

To assignment editor:

Asia's Largest Spring Electronics Fair, ICT Expo And International Lighting Fair Open In April

Press Conference next week to Preview the new Startup zone and Innovative & Smart Tech Products

15 March 2017 – The HKTDC Hong Kong International Lighting Fair (Spring Edition), the Hong Kong Electronics Fair (Spring Edition) and the International ICT Expo will be held next month at the Hong Kong Convention and Exhibition Centre (HKCEC), featuring a total of around 4,800 exhibitors displaying an array of innovative products and technology. The fair organiser, the Hong Kong Trade Development Council (HKTDC), will hold a press conference **next Tuesday (21 March)** to announce details of the three fairs and share insights into export performance and market trends for the industries. A selection of innovative products will be previewed at the press conference.

The 14th edition of the **Hong Kong Electronics Fair (Spring Edition)** and **International ICT Expo** will be held from 13 to 16 April. A survey conducted by Invest Hong Kong last year reported that there are **over 1,900 start-ups** in Hong Kong. Catering to the trend, both the Hong Kong Electronics Fair (Spring Edition) and International ICT Expo will jointly launch a new **Startup** zone to showcase the innovative technology and services developed by more than 80 start-ups from Hong Kong and further afield. The Electronics Fair will launch a new **Tech Hall**, comprising four thematic zones including the new “Virtual Reality” zone, as well as the returning “Connected Home”, “Robotics & Unmanned Tech” and “Wearable Electronics” zones, showcasing a variety of high-tech electronics products.

The concurrent **International ICT Expo** is one of the signature events of the “International IT Fest 2017”, gathering the latest products and solutions in information and communications technology (ICT) for different industries. The last day of the expo will be open to tertiary students for the first time, with a seminar inviting industry representatives to introduce business development and career opportunities. Some exhibitors will introduce their recruitment requirements at the expo.

Meanwhile, the 9th **Hong Kong International Lighting Fair (Spring Edition)** will be staged during from 6 to 9 April. This year, the fair is expected to gather around 1,310 exhibitors from 13 countries and regions, with exhibitors from Turkey, Thailand and the Philippines joining for the first time and new pavilions from Henglan, Jun'an and Hunan. Meanwhile, with the prevalence of Internet of Things (IoT) technology, the HKTDC is introducing “Smart Lighting & Solutions” as a new zone, gathering the latest smart lighting systems, remote-control and smart lighting products. The **Hall of Aurora** and **LED & Green Lighting** continue to be fair highlights, gathering renowned brands, as well as functional and decorative LED and Green Lighting products. Other zones including the **World of Professional & Industrial Lighting**, **Commercial Lighting** and **Advertising Display Lighting** will showcase a wide variety of lighting products and provide enormous business opportunities for buyers from around the world. The Asian Lighting Forum on the first day of the fair will see prominent experts and professional organisations exchanging views on smart lighting trends, latest technology, cyber security and applications.

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

Date: 21 March (Tuesday)
Time: 2:30pm – 4:00pm
Venue: HKTDC SME Centre, G/F, Expo Drive Entrance, HKCEC
Speakers: **Benjamin Chau**, Deputy Executive Director, HKTDC
Dr Lo Wai Kwok, Chairman, HKTDC Electronics/Electrical Appliances Industries

Advisory Committee

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

Media Enquiries

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

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

Selected fair products will also be on show at the press conference, including:

Hong Kong Electronics Fair (Spring Edition) & International ICT Expo



Intelligent 3D Food printer can create beautiful cake toppers and other edible delights



Medical and healthcare mobile app providing a one-stop caring platform for the care-receiver, care-giver and service provider



Smart film solutions displaying promotional messages and videos



An AI-powered data analytics platform for pet health and wellness, with its patent-pending biosensor solution to continuously collect vital signs, behavior and mood data from pets

Hong Kong International Lighting Fair (Spring Edition)



MATRIX
LIGHTING



Portable LED Working Flood Light

The portable 10,000 lumen LED working flood light is equipped with lithium battery, allowing it to offer seven hours of continuous lighting. Suitable for military, disaster relief and construction sites, the product is currently used by US, Singapore and Japan military and fire stations

Bar Shaped Light

The Matrix LED Lighting products are engineered with patented technology for above-average CRI levels, consistent colour temperatures and high efficiency