



## Media Invitation 採訪邀請

To assignment editor:

### **Hong Kong Lighting Fair (Spring Edition) Opens Next Thursday New Smart Lighting & Solutions Zone to Unveil Latest Business Opportunities**

**30 March 2017** – The ninth HKTDC Hong Kong International Lighting Fair (Spring Edition) will open next Thursday and run until 9 April at the Hong Kong Convention and Exhibition Centre (HKCEC). This year, more than 1,300 exhibitors from 13 countries and regions will gather at the fair, with first-time participation from such Belt and Road countries as the Philippines, Thailand and Turkey.

To keep buyers abreast of industry trends, the new Smart Lighting & Solutions Zone will feature the latest smart lighting systems and products. The Hall of Aurora will spotlight some 200 well-known brands, including Viribright, MLS, SKY-LIGHTING, TCL and Jaykal from the United States, which will exhibit an extensive range of exquisite designs, special products and technology. In addition, the LED & Green Lighting Zone will return with more than 430 exhibitors offering a wide spectrum of energy-saving LED products and the latest green solutions. Other thematic zones include the Avenue of Chandeliers, the World of Professional & Industrial Lighting, the Commercial Lighting Zone and the Advertising Display Lighting Zone.

Meanwhile, the Asian Lighting Forum 2017 will be held on the first day of the fair, with industry experts discussing trends, technology, cyber security and applications. A series of seminars and buyers' forums will also be held to foster information exchange within the industry.

Winners of the 10<sup>th</sup> Hong Kong Lighting Design Competition will be announced at the networking reception on the first day of the fair. Finalists' designs will be showcased at the Hall 1C Concourse in front of Hall 1C to celebrate local creativity.

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

#### **Hong Kong International Lighting Fair (Spring Edition)**

Date: 6-9 April (Thu-Sun)

Venue: Hall 1A-1E, 3B-3E, HKCEC

Hours: 6-8 April (9:30am-6:30pm) | 9 April (9:30am-5pm)

Fair Website: [www.hktdc.com/hklightingfairse](http://www.hktdc.com/hklightingfairse)

Press Registration Counter: Hall 1E Concourse, HKCEC

Media Centre: Expo Entrance, HKCEC

Media may register at either the Press Registration Counter or the Media Centre with their business cards and/or media identification.

#### **Media Enquiries**

For media enquiries, please contact the HKTDC's Corporate Communication Department:

Joe Kainz                      Tel: (852) 2584 4216                      Email: [joe.kainz@hktdc.org](mailto:joe.kainz@hktdc.org)

Banbi Chen                      Tel: (852) 2584 4525                      Email: [banbi.yc.chen@hktdc.org](mailto:banbi.yc.chen@hktdc.org)

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

[www.hktdc.com](http://www.hktdc.com)

## HKTDC Hong Kong International Lighting Fair (Spring Edition)

### Seminars & Major Events

6 April (Thursday)

#### Asian Lighting Forum 2017 (Session 1) - “The Primary Knowhow of Smart Lighting)”

Time: 11am-12:30pm

Venue: Meeting Room N101B, HKCEC

Speakers: **Mr Wang Shen**, Senior Analyst, Lighting & LEDs Group, IHS Markit  
**Mr Vincent Chow**, Senior Marketing Manager, Philips Lighting Hong Kong Limited  
**Mr Lawrence Chan**, Director, Head of Marketing and Strategy, Asia Pacific Region, OSRAM Lighting Solutions Asia Pacific  
**Mr Magic Tong**, Assistant Technical Manager - Lighting, DEKRA

Language: English & Putonghua (with simultaneous interpretation)

#### Asian Lighting Forum 2017 (Session 2) – “The Forthcoming of Smart Lighting Applications”

Time: 2pm-3:30pm

Venue: Meeting Room N101B, HKCEC

Speakers: **Ms Macy Wong**, Energy Efficiency Office, Electrical and Mechanical Services Department  
**Mr Martin Klaasen**, Founder and Principal, Klaasen Lighting Design

Language: English (with simultaneous interpretation in Putonghua)



## Media Invitation 採訪邀請

### Buyer Forum on “Business Opportunities in the French and Japanese Markets”

Time: 3pm-4pm

Venue: hktdc.com Oasis, Hall 3D, HKCEC

Speakers: **Mr Gil Riemenschneider**, Head of Space Improvement Projects, RATP Group (France)  
**Mr Haruhiko Kobayashi**, Executive President, General Corporation Decoration LED Lighting Spread Association Japan (Japan)

Language: English / Japanese (with re-cap in English/Putonghua)

### Networking Reception and The 10th Hong Kong Lighting Design Competition Award Presentation Ceremony

Time: 6pm-7:30pm

Venue: Dragon Lounge, Hong Kong Convention and Exhibition Centre, Expo Drive Entrance

Officiating Guest: The Hon Wu Chi-Wai, MH, Member of Legislative Council and Chairman of Panel on Commerce and Industry

**7 April (Friday)**

### An Insight into the Lighting Industry Trends In Japan

Time: 11:30am-12:30pm

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

Speakers: **Mr Takasue Noda**, Secretary General, Japan LED Association (LEDs)  
**Mr Hirotaka Ogawa**, Business Projects Department, Cultural and Business Projects Bureau, Nikkei Inc

Language: Japanese (Consecutive interpretation in English will be provided)

## Exhibitor Forum – Smart Lighting

Time: 2:30pm-3:30pm  
Venue: hktdc.com Oasis, Hall 3D, HKCEC  
Exhibitors: Shen Zhen ZK-Link Technology Co Ltd (3C-D06)  
Shenzhen Woqinfeng Electronic Co Ltd (3C-D07)  
Yiwu Binge Electrical Co Ltd (3C-D02)

## 8 April (Saturday)

### Buyer Forum on “Business Opportunities in Belt and Road Markets”

Time: 11:30am-12:00pm  
Venue: hktdc.com OASIS, Hall 3D, HKCEC  
Speaker: **Mr Dariusz Stepien**, Director, Daste PHU (Poland)  
**Mr Andrei Egoshin**, Product Manager, TK Electric (Russia)  
Language: English ( with re-cap in Putonghua)

### Testing, Certification and Inspection Service for Lighting Products

Time: 2:30pm-3:00pm  
Venue: hktdc.com OASIS, Hall 3D, HKCEC  
Speakers: **Mr Dickson Mak**, Senior Technical Manager, Electrical Product Division, Hong Kong Standard and Testing Centre  
**Ms Phoebe Wong**, Senior Sales Executive, Electrical, TÜV Rheinland Hong Kong  
Language: English (No simultaneous interpretation will be arranged)



## Media Invitation 採訪邀請

**6 - 9 April (Thursday - Sunday)**

### **The 10th Hong Kong Lighting Design Competition Winning Pieces Showcase**

Time: 9:30am-5:00pm

Venue: Hall 1C Concourse, HKCEC