

To assignment editor:

Spring Electronics Fair, ICT Expo Opens Next Thursday ***Start-ups, Innovative Products and Technology to be Showcased***

7 April 2017 – About 3,500 exhibitors from 23 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 14th HKTDC Hong Kong Electronics Fair (Spring Edition) and the 14th HKTDC International ICT Expo will feature smart products, ICT solutions, as well as innovative technology and concepts from start-ups.

To meet the needs of start-ups – numbering more than 1,900 in the city, according to a 2016 Invest Hong Kong report -- an inaugural **Startup Zone** for both fairs will be staged at Hall 3FG Concourse. It will feature more than 100 start-ups from Hong Kong, the Chinese mainland, India, Japan, the United States and Taiwan. These exhibitors will present a range of innovative products and services, including real estate digital platforms and artificial intelligence-powered data analysis platforms for monitoring pets' health.

Themed events will also be arranged for start-ups to present their ideas, including sharing sessions featuring the crowdfunding platform FringeBacker, Alibaba Entrepreneurs Fund, successful start-ups and angel investors. There will be pitching sessions for start-ups to pitch project ideas to potential investors, as well as mentoring sessions where successful entrepreneurs will help start-ups connect with potential partners.

The new **Tech Hall** (Halls 5FG) will feature four themed zones – including the new **Virtual Reality** zone along with Connected Home, Robotics & Unmanned Tech, and Wearable Electronics – facilitating sourcing of high-tech items. The **Hall of Fame** will feature more than 570 leading international brands.

The **2017 Tech Trends Symposium** will feature industry experts and academics from local and overseas universities. They will speak about the latest technology trends such as wearable tech, smart home, Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR) and robotics. In addition, there will be Product Demo & Launch Pad sessions, buyer forums and networking events for exhibitors and buyers to discuss industry trends, share market insights and expand business networks.

Presenting the latest ICT solutions, the International ICT Expo is among the signature events of the International IT Fest 2017. The ICT Expo gathers the latest services and solutions under one roof, including Internet security systems, e-commerce platforms, third-party payment, logistics management and online-to-offline (O2O) business solutions. The popular SME IT Clinic will return, with experts from Alibaba, Google Premier Partner and hktdc.com offering complimentary professional consultation services on ICT systems and solutions to help SMEs enhance business efficiency.

There will be dedicated themes for daily seminars and sharing sessions, namely “e-Commerce & FinTech” (13 April), “Startups” (14 April), “Disruptive Technology” (15 April) and “Career Development” (16 April). For the first time, the expo will open to tertiary students on the last day (16 April), with experts from the Hong Kong Computer Society, Hong Kong Productivity Council and MTR Corp giving talks on prospects for the ICT industry and career opportunities

in the sector.

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

	Electronics Fair (Spring Edition)	International ICT Expo
Date	13-16 April (Thursday-Sunday)	
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/hkelectronicfairese/en	www.hktdc.com/ictexpo/en
Media Registration	Press Registration Counter at Hall 1E Concourse, Harbour Road Entrance, or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	

Media Enquiries

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

13 April (Thursday)	
Electronics Fair (Spring Edition)	International ICT Expo
Start-up-related Events	
HelloReporter Media Pitch Day Time: 12pm-1:45pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Jointly organised with: <i>HelloReporter</i> Remarks: Representatives from <i>HK01</i> , <i>Oriental Daily</i> , <i>PCMarket</i> and <i>SCMP</i> will serve as media judges	
Other Events	
Robotics Events (iRobot & iFuture, Dancing with Robots, Games and Q&As with Robots) Time: 10:30am-11:30am Venue: Grand Hall Stage, 3/F	Hong Kong ICT Awards 2017 – Best Business Solutions Award Sharing Time: 11am-1pm Venue: HK ICT Award Pavilion, Halls 3F-G
Buyer Forum – Market Potential in Emerging Markets Time: 11am-12pm Venue: Product Launch Area, Hall 1A Speakers: 1. Pablo Romano, President, MAS SINERGIA 2. Jeferson Pulz, Director of Innovation, Customic	Forum on “Everything You Need to Know about the Hong Kong FinTech Ecosystem” Time: 11am-1pm Venue: Seminar Room, Halls 3F-G Speakers: 1. Adrian Seto, Director, FinTech Innovation Asia-Pacific 2. Dr Toa CHARM Ka-ieong, Chief Public Mission Officer, Hong Kong Cyberport Management Company Ltd 3. Steve Tsu-Wei Yang, Partner and Director, Privé Services Ltd

