To assignment editor:

Spring Electronics Fair and ICT Expo Open Next Wednesday
New and Innovative Products and Technology to be Showcased

8 April 2016 – More than 3,400 exhibitors from 24 countries and regions will take part in two major trade fairs opening on 13 April (Wednesday), and continuing through 16 April, at the Hong Kong Convention and Exhibition Centre (HKCEC). Organised by the Hong Kong Trade Development Council (HKTDC), the 13th HKTDC Hong Kong Electronics Fair (Spring Edition) and the 13th HKTDC International ICT Expo will feature smart products, creative local designs as well as innovative technology and solutions.

High-tech in focus
The HKSAR Government's latest Budget for 2016/17 specifically promotes smart production and research. As the market is highly interested in robotic applications, the "Robotics & Unmanned Tech" zone is expected to be a focal point of the fair, presenting the latest remote-controlled gadgets from airborne cameras to smart robots.

Given the rapid developments in the application of Internet of Things (IoT) technology, the "Connected Home" zone will return to the fair, displaying a wide range of smart home automation products with IoT applications. The fair will also present a new "iAccessories" area, featuring a wide spectrum of accessories for mobile and smart devices.

Global brands and insights
Hall of Fame, one of the highlights of the Electronics Fair, will gather more than 570 international leading brands, including Bigben, Bourgini, Desay, Haier, Hubble, Hyundai, Intel, Motorola, Polaroid, and together with local brands such as Momax and Odoyo. During the fair, the HKTDC will organise a series of industry seminars, Product Demo & Launch Pad sessions, Buyer Forums and networking events that spotlight the latest consumer trends for the electronics industry, including a session by Microsoft Corporation on Virtual Reality. Industry experts including Intel Corporation will also analyse the impact of wearable electronics on healthcare and lifestyle trends, and provide insights into how the recent "Maker" culture can expand the horizons of the robotics industry.

International ICT Expo
The concurrent International ICT Expo will present a new E-Commerce zone that showcases a range of e-commerce technology and related services. The Apps Zone gathers latest mobile Apps from various local tertiary institutions. And the Office of Government Chief Information Officer (OGCIO) will present an "iStartup@HK" area to showcase products and solutions from local start-ups. Meanwhile, an on-site SME IT Clinic will offer free professional consultation services led by representatives of leading IT corporations including Alibaba and Yahoo.

One of the highlights at the ICT Expo is the Internet Economy Summit on 13 April, which will provide a platform for celebrated industry experts and leaders of innovative technology enterprises to interact and share insights. The Summit features topical issues shaping the Internet economy such as global technology trends, Big Data and IoT, and Internet-led economic growth in the Chinese mainland and beyond. Invited speakers are renowned experts from ICT enterprises such as Alibaba Group, Facebook, Microsoft and Xiaomi, among others.

We cordially invite you or your representatives to cover the two fairs and related events:

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
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	Electronics Fair (Spring Edition)	International ICT Expo
Date	13-16 April (Wednesday-Saturday)	
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/en	www.hktdc.com/ictexpo/en
Media Registration	Press Registration Counter at Hall 1E Concourse, Harbour Road Entrance, or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	

Media Enquiries

For media enquiries, please contact the HKTDC's Communication & Public Affairs Department:
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Hong Kong Electronics Fair (Spring Edition) and International ICT Expo Major Events

13 April (Wednesday)

Electronics Fair (Spring Edition)	International ICT Expo
HKEAIA Electrical Appliances Week 2016 Symposium Theme: Internet and Smart Home Appliances Time: 9:30am - 5pm Venue: Meeting Room S226-S227	**Internet Economy Summit** Time: 9am - 5:00pm Venue: Convention Hall Guest of Honour： 1. The Hon. C Y Leung, GBM, GBS, JP, The Chief Executive, Hong Kong Special Administrative Region of the People's Republic of China 2. The Hon. Nicholas W Yang, JP, Secretary for Innovation and Technology, The Government of the Hong Kong Special Administrative Region 3. Lu Wei, Director, Cyberspace Administration of China Remarks: Organised by The Government of the Hong Kong Special Administrative Region For more details, please visit: http://www.i-econsummit.hk/index.php
Product Demo & Launch Pad Demo Session Time: 11am - 11:30am Venue: Product Launch Area, Hall 1A Exhibitor: Shaanxi Pavilion	**Expelling E-retailers' biggest headache: turning digital followers into real dollars** Time: 2pm - 3:15pm Venue: Seminar Room, Hall 3FG Speaker: Horace Ng, Head of E-Commerce, Yahoo Hong Kong Language: Cantonese
Buyer Forum: New Opportunities in Developed Markets	**IT Start-ups Investment Matching Gathering**

