Senior Optometrist, School of Optometry, The Hong Kong Polytechnic University (Hong Kong)
3) Prof Fredrik KÄLLMARK, Associate Professor, Department of Clinical Neuroscience, Karolinska Institute (Sweden)

Language: English (with simultaneous interpretation in Cantonese)
“Brand Name Gallery” Eyewear Parade - Japanese Pavilion Time: 12:00noon – 12:20pm Venue: hktdc.com Oasis, Hall 1D, HKCEC
Product Demo & Launch Pad Time: 2:00pm – 2:20pm Venue: hktdc.com Oasis, Hall 1D, HKCEC Company: Shenzhen Precision Eyewear Testing & Inspection Services Ltd Co. Language: English (with re-cap in Putonghua)
“Brand Name Gallery” Eyewear Parade – Brand Name Gallery Time: 2:30pm – 2:50pm Venue: BNG Wine Cellar, Grand Hall, HKCEC
Seminar on “How Technologies Drive Business: 3D Printing and Smart Glasses” Time: 3:00pm – 4:00pm Venue: hktdc.com Oasis, Hall 1D, HKCEC Speakers: 1) David Friedfeld , CEO, ClearVision Optical (USA) 2) Patrick Ho , CEO, Rochester Optical (USA) Moderator: Stephanie De Long, Editorial Director Emeritus, Eyecare Business (USA) Language: English (No simultaneous interpretation will be provided)
Product Launch by Yingtian Cluster, Jiangxi Time: 4:30pm – 5:00pm Venue: hktdc.com Oasis, Hall 1D, HKCEC

6/11/2015 (Friday)

The 13th Hong Kong Optometric Conference (Day 2)

Time: 9:00am – 12:45pm
Venue: Meeting Room N101, HKCEC
Moderator: Dr Chi Shing Fan, Director, Hong Kong Optometric Association
1) James Wolffsohn , Deputy Executive Dean, Life and Health Sciences, Aston University (UK)
Speakers 2) John Mountford , Private Practice Optometrist (Australia)
3) Peggy Cheung , Project Fellow, PolyU Technology and Consultancy Company Limited (Hong Kong)
Language: English (with simultaneous interpretation service in Cantonese)

Media Enquiries

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