



To Assignment Editor:

World's Largest Lighting Marketplace To Open Next Week International Lighting Fair, Inaugural Outdoor and Tech Light Expo to Present Energy-efficient Technology & Innovation

21 October 2016 – The 18th HKTDC Hong Kong International Lighting Fair (Autumn Edition) will return to the Hong Kong Convention and Exhibition Centre (HKCEC) from 27 to 30 October. This year, a record number of 2,650 exhibitors will bring state-of-the-art lighting products, solutions and services to the HKCEC.

The Lighting Fair is a must-attend event for industry players, with the exhibition hall presenting thematic zones featuring various highlight and trending sectors. In particular, this year's Hall of Aurora will feature more than 530 brands from different countries, including brands such as BJB, Citizen and EGLO. In addition, with the surging market demand for energy-efficient lighting products, the LED & Green Lighting zone welcomes more than 1,000 exhibitors to showcase the latest green technology and products. Other highlight zones include Commercial Lighting, Household Lighting and Smart Lighting & Solutions.

Meanwhile, to encourage cross-sector trading opportunities, the HKTDC has expanded the scale of the former "World of Outdoor Lighting & Lighting Accessories" to present a brand new **HKTDC Hong Kong International Outdoor and Tech Light Expo** this year, which runs parallel with the Autumn Lighting Fair at AsiaWorld-Expo from 26 to 29 October.

The inaugural fair has attracted about 380 exhibitors from the Chinese mainland, Hong Kong, Malaysia, Korea and Taiwan, and will cover four major zones namely "Outdoor Lighting", "Lighting Accessories, Parts & Components", "Professional and Industrial Lighting" and "Advertising Lighting".

The two fairs form the **world's largest lighting marketplace**, creating cross-sector business and networking opportunities. During the fair period, the HKTDC will invite industry representatives to discuss the latest trends at a series of seminars covering topics such as opportunities and challenges for Internet of Things (IoT) applications, latest standards and regulations for LED products in different markets, as well as the latest outdoor lighting technologies.

We cordially invite you or your representatives to cover the fair and related events, with the details as below:

	Hong Kong International Lighting Fair (Autumn Edition)	Hong Kong International Outdoor and Tech Light Expo
Date	27-30 October 2016 (Thu-Sun)	26-29 October 2016 (Wed-Sat)
Venue	HKCEC, 1 Expo Drive, Wan Chai	Hall 8, AsiaWorld-Expo, Hong Kong
Opening hours	27-29 October: 9:30am–7pm. 30 October: 9:30am–4pm	26 Oct: 10:30am - 6pm 27-28 Oct: 10am - 6pm 29 Oct : 10am - 5pm

Exhibit Categories	Commercial Lighting, Green Lighting, Household Lighting, LED Lighting, Smart Lighting & Solutions, Testing & Certification and Trade Service & Publication	Outdoor Lighting, Lighting Accessories, Parts & Components, Professional and Industrial Lighting and Advertising Lighting
*Media Registration	HKCEC Harbour Road Hall 1E Concourse or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	Hall 6 Entrance, AsiaWorld-Expo or Media Centre, Room 108, Hall 8 Side Entrance, AsiaWorld-Expo
Website	www.hktdc.com/hklightingfairae	www.hktdc.com/hkotlexpo/

Media Enquiries

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**Hong Kong International Lighting Fair (Autumn Edition) /
Hong Kong International Outdoor and Tech Light Expo Major Events**

Hong Kong International Lighting Fair (Autumn Edition)

27 October 2016 (Thursday)

The Latest Development of Smart Lighting

Time: 2:30pm – 3:30pm

Venue: HKTDC SME Training Rooms B & C, Expo Galleria

Speakers:

1. Mr Ivan Lin, Editor-in-Chief, LEDinside
2. Mr Fred Bass, Managing Director, Neonlite International Ltd
3. Ms Kellen Yang, Sales & Marketing Director of IoT Business Unit, Leedarson Lighting Holdings Pte. Ltd.

