



Media Invitation 採訪邀請

To Assignment Editor:

HKTDC Fairs To Showcase Latest Eco And Building Innovations Press Briefing Presents 10th Edition Fair Details, Green Tech Exhibits

7 October 2015 – A wide range of “green” tech products, building materials and new innovations will be on show at AsiaWorld-Expo for the 10th editions of Eco Expo Asia and the HKTDC Hong Kong International Building and Hardware Fair later this month.

Organised by the Hong Kong Trade Development Council (HKTDC) and Messe Frankfurt (HK) Ltd, and supported by the Environment Bureau of the Hong Kong SAR Government, Eco Expo Asia will run from 28 to 31 October. This year’s event comprises four themed days: “Global Green Insights”, “Waste Management & Recycling, Cleaner Production”, “Green Building & Energy Efficiency” and “Green Living”. Each day will feature a variety of special events and conferences related to its theme. A particular highlight of The HKTDC Hong Kong International Building and Hardware Fair will be the Building Information Modelling (BIM) Day on 28 October.

Contributing to building public awareness on environmental issues, the final day of the fair (31 Oct) will open as a public day. Visitors will be able to learn more about the products on display, attend workshops, visit the “Ideal Home Mart” and even test-drive the new Volkswagen e-Golf electric vehicle.

Event organisers will announce details of the two fairs and offer a first-hand look at some of the interesting products during a press conference on 14 October. Highlighted exhibitors introducing their products will include:

- Stone Paper, a revolutionary papermaking technology using stone as a primary material to create paper that is durable, soft, smooth and water-resistant, without requiring lumbering and water.
- WindArc, a vertical wind turbine which can start generating power for street lighting even in light wind conditions.
- Nissan e-NV200, the newest electronic car of the brand, a multi-purpose commercial van, available in 2/5/7-seater versions
- Patented display solution for curtain wall buildings with automatic brightness control that can achieve transparency of up to 92%
- Tranquilaid Organic Therapeutic Pillow. a pillow with buckwheat filling that massages the head when it moves
- RFID tracking system that can tag building components, lowering the human resources of tracking of parts during construction

We cordially invite you or your representative to cover the press conference. Details are as follows:

Date: **14 October (Wednesday)**

Time: **3pm**

Venue: **HKTDC SME Centre, G/F, Expo Drive Entrance, HKCEC**

Speakers: **Benjamin Chau, Deputy Executive Director, HKTDC**

Andrew Lai, Deputy Director, Environmental Protection Department



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Remarks: The press conference will be conducted in Cantonese; questions in English and Putonghua are welcomed

Media Enquiries

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