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Time: 1:30pm - 2pm Venue: Product Launch Area, Hall 1A Speaker: Carrefour (France)	Time: 2:30pm – 5pm Venue: Meeting Room S224
Connected World – Latest Trends in Consumer Electronics Time: 2pm - 4pm Venue: Seminar Room, Hall 5F-G Speakers : 1. Tracy Liu, Director of Research and Development, NAMI 2. Michael Sung, Senior Lecturer, Department of Electronic & Computer Engineering, HKUST 3. Constantin Stahlknecht, Business Group Lead, Windows Client & Surface, Microsoft Hong Kong Ltd 4. Michelle Lee, Senior Manager, IC Design (Digital) Technology Division, HKASTRI	**Seminar on "Gateway to the World: The Power of e-Payment"** Time: 4pm - 5:30pm Venue: Forum Room, Hall 3FG Speaker: Sean Huang, Senior Business Development Manager, Worldpay Language: Putonghua
Product Demo & Launch Pad 3:00pm - 3:20pm (UL International Limited) 3:40pm - 4:00pm (My Music Group Limited) Venue: Product Launch Area, Hall 1A	**Internet Economy Summit and HKTDC International ICT Expo Networking Reception** Time: 5pm - 6pm Venue: Convention Foyer
Product Demo & Launch Pad Introduction to HKEAIA - The 1st Greater China Smart Home Appliances Design Competition Time: 4:30pm - 5:00pm Venue: Product Launch Area, Hall 1A	
Networking Reception Time: 6:00pm - 7:30pm Venue: Small Orders zone, G/F, Expo Drive Entrance Guest of Honour：Ir Dr the Hon Lo Wai-kwok, Chairman, HKTDC Electronics/Electrical Appliances Industries Advisory Committee	

14 April (Thursday)

Electronics Fair (Spring Edition)	International ICT Expo

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HKEAIA Electrical Appliances Week 2016 Symposium Theme: Innovation・Home Appliances Time: 9:30am - 4:30pm Venue: Meeting Room S226-S227	**Seminar on "IT @ Re Industrilisation"** Time: 9:30am - 12:30pm Venue: Seminar Room, Hall 3FG Language: English & Cantonese
Buyer Forum: Market Potential along Belt and Road Time: 12pm - 1pm Venue: Product Launch Area, Hall 1A Speakers: 1. HardChem Electronics (India) 2. AS Watson Group (Hong Kong)	**How e-Payment and O2O Revive Retail Industry?** Time: 10:30am – 12:30pm Venue: Meeting Rooms S224-225 Language: English & Cantonese Speakers: 1. Honourable Charles Mok, Member of LegCo, IT Constituency 2. Albert Wong, Chief Corporate Development Officer, Hong Kong Science Park 3. Alan Kan, Chairman, Hong Kong Linux Industry Association 4. Michael Choi, President, Macau Information Technology
Buyer Forum Time: 1:30pm – 2:15pm Venue: Product Launch Area, Hall 1A Speaker: Miniso (China)	**Seminar on "Internet Finance and Technology Innovation of China & Hong Kong"** Time: 2pm - 4:30pm Venue: Meeting Rooms S224-225 Language: English & Cantonese Speakers: 1. Alan Kan, Chairman, Hong Kong Linux Industry Association 2. Andrew Wat, Director, Data Analytics, Security and Data Sciences 3. Kenneth Mak, Director, Chief Technology Officer, Skydeal Group Limited, Director, Chief Information Officer, BI4 Limited, Guest Anchor, Now TV 4. Jeff Lee, Product Manager, Diyixian.com Limited 5. Joseph Wong, MH, Founding Chairman, HKSME Forum 6. Antonio Wong, General Manager, MTEL 7. Enoch Chan, Director, Product and Solutions at Diyixian.com Limited
Latest Trends Shaping the Wearable Electronics Industry Time: 2pm - 4pm	**The Winning Recipe of e-Commerce & Search Engine Promotions** Time: 2:00pm - 3:30pm

