To assignment editor:

Spring Electronics Fair and ICT Expo Open Next Monday
Latest Gadgets, Technology and ICT Solutions on Show

8 April 2015 – More than 3,300 exhibitors from 24 countries and regions will take part in two major trade fairs opening Monday, 13 April, and continuing through 16 April, at the Hong Kong Convention and Exhibition Centre (HKCEC). The 12th HKTDC Hong Kong Electronics Fair (Spring Edition) and the 12th HKTDC International ICT Expo will showcase an array of products and services in the electronics and ICT industries.

The Electronics Fair, Asia's largest spring electronics show, will present three new thematic zones: Wearable Electronics, Connected Home and Unmanned Tech. The Hall of Fame returns with more than 430 exhibitors and some 570 leading brands, such as Bigben, Coway, Ford, Hyundai, Intel, Motorola and Polaroid. Microsoft will also have a debut presence at the fair's Exhibitor's Showroom. The latest innovations can be found in the Invention Zone with over 20 unique products from Hong Kong, the Chinese mainland, Korea and Taiwan on display.

The concurrent International ICT Expo will continue to present the Apps Zone, gathering around 20 exhibitors showcasing the latest mobile Apps. The Office of Government Chief Information Officer will launch a new "iStartup@HK" area to showcase start-up ideas from more than 20 local companies. Incubators including Cyberport and the Hong Kong Science & Technology Parks Corporation will bring start-up entrepreneurs and innovators to the expo to meet potential business partners. Such global brands as Google, Microsoft and Yahoo will participate in this year's SME IT Clinic, where SMEs can receive free professional consultation services.

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 industry trends and developments.

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

	Electronics Fair (Spring Edition)	**International ICT Expo**
Date	13-16 April (Monday-Thursday)	
Time	13-15 April 9:30am-6:30pm 16 April 9:30am-5pm	
Venue	Hong Kong Convention & Exhibition Centre, 1 Expo Drive, Wan Chai	
Website	www.hktdc.com/hkelectronicsfairse	www.hktdc.com/ictexpo
Media Registration	Press Registration Counter, outside Hall 1E Concourse, Harbour Road Entrance, or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	

Media Enquiries
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Hong Kong Electronics Fair (Spring Edition) and International ICT Expo
Major Events

13 April (Monday)

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

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Electronics Fair (Spring Edition)	International ICT Expo
Product Demo and Launch Pad Winning Design of HKEAIA Hong Kong Household Electrical Appliances Design and Innovation Competition Time: 2:00pm - 2:30pm Venue: Product Launch Area, Hall 1A	**Forum on "Convergence of Cloud and Mobile"** Time: 10:30am – 4:30pm Venue: Meeting Rooms S224-225 Speakers: 1. The Hon Charles Mok, Member of Legislative Council, IT Constituency 2. Gordon Lo, Director, Business Management, Hong Kong Productivity Council 3. Michael Choi, President, Macau Information Technology Language: English and Cantonese
Trends and Innovation in Consumer Electronics Time: 3pm – 4:30pm Venue: Seminar Room, Hall 5F-G Speakers: 1. Fred Wong, Chief Investment Officer, eFusion Capital Ltd 2. Andy Lau, Executive Director, SAS Dragon Holdings Limited 3. Kelvin Wong, General Manager, EziCharge Limited Language: English (Simultaneous Interpretation in Putonghua will be provided)	**Investment on Service Outsourcing Industry in Nansha Pilot Free Trade Zone** Time: 11:15am – 12:30pm Venue: Seminar Room, Hall 3FG Language: Putonghua
Product Demo and Launch Pad Time: 3:30pm – 4:30pm Venue: Product Launch Area, Hall 1A Exhibitor: Fuzhou Rockchip Electronics Co, Ltd	**e-Commerce on the Cloud** Time: 2pm – 3pm Venue: Seminar Room, Hall 3FG Language: English
Networking Reception Time: 6pm – 7:30pm Venue: hktdc.com Small Orders zone, G/F, Expo Drive Entrance Officiating Guest: The Hon Felix CHUNG Kwok-pan, Member of Legislative Council	**SME's Winning Factor To an Effective eCommerce Strategy** Time: 4pm – 5:15pm Venue: Seminar Room, Hall 3FG Speakers: 1. Mabel Law, General Manager, Madcradle Online Ltd (Yahoo Gold Authorized Reseller) 2. Mark Chan, Director of SMB, Channel & SP, PayPal Language: Cantonese

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14 April (Tuesday)