Language: English (Simultaneous interpretation in Putonghua)

Networking Reception (By Invitation Only)

Time: 6:30pm - 8pm

Venue: hktdc.com Small Orders zone, Expo Drive Entrance

Guest of Honour: The Hon Jimmy Ng, JP, Member of the Legislative Council, The Hong Kong Special Administrative Region

28 October 2016 (Friday)

2016 Lighting Bringer Hong Kong Summit Forum (Free Admission)

Time: 10am - 12:30pm

Speakers: Renowned lighting designers from the Chinese mainland

Venue: HKTDC SME Training Room B, Expo Galleria

Language: Putonghua (No simultaneous interpretation will be arranged)

Buyer Forum – Business Opportunities in Emerging Markets

Time: 11:30am – 12 noon

Venue: hktdc.com OASIS, Hall 3C

Speaker:

1. Mr Leandro Araujo, CEO, Hometeka (Brazil)
2. Mr. Przemyslaw Kazimierz Kowalczyk, CEO of LEDIN Sp. z o.o. (Poland)

Language: English (With recap in Putonghua)

“LED and Globalisation” International Lighting Forum

Time: 2:00pm - 4:30pm

Venue: HKTDC SME Training Room E, Expo Galleria

Organiser: China Illuminating Engineering Society

Language: Putonghua (No simultaneous interpretation will be arranged)

UPRtek Technology Application and Product Launch

Time: 2:30pm - 3:30pm

Venue: hktdc.com OASIS, Hall 3C
 Exhibitor: United Power Research Technology Corp
 Language: English and Putonghua

29 October 2016 (Saturday)

Buyer Forum – Business Opportunities in Mature Markets

Time: 11:30am – 12 noon

Venue: hktdc.com OASIS, Hall 3C

Speaker:

1. Ms Arlin Lv, Business Development Manager, Honeywell (China) Co Ltd (Chinese mainland)
2. Mr. Albert Rodríguez, CEO of Leds Factory S.L., (Spain)

Language: Putonghua (With recap in English)

Hong Kong International Outdoor and Tech Light Expo

26 October 2016 (Wednesday)

Technological Breakthroughs in Outdoor Lighting

Time: 2pm - 3:30pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

1. Mr Andrew Bissel, Director, Cundall
2. Mr Victor Chen, CEO, Hpwinner Opto Corporation
3. Mr Leo Liu, Key Account Manager, Osram Chip Semiconductors

Language: English (Simultaneous interpretation in Putonghua)

Joint Networking Reception (By Invitation Only)

Time: 5pm - 6pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

27 October 2016 (Thursday)

Discover Lighting Design Trends – Shopping Malls & Building Facades

Time: 11am - 12:30pm

Venue: OASIS, Hall 10, AsiaWorld-Expo

Speakers:

1. Mr Frandy Fu, Design Director, Shanghai Lifer Lighting Design Co., Ltd
2. Ms Chloe Zhang, Design Director, Gradient Lighting Design

Buyer Forum

Time: 2pm - 2:30pm

Venue: OASIS, Hall 10, AsiaWorld-Expo

Speaker: Mr Loh Kah Phang, Director/Owner, VFZLED Pte Ltd (Singapore)

28 October 2016 (Friday)

Latest Standards and Regulations for LED Products

Time: 11am - 1pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

1. Mr Marvin Henry Böll, Senior Engineer and Lighting Expert, TÜV SÜD
2. Mr Lam Chi Keung, Technical Manager – Luminaires, Intertek Hong Kong Limited
3. Ms Pinky Li, Assistant Manager, Export Support Services, DEKRA South Asia

Language: English (Simultaneous interpretation in Putonghua)

The Latest Technological Development in Building & Construction Industry

Time: 2:30pm - 4pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

1. Ir Richard Lee, Senior Consultant, Environmental Management Division, Hong Kong Productivity Council
2. Dr Lawrence Poon, Principal Consultant, Automotive and Electronics Division, Hong Kong Productivity Council
3. Mr John Bullock, Applications Editor, Lux Magazine
4. Mr Stephan Pesch, Vice General Manager, Hardlines Furniture Department, TÜV Rheinland (Greater China)

Language: English (Simultaneous interpretation in Putonghua)