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Venue: Seminar Room, Hall 5F-G
Speakers:
   1. Trish Blomfield, Sales Director, Intel Corporation
   2. Wayne Leung, Managing Director, Faze In Ltd
   3. Albert Wong, General Manager, HeHa Digital Health Ltd
   4. Wong Koon Hung William, Senior Vice President, Global Trade and Receivables Finance, HSBC
	Venue: Meeting Rooms S222-223
	Language: Cantonese

	Forum on "Hong Kong Cross-border e-Commerce 2016" Time: 2pm - 5pm Venue: Seminar Room, Hall 3FG Language: Putonghua, English and Cantonese
Product Demo & Launch Pad 3pm-3:30pm: Taiwan Pavilion 4pm-4:30pm: Korea Pavilion Venue: Product Launch Area, Hall 1A	

15 April (Friday)

Electronics Fair (Spring Edition)	International ICT Expo
Updates of International Regulations of Electrical and Electronic Products Time: 11am - 11:30am Venue: Product Launch Area, Hall 1A Speaker: Ryan Ng, Manager, Power Supplies – Consumer & Commercial Electrical, Intertek	**Seminar on "The Next Wireless Innovation"** Time: 10am – 3pm Venue: Seminar Room, Hall 3FG

Intel Corporation: The Growing China Technology Ecosystem (CTE) - Victories, Challenges and Opportunities
Time: 11:30am - 12:30pm
Venue: Seminar Room, Hall 5F-G
Speakers:
   1. Trish Blomfield, Director of Ecosystem Sales, Sales and Marketing Group, Intel China
   2. Bahman Moallem, Strategic Operations & Supply Chain Director, TMG/CCG, Intel China
   3. Stephanie Hallford, Senior Director, Business Development and Customer Marketing, Intel Client Computing Group (CCG), China
	International IT Fest - Chambers Forum "Better Use of IT - Build a Leading Edge"
	Time: 2pm – 5pm
	Venue: Meeting Rooms S221
	Language: Cantonese

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Maker and Innovation – New Vision in Robotics Venue: Seminar Room, Hall 5F-G **Session 1: Seminar** **Time: 2:30-3:20pm** **Speakers:** 1. Fiona Ching, General Manager, MakerBay 2. Brian Tang, Founder of Young Makers & ChangeMakers **Session 2: Panel Discussion** Time: 3:20pm – 3:45pm Speakers: 3. Fiona Ching, General Manager, MakerBay 4. Brian Tang, Founder of Young Makers & ChangeMakers 5. Gary Wong, Lecturer, Department of Mathematics and Information Technology, Hong Kong Institute of Education Moderator: Sandra Chan, Founder of Hong Kong Junior Robot Engineering Program, Director of Everbest 2.0 **Session 3: Workshop on Makeblock Application** Time: 4pm – 5:30pm	**Forum on "Shenzhen – Hong Kong E-commerce Development"** Time: 2pm – 5pm Venue: Meeting Room S421 Language: Putonghua
	Innovative Application of Latest ICT Solution for e-Government Time: 4pm – 5:30pm Venue: Seminar Room, Hall 3FG Language: English & Cantonese

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16 April (Saturday)

International ICT Expo

HK Internet Finance Summit 2016
Time: 9:45am - 12:45pm
Venue: Meeting Room S421
Language: Cantonese
Speakers:
1. Alex Kong, Founder and CEO, TNG
2. Tim Lee, Founder and CEO, QFpay
3. Edwin Lee, Founder and CEO, Bridegway Prime Shop Fund Management Limited
4. Charles Mok, Legislative Councillor (I.T.)
5. Jase Leung, CEO, Bitcoinnect

More with Less: Succeed with Social Media Promotion
Time: 1:30pm – 3pm
Venue: Seminar Room, Hall 3G
Language: Cantonese

Seminar on "An Inside Look at Hong Kong's Fintech Startups"
Time: 3:30pm – 5pm
Venue: Seminar Room, Hall 3G

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