

To Assignment Editors:

Spring Electronics Fair and ICT Expo Open Next Friday Over 3,500 Exhibitors Showing Innovative Products More Than 100 Start-ups Participating

6 April 2018 – More than 3,500 exhibitors from 25 countries and regions will take part in two major trade fairs opening on 13 April and continuing through 16 April at the Hong Kong Convention and Exhibition Centre (HKCEC). Organised by the Hong Kong Trade Development Council (HKTDC), the 15th HKTDC Hong Kong Electronics Fair (Spring Edition) and the 15th HKTDC International ICT Expo will feature smart products as well as information, communication and technology solutions.

The **Startup zone** will return to both fairs to showcase innovative technology and services developed by more than 100 start-ups from Hong Kong and other regions. The HKTDC will organise a series of start-up themed events in collaboration with start-up accelerators and incubators, including Angel Investment Foundation, Backer, Hello Reporter, Hong Kong Business Angel Network, HSBC, Inculab, Jumpstart Magazine, Qianhai International Liaison Services, StartHub and Techstars. The events include **Smart Launch** sessions, “**Value Creation for Technology: Investment Pitching Competition**”, **Media Pitch Day** and **Investment Matchmaking** for start-ups to introduce their products or solutions to potential investors, buyers and media to gain exposure. There are also **Mentoring** sessions featuring start-up accelerators and incubators as mentors to provide entrepreneurial insights to start-ups, while the **Sharing** sessions will discuss topics on entrepreneurial opportunities in the Guangdong-Hong Kong-Macao Bay Area, co-working synergy, crowdfunding, marketing strategies such as social media and Video PR.

The Spring Electronics Fair will once again feature the popular **Tech Hall** displaying hi-tech products in four thematic zones: Connected Home, Robotics & Unmanned Tech, Virtual Reality (VR) and Wearable Electronics. The **Hall of Fame** will feature more than 570 leading international brands. During the first three days of the fair (13-15 April), a series of seminars will be held under the “**2018 Tech Trends Symposium**,” featuring industry experts such as HTC, iFlytek, Intel, Microsoft and Phillips along with university professors to examine hot topics, including the application of AI and robotics, smart home, wearable electronics, as well as virtual reality (VR), augmented reality (AR) and mixed reality (MR). Other events will share the latest industry developments and product trends, including **seminar and buyer forum on the market potential in the Bay Area and emerging markets**, **Tesla electric vehicle test drives**, **robot demonstrations**, as well as **product launch pads**.

Under the theme “**Smart City: The Way of the Future**,” this year’s Expo will debut a **Smart City** zone to showcase related solutions and applications including Hong Kong Smart City Blueprint. The HKTDC will organise the **Smart City Seminar Series** featuring industry experts such as Alicloud, Cisco, NEC, ZTE, Cyberport, Smart City Consortium, Airport Authority Hong Kong, Hong Kong Applied Science and Technology Research Institute (ASTRI), Hong Kong R&D Centre for LSCM Enabling Technologies (LSCM), and the Automotive Parts and Accessory Systems R&D Centre (APAS). They will discuss on Fintech, cashless and Internet security, electronic ID, smart mobility and logistics, developing smart business through IoT applications, and how disruptive technology is driving smart city development.

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

	Electronics Fair (Spring Edition)	International ICT Expo
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Date	13-16 April (Friday-Monday)	
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/hkelectronicfairse/en	www.hktdc.com/ictexpo/en
Startup Zone Website	https://goo.gl/m6x3Sh	
Smart City website	https://goo.gl/EAvSkS	
Media Registration	Press Registration Counter at Hall 1E Concourse, Harbour Road Entrance, or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	

Media Enquiries

Please contact the HKTDC's Communications and Public Affairs Department:

Joshua Cheng Tel: (852) 2584 4395

Email: joshua.cp.cheng@hktdc.org

Angela Cheu Tel: (852) 2584 4546

Email: angela.ly.cheu@hktdc.org

Hong Kong Electronics Fair (Spring Edition) & ICT Expo Major Events

13 April (Friday)

[ICT Expo – Smart City] Forum on “Cultivating FinTech Entrepreneurship and Innovation for Hong Kong”

Time: 10:30am -12:30pm

Venue: Seminar Room, Hall 3FG

Speakers:

