

To Assignment Editor:

Hong Kong International Lighting Fair Opens Next Tuesday New “World of Outdoor Lighting & Lighting Accessories” boosts Sourcing Opportunities

22 October 2015 – The 17th HKTDC Hong Kong International Lighting Fair (Autumn Edition), organised by the Hong Kong Trade Development Council (HKTDC), will run 27-30 October at the Hong Kong Convention and Exhibition Centre (HKCEC). The fair will host more than 2,530 exhibitors from 35 countries and regions, a new exhibitor record.

Various thematic zones will be established to display the newest innovations in lighting industry. The Hall of Aurora will group the biggest industry names together, among some 500 brands to be featured. At the LED & Green Lighting zone, energy-saving and other environmentally friendly products from over 850 exhibitors will be showcased. Smart Lighting & Solutions Zone will be offering state-of-the-art technology for smart homes, offices and commercial premises.

World of Outdoor Lighting & Lighting Accessories will be held specifically for outdoor lighting and related sectors at the AsiaWorld-Expo from 28 to 31 October, alongside the Hong Kong International Building and Hardware Fair and Eco Expo Asia to maximise business opportunities for participants.

To facilitate the sharing of market intelligence and business opportunities, a series of informative seminars will be held during the fair period, covering IoT applications, green lighting design, advancements in outdoor lighting as well as the latest standards and regulations for LED Products. Visitors can also check out the winning products from this year’s My Favourite Lighting Products, which will be on display at Hall 1A Concourse of the HKCEC. Prizes will be presented at the networking reception on the opening night of the Autumn Lighting Fair.

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

| | Hong Kong International Lighting Fair (Autumn Edition) | World of Outdoor Lighting & Lighting Accessories |
|---------------------|--|---|
| Date | 27-30 October 2015 (Tue-Fri) | 28-31 October 2015 (Wed-Sat) |
| Venue | HKCEC, 1 Expo Drive, Wan Chai | Asia World- Expo Hall 8, Hong Kong |
| Opening hours | 9:30am – 7:00pm (the fair closes at 4pm on the last day) | 28 Oct : 10:30am - 6pm 29-30 Oct : 10am - 6pm 31 Oct : 10am - 5pm |
| Exhibit Categories | Commercial Lighting, Green Lighting, Household Lighting, LED Lighting, Advertising Lighting, Smart Lighting & Lighting Solutions, Testing, Certification & Inspection, Trade Services & Publications | Outdoor Lighting, Lighting Accessories, Parts & Components |
| *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/fair/woolla-en/ |

*Please bring your working pass and name card for registration

Media Enquiries

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Hong Kong International Lighting Fair (Autumn Edition) / World of Outdoor Lighting & Lighting Accessories Major Events

Hong Kong International Lighting Fair (Autumn Edition)

27 October 2015 (Tuesday)

Product Demo and Launch Pad

Time: 11:30am – 12:30pm

Venue: Product Launch Area, Hall 1A, HKCEC

Exhibitors: Cledos International Ltd, Zhejiang Ledison Optoelectronics Co. Ltd. Asensetek Incorporation

Language: English/Putonghua (with re-cap)

Buyer Forum - Business Opportunities in Emerging Markets

Time: 2pm – 2:30pm

Venue: hktdc.com OASIS, Hall 3C, HKCEC

Speakers:

1. Abdelhamid Mohamed Hussein, Director, Distribution Sales, Hesham Elsewedy Trading Co Ltd (Saudi Arabia)

2. Salah Shaalan, Deputy General Manager, Al-Mailam and Shaalan Co (Kuwait)

3. Przemyslaw Kowalczyk, Owner, LEDIN (Poland)

Language: English (with re-cap in Putonghua)

The Internet of Things: Lighting's Next Revolution

Time: 2:30pm – 4pm

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

Speakers:

1. Simon Coombes, Chief Technology Officer GOOEE, Aurora Group

2. Beat Kreuter, Global Director for Innovation and Portfolio Management, DEKRA Testing and Certification

3. Gordon Routledge, Publisher, Lux Review

Panel Moderator: Ray Molony, Publisher, Lux Review

Language: English (with simultaneous interpretation in Putonghua)

Networking Reception

Time: 6:30pm – 8pm

Venue: Terrace Panorama, Level 5, HKCEC

Officiating Guest: The Hon Sin Chung-kai, Member of the Legislative Council, The Hong Kong Special Administrative Region