Electronics Fair (Spring Edition)	International ICT Expo
2015 " Partnering, Innovating, Delivering Products with Intel & Ecosystem Partners" Time: 11am– 12nn Venue: Seminar Room, Hall 5F-G Speakers: 1. Stephanie Hallford, Senior Director, Business Development and Customer Marketing, Business Development and Customer Marketing, Intel Client Computing Group (CCG), China 2. Trish Blomfield, Director of Ecosystem Sales, Sales and Marketing Group, Intel China 3. Vivek Sharma, Senior Director of OMM, Direct and Channel Sales (DCS) Organization, Intel Moderator: Mr Steve Chuang, Vice Chairman, Hong Kong Electronics Industry Council Language: English (Simultaneous Interpretation in Putonghua will be provided)	**Implementing O2O Model for Enterprises and SMEs** Time: 10am – 12nn Venue: Seminar Room, Hall 3FG Speakers: 1. Dave Ip, President, Gamatech Limited 2. Jacky Lee, Director, JTSoft Company Limited 3. D.K. Leung, Vice-chairman, The Chamber of Hong Kong Computer Industry 4. Lawrence Chan, Head of Trade Services and BPO, Computer and Technologies Holdings Limited Language: Cantonese
Buyers' Forum Time: 11:00am – 12:30pm Venue: Product Launch Area, Hall 1A Language: English	**International IT Fest Trade Chamber Series: Smart Retailing** Time: 10:30am – 12:30pm Venue: Meeting Rooms S224-225 Speakers: 1. Daisy Chow, Chief Operating Officer, Intimex Business Solutions 2. Eddy Chan, Managing Director, Retail Innovation Ltd 3. Cartus Lam, Manager, HKD R&D Limited Language: Cantonese
Wearable Electronics are in Vogue Time: 2:30pm – 4pm Venue: Seminar Room, Hall 5F-G Speakers : 1. Francis Fong, Founding President of Hong Kong Consumer Electronics Alliance 2. Wayne Leung, Managing Director, Faze In Ltd 3. Leo Chan, General Manager, Leader Radio Technologies Limited Language: English (Simultaneous	**Small Investment, Big Business with Microsoft Cloud Solutions** Time: 2pm – 3:30pm Venue: Seminar Room, Hall 3FG Speaker: Hedy Ho, Sales Director, SMB and Distribution, Microsoft Corporation Language: English

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Interpretation in Putonghua will be provided)	
Product Demo & Launch Pad Time: 2:30pm – 2:50pm Venue: Product Launch Area, Hall 1A Exhibitor: OGAWA	**Develop Your Online Business with Ease** Time: 2pm – 3:30pm Venue: Meeting Rooms S224-225 Language: Cantonese and Putonghua
	China-Hong Kong-Taiwan Hackathon 2015 Finalists' Sharing Session Time: 4:30pm – 5:30pm Venue: Seminar Room, Hall 3FG Language: Cantonese and Putonghua

Product Demo & Launch Pad
Time:
    4pm-4:30pm: Demo Session by Taiwan Pavilion
    5pm-5:30pm: Demo Session by Korea Pavilion
Venue: Product Launch Area, Hall 1A
	ICT Industry Networking Cocktail Reception
	Time: 6pm – 7:30pm
	Venue: Meeting Rooms S421

15 April (Wednesday)

Electronics Fair (Spring Edition)	International ICT Expo

Buyers' Forum
Time: 11:30am – 12nn
Venue: Product Launch Area, Hall 1A
Language: English
	International IT Fest Trade Chamber Series: The Trend of Digital Media and Marketing
	Time: 11am – 12:30pm
	Venue: Seminar Room, Hall 3FG
	Speakers:
	  1. Jason Chiu, CEO, Cherrypicks Ltd.
	  2. Dr Alan Lam, CEO, Sengital Ltd.
	  3. Jacqueline Chong, Chief Marketing Officer, Green Tomato Limited Green Tomato
	Language: English (with simultaneous interpretation in Putonghua)

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3D Printing – Shaping a Better Life	Building your Online Business Empire in 120 Minutes
Time: 2:30pm – 4pm Venue: Seminar Room, Hall 5F-G Speakers: 1. MC Sum, Sales Manager, South China, Stratasys Ltd 2. Daniel Tsang, Chief Editor and Founder, The Gestalt Limited 3. Louis Sze, Assistant Engineer, Technology Application in BioMed Unit, Industrial Centre, The Hong Kong Polytechnic University Language: English (Simultaneous Interpretation in Putonghua will be provided)	Time: 2pm – 4:30pm Venue: Seminar Room, Hall 3FG Session I: <u>Shopline Workshop: Starting up your online business in 60 minutes</u> Speaker: Fiona Lau, Co-founder and COO, Shopline Session II: <u>Google Workshop: Driving customers to your online business in 60 minutes</u> Speaker: Natalie Yuen, Google AdWords Online Specialist Language: Cantonese
	Next Wave of e-tailing Opportunity for Retailers Time: 2pm – 5pm Venue: Meeting Rooms S224-225 Language: English
	SMEs and ITs Business Matching－Manufacturing & Logistics Industry Time: 2pm – 6pm Venue: Meeting Rooms S421 Language: Cantonese

16 April (Thursday)

Electronics Fair (Spring Edition)	International ICT Expo

Updates of International Regulations and Green Requirements of Electrical and Electronic Products
Time: 11:30am – 12:30pm
Venue: Product Launch Area, Hall 1A
Speakers:
    1. Dr KC Lee, General Manager, Electrical Products Division, Hong Kong Standards and Testing Centre
    2. Dr Jackson Woo, Assistant Technical Services Manager, Electrical and Electronics Technology Division, SGS Hong Kong
Language: English
	Innovative Application of Latest ICT Solutions for e-Government
	Time: 10am - 12:30pm
	Venue: Seminar Room, Hall 3G
	Language: Cantonese
	
	unwire's "A Story of Two Business Models that Venture Capitalists Find it Appealing"
	
	Time: 2pm – 3:30pm
	Venue: Seminar Room, Hall 3G
	Language: Cantonese

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