1. Mr Charles Lam, FinTech Lead, Partners Team, Hong Kong Cyberport Management Limited
2. Mr Eddie Chang, Chief Executive Officer, Wesurance
3. Ms Natalie Fong, Chief Operation Officer, Wesurance
4. Ms Christine Chow, Associate of International Trade, VeloTrade
5. Mr Wilson Kwok, Founder, Institute of Financial Technologists of Asia (IFTA)
6. Mr Zach Garman, Product and Business Development at KYC-Chain

[Startup] Busan IT Presents: Startup, Smart Launch

Time: 11am – 11:15am

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Electronics Fair] e •Tech & i • Future (Robotics demo)

Time: 11:00am – 11:40am

Venue: Grand Hall Stage, 3/F

Language: Mandarin

[ICT Expo] Hong Kong ICT Awards 2018 – Smart Business Award Sharing

Time: 11am – 1pm

Venue: ICT Award Pavilion, Halls 3FG

Language: Cantonese

[Electronics Fair] Book Launching Ceremony of Hong Kong Electronics Industry Council

Time: 11:00am – 11:30am

Venue: Product Launch Area, Hall 1A

Language: Cantonese

[Startup] Jumpstart Magazine Presents: Startup, Smart Launch

Time: 11:15am – 11:45am

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Startup] Innovation and Entrepreneurial Opportunities in the Guangdong-Hong Kong-Macao Bay Area

Time: 11:45am – 12:45pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

Speakers:

1. Yvonne Wong, Deputy General Manager, Qianhai International Liaison Services Limited
2. Moses Moyung, Deputy Operation Director, Molecular Incubator
3. Celia Leung, CEO & Co-Founder, Entrepreneur Times Limited

Language: Cantonese

[Electronics Fair] Korean Pavilion: Product DEMOs & Launches

Time: 12:30pm – 1pm

Venue: Product Launch Area, Hall 1A

[Startup] Startup Tips: Entrepreneurship and Innovation

Time: 12:45pm – 1:30pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

Speaker: Jeff Au, Chief Strategy Officer and Care-taker, Incu-Lab

[ICT Expo – Smart City] Seminar on Cashless and Secured City

Time: 2pm – 5pm

Venue: Seminar Room, Hall 3FG

Speakers:

1. Mr Alan Cheung Wei-lun, Director, Advanced Digital Systems, Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI)
2. Mr Andy Chan, Director, Skydeal Group Limited
3. Mr Rocky Yu, Director, Qianhai Gangjunda Shenzhen Business Services Co. Ltd.
4. Ms Kristina Chan, Vice President, Protection Limited
5. Mr Kenny Wong, Senior Consultant, Arcserve
6. Mr Chan Ng, CEO, nwStor Limited

Language: Cantonese

[ICT Expo – Smart City] Seminar on “eID: Key to Smart City Blueprint Success”

Time: 2pm – 4:30pm

Venue: Meeting Room S423-424, 4/F

Speakers:

1. Dr Winnie TANG, JP, Honorary President, Smart City Consortium
2. Mrs Junu Rani Das KAILAY, Controller of Certifying Authorities (CCA)
3. Mr Oliver NG, Chairman, The Association of Hong Kong Online Brokers
4. Ms Prema Shrikrishna, Research Assistant, MIT Sloan
5. Mr Jeremy Lee, Director of CyberSecurity Solutions, APAC, Nexusguard Limited
6. Mr William Gee, Partner of Risk Assurance Practice of PwC China and Vice Chairman of Asia PKI Consortium
7. Mr Gary YEUNG, MH, Chairman of eID Committee and Honorary Secretary, Smart City Consortium

[Electronics Fair] Market Potential in Bay Area

Time: 2pm – 3:15pm

Venue: Product Launch Area, Hall 1A

- Market Briefing – Zhuhai, Huizhou, Dongguan
- Zhuhai MOU Signing Ceremony Signing Ceremony
- Huizhou MOU Signing Ceremony

Language: Mandarin

[Startup] Startups Mentoring

Time: 2:30pm – 4:30pm

Venue: Startup Lounge, Startup Zone, Hall3FG Concourse

Mentors:

1. Tonio Shum, Chief Executive Office and Care-taker, Incu-Lab
2. Jeff Au, Chief Strategy Officer and Care-taker, Incu-Lab
3. George Cautherley, Chief Idea Officer, Incu-Lab
4. Ada Lam, Division Head, Innovative Business & Ecosystem Partnership, Commercial Banking, Hong Kong, HSBC