28 October 2015 (Wednesday)

The Global Lighting Market Forum

Time: 11am – 1pm

Venue: HKTDC SME Training Room C, Expo Galleria, HKCEC

Speakers:

1. Representative from Lighting Europe
2. Representative from National Electrical Manufacturers Association (USA)
3. Representative from Taiwan Lighting Fixture Export Association
4. Representative from Japan Lighting Manufacturers Association
5. Representative from Korea Institute of Lighting Technology
6. Representative from Lighting Council Australia
7. Representative from China Association of Lighting industry

Language: English (No simultaneous interpretation will be arranged)

“My Favourite Lighting Products 2015” Winning Products Presentation

Time: 2:30pm – 3:30pm

Venue: hktdc.com OASIS, Hall 3C, HKCEC

Language: English/Putonghua (with re-cap)

29 October 2015 (Thursday)

Testing and Certification Services of Lighting Products in Hong Kong

Time: 2:30pm – 3:15pm

Venue: hktdc.com OASIS, Hall 3C, HKCEC

Speakers:

- Mr Wilfred Sin, Accreditation Officer, Hong Kong Accreditation Service
Ms Kelly Feng, Assistant Manager, Electrical, TUV Rheinland Hong Kong
Mr Leo Lam, Assistant Project Manager, Electrical, TUV Rheinland Hong Kong

Language: English (No simultaneous interpretation will be arranged)

World of Outdoor Lighting & Lighting Accessories

28 October 2015 (Wednesday)

Buyer Forum – Business Opportunities in African & Middle East Market

Time: 1pm – 2pm

Venue: OASIS, Hall 8, AsiaWorld-Expo

Speakers:

1. Paul Amfo, Director, Continental Lighting (Ghana, Africa)
2. Muhammed Noufel, Managing Director, MN International for Lighting (UAE)

Language: English (with re-cap in Putonghua)

Seminar on “Advances in Outdoor Lighting”

Time: 2pm – 3:30pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

1. Vincent Chu, Senior Manager, Field Application Engineering, APEC, CREE Inc
2. John der Weduwe, Sales & Marketing Director, Kingsun Optoelectronics Co Ltd
3. Paulina Liu, Unilumin Group Co Ltd

Language: English/Putonghua (with simultaneous interpretation in Putonghua/English)

Joint Networking Reception

Time: 5pm – 6pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

29 October 2015 (Thursday)

Seminar on “Latest Standards and Regulations for LED Products”

Time: 11am – 1pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

1. Scott Wade, Technical Manager, DALI Working Party
2. Terry Lau, Senior Lead Engineer, Intertek Testing Services Hong Kong Limited
3. Cliff Fung, Supervisor – General Lighting, DEKRA Testing and Certification
4. Taylor Yao, Section Manager, Lighting Product Service Dept, TÜV SÜD

Language: English/Putonghua (with simultaneous interpretation in Putonghua/English)

Forum on “Declarations of Green Lighting Design” (Organiser: China Lighting Designer Association)

Time: 2pm – 4pm

Venue: OASIS, Hall 8, AsiaWorld-Expo

Speakers:

1. Warren Julian, Coordinator, Illumination Design Program, University of Sydney
2. Freddy Lin, Lighting Designer, Lightcraft Design & Consultancy
3. Carry Yu, General Manager, CSLC International Lighting Consultant Ltd.
4. Lear Hsieh, President, Chinese Lighting Designer Association

Language: English (No simultaneous interpretation will be arranged)

30 October 2015 (Friday)

Buyer Forum – Business Opportunities in the Russian Market

Time: 11am – 12noon

Venue: OASIS, Hall 8, AsiaWorld-Expo

Speakers:

1. Ruben Nariyants, Director General, Forward Light
2. Mikhail Pozhilov, Director General, Palantir

Language: English (with re-cap in Putonghua)

Joint Seminar - “The Latest Technological Development in Building & Construction Industry”

Time: 2:15pm – 4:15pm

Venue: Seminar Room, Hall 8, AsiaWorld-Expo

Speakers:

1. Philip Chan, Director of Business Image Solution Group, Canon Hong Kong Co., Ltd
2. Mike Fung, Product Manager, Hong Kong RFID
3. Markus Helle, Editor-in-Chief and Managing Director, Highlight Magazine
4. Hydro Ho, Jardine Engineering Corporation Hong Kong

Language: English (with simultaneous interpretation in Putonghua)