<p>Buyer's Forum: Amazon Voice-first Design and Alexa Voice Service for ODM/OEM Connected Products Time: 12pm-12:30pm Venue: Product Launch Area, Hall 1A Speaker: Travis Grizzel, Alexa Solutions Architect, Amazon (US)</p>	<p>Exporters O2O Strategy: Be Found and Get Chosen Time: 2pm-4pm Venue: Seminar Room, Halls 3F-G Speakers: <ol style="list-style-type: none"> 1. Mandy Law, Channel Partnerships, Google Hong Kong 2. Kimmie Wong, Manager, Trade and Industry Department, HKSARG 3. Raymond Yeung, Senior Sales Manager, Publications & E-Commerce Department, HKTDC 4. Sandy Ho, Chief Executive Officer, New iMedia Solutions Ltd </p>
<p>2017 Tech Trends Symposium – “The Next Big Thing in Wearables” Time: 2:30pm-4:30pm Venue: Seminar Room, Hall 5F-G Speakers: <ol style="list-style-type: none"> 1. Candy Gao, Regional Director, Fitbit 2. Kow Ping, Director & co-founder, Well Being Digital Ltd 3. Prof Zijian Zheng, Associate Professor of Institute of Textile and Clothing, The Hong Kong Polytechnic University 4. Prof Vincent Cheung, Assistant Professor of the School of Biomedical Sciences, The Chinese University of Hong Kong Moderator: Wayne Leung, CEO, Tappy Technologies Ltd</p>	<p>Hong Kong ICT Awards 2017 – Best FinTech Award Time: 3pm-5pm Venue: HK ICT Award Pavilion, Halls 3F-G</p>
<p>Beihai Product Demo & Launch Pad Time: 3pm-3:30pm Venue: Product Launch Area, Hall 1A</p>	
<p>Memorandum of Understanding Signing Ceremony (HKTDC and The Science and Technology Innovation Commission of Shenzhen Municipality) Time: 4:30pm-5:15pm Venue: Product Launch Area, Hall 1A</p>	
<p>Joint Networking Reception Time: 6pm-7:30pm Venue: hktcdc.com Small Orders Zone, Expo Drive Entrance, Ground Level</p>	

14 April (Friday)

Electronics Fair (Spring Edition)	International ICT Expo
Start-up-related Events	
<p>Impact Hub Presents: Startup, Smart Launch Time: 10:30am-11am Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse</p> <p>Startup, Smart Launch Time: 11am-12:30pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Exhibitors: Ledo Ads, Mingle Tech, Changzhou Ouka Electrical Appliance Co, Ltd., Finaeos, Ledatron Company Ltd, EventXtra Ltd, SparkAmplify, Transwap Ltd, Darseek Innovation Technology Ltd</p> <p>HKSTP Presents: Startup, Smart Launch Time: 2pm-2:30pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Exhibitors: Pacific Telecom & Navigation Ltd, Acquaintance Enterprises Ltd, Film Players Ltd, Zunosaki Ltd, Animae Technologies Ltd</p> <p>Cyberport Presents: Startup, Smart Launch Time: 2:30pm – 3pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Exhibitors: VOID, FinLink</p> <p>Startup Smart Launch I – Presented by Tech Startups from iStartup@HK Pavilion Time: 3pm-3:30pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Exhibitors: Recipio Ltd, Cinetech Technology Group HK Ltd, Dragon Law</p>	
<p>Alibaba Entrepreneurs Fund Presents: Hong Kong Startup Investment Landscape Time: 4pm-4:45pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse</p>	
<p>BeFast TV: Video Content as a Part of Digital Marketing Strategy Time: 5pm-5:45pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Speakers: 1. Marina Bay, Producer at FashionTech Asia, co-founder of BeFast.TV 2. Lug Giroud, co-founder of WILD</p>	
Other Events	
<p>Robotics Events (Running Robots, Robots with Balls) Time: 10:30am-11am Venue: Grand Hall Stage, 3/F</p>	<p>Hong Kong ICT Awards 2017 – Best ICT Startup Award Sharing Time: 11am-1pm Venue: HK ICT Award Pavilion, Halls 3F-G</p>
<p>Buyer Forum – Market Potential along Belt and Road Time: 11am-12pm</p>	<p>“The Vitamins on Startups” Time: 11:30am-1pm</p>