[Startup] Value Creation for Technology: Investment Pitching Competition 2018

Time: 2:30pm – 5:30pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Electronics Fair] 2018 Tech Trends Symposium – Robotics & Unmanned Technologies

Time: 3:00pm – 5:00pm

Venue: Seminar Room, Hall 5FG

Speakers:

1. Prof. Norman Tien, Dean of Engineering Department, HKU
2. Rex Sham, Co-Founder and Chief Science Officer, Insight Robotics
3. Dr. Leong Mei-kei, Chief Technology Officer, ASTRI
4. Dr Hoe Seng Ooi, Senior R&D Manager (Smart Mobility), Automotive Parts and Accessory Systems (APAS) R&D Centre

[ICT Expo] Hong Kong ICT Awards 2018 – FinTech Award Sharing

Time: 3pm – 5pm

Venue: ICT Award Pavilion, Halls 3F-G

Language: Cantonese

[Electronics Fair] Zhuhai Pavilion: Product DEMOs & Launches

Time: 3:20pm – 3:55pm

Venue: Product Launch Area, Hall 1A

Language: Mandarin

[Electronics Fair] Guizhou Pavilion: Product DEMOs & Launches

Time: 4:15pm – 4:45pm

Venue: Product Launch Area, Hall 1A

Language: Mandarin

[Startup] Networking Tea Break

Time: 5:30pm – 6pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

Representative: Jaff Lau, Director, Innovative Business and Ecosystem Partnership, HSBC Commercial Banking

Joint Networking Reception

Time: 6:00pm - 7:30pm

Venue: Small Orders Zone, G/F, Expo Drive Entrance

14 April (Sat)

[ICT Expo – Smart City] Seminar on “How to Apply IoT to Make Your Business Smarter?”

Time: 10:30am – 12nn

Venue: Seminar Room, Halls 3FG

Speakers:

1. Mr Stanley Tang, Assistant Vice President, Cloud Services & Computer Solutions, Product Marketing & Solutions Consulting, HKT Limited
2. Mr Inky Lung, Engineering Director, Softhard.IO Limited
3. Mr Houston Ho, Business and Data Analyst, Armitage Technology Limited

Language: Cantonese

[Startup] Canada Pavilion Presents: Startup, Smart Launch

Time: 10:30am – 10:45am

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Electronics Fair] 2018 Tech Trends Symposium – “Connected Home & Wise Living”

Time: 11am – 1pm

Venue: Seminar Room, Hall 5FG

Speakers:

1. Patrick Gu, Director of China business, Smart and Connected Home Markets, Client Computing Group, INTEL Corporation
2. Liu Weiwei, Sales Director of Smart Service Division, iFlytek
3. Alex Tang, Co-Founder & COO, TUYA Global Inc.
4. Mr. Vincent Chow, Senior Marketing Manager, Phillips Lightings
5. Dr. CK Poon, Principal Consultant, Hong Kong Productivity Council

Moderator: Keith Li, Co-founder & CEO, Innopage

[Electronics Fair] e •Tech & i • Future (Robotics demo)

Time: 11:00am – 11:40am

Venue: Grand Hall Stage, 3/F

Language: Mandarin

[ICT Expo] Hong Kong ICT Awards 2018 – ICT Startup Award Sharing

Time: 11am – 1pm

Venue: ICT Award Pavilion, Halls 3F-G

Language: Cantonese

[Startup] Engage Your Audience - Chinese Social Media and Crowdfunding

Time: 11:30am – 12:15pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

Speakers:

1. Ashley Galina Dudarenok, Founder, Chozan
2. Nicole Denholder, Founder, Next Chapter

[Startup] Startups Mentoring

Time: 11:30am – 1:30pm

Venue: Startup Lounge, Startup Zone, Hall3FG Concourse

Mentors:

1. Eric Kwan, Startup Weekend
2. Andrew Chen, Arion Ventures
3. Olivier Cotard, 3C Ventures
4. Aaron Hui, Director, Business Development APAC, AgilePoint

[Startup] HSBC x Partnership with Start-Up

Time: 12:15pm – 1pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

Speaker: Ada Lam, Division Head, Innovative Business & Ecosystem Partnership, Commercial Banking, Hong Kong, HSBC

[Startup] StartHub Presents: Startup, Smart Launch

Time: 1:15pm – 1:30pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Startup] Cyberport Presents: Startup, Smart Launch

