

REMINDER

To assignment editor:

**Inaugural InnoEX flagship for technology week
Press conference introduces innovation exhibition and parallel events.**

27 March 2023 – Chief Executive John Lee’s Policy Address last year emphasised that innovation and technology will drive high-quality economic development in Hong Kong. As travel returns to normal, the city’s innovation and technology industry is poised to ramp up. The inaugural **InnoEX**, Asia’s premier innovation and technology exhibition, jointly organised by the Hong Kong Special Administrative Region (HKSAR) Government and the Hong Kong Trade Development Council (HKTDC), runs from 12 to 15 April at the Hong Kong Convention and Exhibition Centre, alongside the **HKTDC Hong Kong Electronics Fair (Spring Edition)** and **HKTDC Hong Kong International Lighting Fair (Spring Edition)**. **Sophia Chong**, Deputy Executive Director of the HKTDC, **Tony Wong**, Acting Government Chief Information Officer, and **Steve Chuang**, Chairman, Electronics/Electrical Appliances Industries Advisory Committee of the HKTDC, will announce InnoEX details at a press conference **tomorrow (28 March)**.

InnoEX is a flagship event of the **Business of Innovation and Technology Week (BITWeek)** launched by the HKSAR’s Innovation and Technology Bureau. BITWeek events include the Digital Economy Summit hosted by Cyberport, the Electronics Fair, as well as Hong Kong Web3 Festival 2023. These events will showcase Hong Kong’s status as a global innovation and technology centre, and an international trade exhibition hub.

The three tech fairs have so far attracted more than 2,500 exhibitors from 19 countries and regions. The press conference will highlight key features of the technology fairs, discuss resumption of trade activity in the technology, electronics and lighting industries after normal travel resumed, and explore opportunities and challenges the industry will face. Additionally, several exhibitors will demonstrate their latest products and technology solutions. Media friends can enjoy a sneak peek at innovations, including **Invisible & Innovative Technology (Asia) Limited** which will showcase its patented technology that can transform wood waste into high-quality audio products; **Scan the World Limited** will showcase its metaverse solution, which combines real-world and online shopping experiences, and displays tourist attractions in the digital world while **Tobot Solution Limited** will demonstrate its AI patrol robot that can automatically avoid obstacles.

Under the physical-online EXHIBITION+ model, exhibitors and buyers can physically attend exhibitions and leveraging the Click2Match intelligent matching platform for negotiations until 22 April. The HKTDC is actively inviting buyers and exhibitors who cannot attend physical exhibitions to conduct online negotiations through the virtual exhibition via its 50 global offices.

We cordially invite you or your representative to join the press conference. Details are as follows:

Date:	28 March 2023 (Tuesday)
Time:	2:45pm - 4:15pm
Venue:	21/F, WeWork, Cityplaza Three, 14 Tai Koo Wan Road, Tai Koo, Hong Kong <i>Cityplaza Three is a 5-minute walk from Tai Koo MTR Station Exit E1. Please click here for map and reserve time for admission.</i>

Speakers:	Sophia Chong , Deputy Executive Director of the HKTDC; Tony Wong , Acting Government Chief Information Officer; Steve Chuang , Chairman, Electronics/ Electrical Appliances Industries Advisory Committee of the HKTDC
Language:	Cantonese (Questions in Mandarin or English are welcome)

Websites

- InnoEX: <https://innoex.hktdc.com>
- 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>

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