

To assignment editor:

Spring Electronics Fair, ICT Expo, Lighting Fair Open in April ***Press Conference next week to Unveil Innovative Products & Technology***

24 March 2016 – Asia's largest spring electronics show, the HKTDC Hong Kong Electronics Fair (Spring Edition), will open next month along with the HKTDC International ICT Expo and the HKTDC Hong Kong International Lighting Fair (Spring Edition) at the Hong Kong Convention and Exhibition Centre (HKCEC). Together, the three fairs will feature more than 4,700 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 Wednesday (30 March)** to announce details of the three fairs and provide information on the export performance and market trends of respective industries. Some innovative products will also be previewed at the press conference.

The 13th **Hong Kong Electronics Fair (Spring Edition)** will be held from 13 to 16 April. The highly popular Robotics & Unmanned Tech zone will showcase the hottest remote-controlled gadgets and unmanned tech. The Connected Home zone also returns to the fair introducing latest applications of Internet of Things (IoT) technology for home automation. A new product zone, iAccessories, will feature trending accessories for mobile and smart devices. The concurrent **International ICT Expo** (13-16 April) will also introduce a new E-Commerce zone, spotlighting the latest e-commerce technology and services.

The eighth **Hong Kong International Lighting Fair (Spring Edition)** will run from 6 to 9 April. This year's fair welcomes a new Smart Lighting Product Display area, where visitors can experience the convenience of smart lighting in a simulated home environment. The World of Professional & Industrial Lighting and Decorative Lighting zones return to display the latest emergency and safety lighting and decorative lighting products respectively. Other highlights include the fair's largest section, the LED & Green Lighting zone, as well as the Hall of Aurora presenting more than 400 exhibitors and some 230 brands, providing enormous business opportunities for international buyers.

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





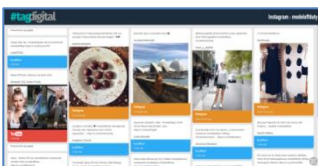


Date: 30 March (Wednesday)
Time: 2:30pm – 4:00pm
Venue: HKTDC SME Centre, G/F, Expo Drive Entrance, HKCEC
Speakers: **Benjamin Chau**, Acting Executive Director, HKTDC
Dr Lo Wai-kwok, Chairman, HKTDC Electronics/Electrical Appliances Industries Advisory Committee
Remarks: The press conference will be conducted in Cantonese; questions in English and Putonghua are welcome.



Media Enquiries

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

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Selected fair products to be presented at the press conference include:

	<p>This smart robot can be easily programmed on-site to handle different tasks, with no specialised programming required.</p>
	<p>Created by a Hong Kong-based company and successfully funded on kickstarter, these smart glasses have four main functions - translation, navigation, social and entertainment</p>
	<p>App-enabled Bluetooth 4.0 connectable Smart Aroma Diffuser</p>
	<p>Based on the latest Transcranial Electrical Stimulation (TES) technology, SleepingACE helps the user to improve the quality of their sleep</p>
	<p>A social listening tool that helps measure and present the stories behind a brand</p>
	<p>A platform to help enterprises publish html 5 game in under 60 seconds to promote their brands</p>
	<p>Waterproof LED sphere with 16 million colours to choose and smart control to multiple spheres. Suitable for outdoor use, including swimming pools</p>

	<p>DIY Smart Home system, with power monitoring sensor for lighting and temperature control</p>
	<p>LED Table lamp with transforming lamp shade made by PET felt. The shade can be transformed into 13 different styles, offering different ambience and brightness</p>