Time: 1:30pm – 2pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[ICT Expo – Smart City] Panel on “Disruptive Technology Enabling Smart City”

Time: 2pm – 3:30pm

Venue: Seminar Room, Halls 3FG

Speakers:

1. Representative of Ali-Cloud
2. Mr Garrick Ng, Chief Technology Officer, Cisco Hong Kong & Taiwan
3. Mr Michael Siu, Senior Solutions Architect, Greater China, Dun & Bradstreet

Moderator:

Prof K.F. Wong, Associate Dean (External Affairs), Faculty of Engineering, CUHK

[Startup] HKSTP Presents: Startup, Smart Launch

Time: 2pm – 2:30pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Electronics Fair] Shenzhen Microtellect Ltd.: Product DEMOs & Launches

Time: 2pm – 2:20pm

Venue: Product Launch Area, Hall 1A

Language: Mandarin

[Electronics Fair] Fonebud IoT Berhad: Product DEMOs & Launches

Time: 2:30pm – 2:50pm

Venue: Product Launch Area, Hall 1A

[Startup] Media Pitch Day – Tech Startups on the Rise and Crowdfunding Specials

Time: 3pm – 4:45pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Startup] Investment Matchmaking

Time: 2:30pm – 4:30pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Electronics Fair] TEEMA Product DEMOs & Launches

Time: 3pm – 4pm

Venue: Product Launch Area, Hall 1A

Language: Mandarin

[ICT Expo] Hong Kong ICT Awards 2018 – Digital Entertainment Award Sharing

Time: 3pm – 5pm

Venue: ICT Award Pavilion, Halls 3F-G

Language: Cantonese

[Electronics Fair] 2018 Tech Trends Symposium – Wearable Technology

Time: 3:30pm – 5:30pm

Venue: Seminar Room, Hall 5FG

Speakers:

1. Mr. Ronald Chan, Azure IoT Sales Lead, GCR Black Belt Team, Microsoft
2. Ron To, Product Strategy and Management VP, CLEER Inc
3. HERA LETO

[ICT Expo – Smart City] Panel on “Hong Kong’s Smart Mobility and Logistics”

Time: 4pm – 6pm

Venue: Seminar Room, Halls 3FG

Speakers:

1. Mr Wai Chi Ho, Stephen, Assistant Director (Business & Project Development Section), Logistics and Supply Chain Management Enabling Technologies (LSCM)
2. Dr Lawrence Poon, Principal Consultant, Hong Kong Productivity Council
3. Dr Justin Chuang, Vice President, Next Generation Network, Hong Kong Applied Science and Technology Research Institute (ASTRI)
4. Mrs Vivian Cheung, Deputy Director, Airport Operations, Airport Authority Hong Kong

Moderator:

Mr Wilson Chow, Global Technology, Media and Telecommunications (TMT) Leader, China and Hong Kong TMT Leader, PricewaterhouseCoopers Hong Kong / Shenzhen

[Electronics Fair] Qingdao iGuan Technology Co., Ltd: Product DEMOs & Launches

Time: 4:15pm – 4:35pm

Venue: Product Launch Area, Hall 1A

Language: Mandarin

[Startup] Video PR and Marketing for Emerging Tech

Time: 5:15pm – 6pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

Speaker: Athina Papadopoulou, Marketing Manager, BeFast.TV

15 April (Sun)

[Electronics Fair] e • Tech & i • Future (Robotics demo)

Time: 11:00am – 11:40am

Venue: Grand Hall Stage, 3/F

Language: Mandarin

[Electronics Fair] Taiwan Pavilion: Product DEMOs & Launches

Time: 11:00am – 11:30am

Venue: Product Launch Area, Hall 1A

Language: Mandarin

[ICT Expo] Hong Kong ICT Awards 2018 – Student Innovation Award Sharing

Time: 11am – 1pm

Venue: ICT Award Pavilion, Halls 3F-G

Language: Cantonese

[ICT Expo – Smart City] Seminar on “Building a Cost Effective Smart Home”

Time: 11:30am – 1pm

Venue: Seminar Room, Halls 3FG

Speakers:

1. Mr Po, Business Development Manager, Tenses Limited
2. Mr Tony Lau, Founder, NowHere Design Limited

Language: Cantonese

[Startup] HKUST Presents: Startup, Smart Launch

Time: 11:30am – 11:45am

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Startup] Individuals Startup, Smart Launch

