



Media Invitation 採訪邀請

To assignment editor:

Lighting and Electronics Fairs, ICT Expo Open in April Press Conference next week to Unveil Fair Details and New Products

24 March 2015 – Around 4,500 exhibitors are expected to take part in three major trade fairs opening next month at the Hong Kong Convention and Exhibition Centre (HKCEC). The HKTDC Hong Kong International Lighting Fair (Spring Edition) will be held during 6-9 April, while Asia's largest spring electronics show, the HKTDC Hong Kong Electronics Fair (Spring Edition), and the HKTDC International ICT Expo, will open 13 April and continue through 16 April.

Event organiser, the Hong Kong Trade Development Council (HKTDC), will hold a press conference on **30 March** to announce details of the three fairs. Selected fair products will also be on show, including:

- Bluetooth oximeter and vibrating bluetooth toothbrush which enables users' activities to be recorded and sent to the app
- Jumping rope with a mobile app which can store information such as average speed and fat burn
- A smart home system which can remotely control electrical appliances through the smartphone app and monitor energy consumption
- Intelligent head-up display which can be used to provide driver assistance
- Ultra-thin GPS smart watch
- Latest action cameras and drone system
- A vacuum tube amplifier
- "Posture Check App" which allows users to obtain a posture screen analysis for any postural faults and keep track of personal postural record
- A Bluetooth Smart colour-changing LED light bulb with speaker function, allowing streaming and listening to music
- Modern energy saving LED desk lamp features with built-in air ionizers to provide a bright and clean environment
- Look Smart LED light features 16 million colors with multiple lighting functions that could be connected to mobile applications, creating a festive atmosphere

The seventh edition of the Lighting Fair (Spring Edition) will introduce a new product zone; World of Professional & Industrial Lighting, showcasing emergency lighting, safety lighting, construction lighting, floor lights, and more. Other highlights will include the fair's largest zone, the LED & Green Lighting zone, as well as the Hall of Aurora presenting over 230 exhibitors and around 240 brands. The Electronics Fair will offer the hottest consumer electronics products, and introduces three new zones, "Wearable Electronics", "Connected Home" and "Unmanned Tech". The concurrent International ICT Expo will spotlight the latest ICT products and services. The Office of Government Chief Information Officer will also launch a debut area "iStartup@HK" to showcase local start-up ideas at the Expo.

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

- Date:** 30 March (Monday)
Time: 3pm
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.



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Media Enquiries

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