Time: 12:15pm – 12:45pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Startup] KISED Presents: Startup, Smart Launch

Time: 1:30pm – 2pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Startup] IoTHK Presents: Startup, Smart Launch

Time: 2pm – 2:30pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Electronics Fair] Buyers’ Forums: Market potential in Emerging Markets

Time: 2pm – 2:40pm

Venue: Product Launch Area, Hall 1A

Speakers:

1. Mr Gustavo A. Clur, Owner, Clur & Cia
2. SRL
3. Mr Fatih Derbazlar, IMF Electronics Inc.

[Startup] Startups Mentoring

Time: 2pm – 4pm

Venue: Startup Lounge, Startup Zone, Hall3FG Concourse

Mentors:

1. Jeff Au, Chief Strategy Officer, Incu-Lab
2. Tonio Shum, Care-taker, Incu-Lab

3. George Cautherley, Chief Idea Officer, Incu-Lab

[Electronics Fair] 2018 Tech Trends Symposium – “VR/MR/AR”

Time: 2:30pm – 4:30pm

Venue: Seminar Room, Hall 5FG

Speakers:

1. Mr Weiging Ngang, HTC
2. Mr. Kenny Cheung, General Manager and Vice President, Asia, Kopin Corporation
3. Mr Philippe Gerard, Business Development Director, JetOne Motion (Hong Kong)
4. Mr. Ricky Lui, Co-founder & COO, ConnectAR Limited

Moderator: Danny Ngai, Co-founder, Techapple

[Startup] B4B Presents: Startup, Smart Launch

Time: 2:30pm – 2:45pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[ICT Expo] Seminar on “Big Data Education & Career Development”

Time: 2:30pm – 4pm

Venue: Seminar Room, Halls 3FG

[ICT Expo] Hong Kong ICT Awards 2018 – Smart Living Award Sharing

Time: 3pm – 5pm

Venue: ICT Award Pavilion, Halls 3F-G

Language: Cantonese

[Startup] The Co-working Synergy: Accelerating Your Startup

Time: 3:30pm – 4:15pm

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

Speakers:

1. Albert Ko, Associate Director of Office of Service Learning, Lingnan University
2. Kawi Hall, Global General Manager, Campfire Collaborative Spaces
3. Alexander Chan, Co-Director, The Mills Fabrica

Moderator: Felix Wong, Community Manager, Techstars

[Electronics Fair] Donguan Pavilion: Product DEMOs & Launches

Time: 3:30pm – 4pm

Venue: Product Launch Area, Hall 1A

Language: Mandarin

16 April (Mon)

[Startup] Inside Retail Presents: Startup, Smart Launch

Time: 11am – 11:15am

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[ICT Expo] Hong Kong ICT Awards 2018 – Smart People Award Sharing

Time: 11am – 1pm

Venue: ICT Award Pavilion, Halls 3F-G

Language: Cantonese

[Startup] SNIP Presents: Startup, Smart Launch

Time: 11:15am – 11:30am

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[ICT Expo – Smart City] Panel on “Next-Generation Smart City Solutions”

Time: 11:30am – 1pm

Venue: Seminar Room, Halls 3FG

Speakers:

1. Mr Fred Sheu, National Technology Officer, Microsoft Hong Kong
2. Mr Tai Ngai Fai Gary, Business Director, NEC Hong Kong
3. Mr Renchu Bai, Marketing Director of ZTE Government & Enterprise Department

Moderator:

Mr Emil Chan, Chairman of FinTech Committee, Smart City Consortium

[Startup] Impact Hub Presents: Startup, Smart Launch

Time: 11:30am – 11:45am

Venue: Innovation Hub, Startup Zone, Hall3FG Concourse

[Electronics Fair] Testing, Certification and Inspection Service for Electronic Products

Time: 11:30am – 12:30pm

Venue: Product Launch Area, Hall 1A

Speakers:

1. Dr K C LEE, General Manager for the Electrical Products Division, Hong Kong Standards and Testing Centre
2. Mr Daniel Yau, Vice President – North East Asia Electrical & Network Assurance, Intertek Testing Services

Language: Cantonese

[ICT Expo] Hong Kong ICT Awards 2018 – Smart Mobility Award Sharing



Media Invitation 採訪邀請

Time: 3pm – 5pm

Venue: ICT Award Pavilion, Halls 3F-G

Language: Cantonese