<p>Venue: Product Launch Area, Hall 1A Speakers:</p> <ol style="list-style-type: none"> 1. Milan Stanik, BIG ON (Slovakia) 2. Pavlo Komyschan, Product Manager Leader, LLC ROZETKA.UA (Ukraine) 	<p>Venue: Seminar Room, Halls 3F-G Speakers:</p> <ol style="list-style-type: none"> 1. Jean Wong, Deputy Chief Editor, PCM 2. Alex Cheng, Partner, CatalystBuilder 3. Ivan Ho, co-founder & CEO, Eggplant Technologies
<p>2017 Tech Trends Symposium – “Smart Home, Wise Living” Time: 11am – 2pm Venue: Seminar Room, Hall 5F-G Speakers:</p> <ol style="list-style-type: none"> 4. Dr Edward Chan, Managing Director, German Pool (Hong Kong) Ltd 5. Dr Gabriel YL Tong, founder, TOTEX; also founder, IDMA (Innovation and Design Management Association) 6. Yau Wing Fung Edmond, Executive Director, Koln 3D Technology (Medical) Ltd 	<p>“How to successfully build your startup with e-commerce platform?” Time: 2pm - 4pm Venue: Seminar Room, Halls 3F-G Speaker:</p> <ol style="list-style-type: none"> 1. Ruby Mak, Senior Account Manager, Alibaba.com Hong Kong Ltd 2. Jason Wai, founder, Infantry Co Ltd
<p>Korea Pavilion Product Demo & Launch Pad Time: 2pm-2:30pm Venue: Product Launch Area, Hall 1A</p>	<p>Hong Kong ICT Awards 2017 – Best Mobile Apps Award Sharing Time: 3pm - 5pm Venue: HK ICT Award Pavilion, Halls 3F-G</p>
<p>Product Demo & Launch Pad by TEEMA Time: 3pm-4pm Venue: Product Launch Area, Hall 1A</p>	
<p>2017 Tech Trends Symposium – “VR, AR & MR” Time: 3:30pm – 5:30pm Venue: Seminar Room, Hall 5F-G Speakers:</p> <ol style="list-style-type: none"> 1. Cao Ou, Marketing Manager, Intel 2. George Wong, Managing Director, IOIO Creative; and HKICT Awards 2016: Best Digital Entertainment Winner 3. Marek Marchlewicz, Evangelist, Unity Technologies China 4. Lionel Chok, Creative Technologist, IMMERSIVELY; Features Contributor in VR for <i>Forbes Asia</i> 5. Philippe Gerard, Business Development Director, JetOne Motion (Hong Kong) 	
<p>Dongguan Pavilion Product Demo & Launch Pad Time: 4:30pm – 5pm Venue: Product Launch Area, Hall 1A</p>	

15 April (Saturday)	
Electronics Fair (Spring Edition)	International ICT Expo
Startup-related Events	
Startup Smart Launch 2 – Presented by Tech Startups from iStartup@HK Pavilion Time: 11am-11:30am Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Exhibitors: Deown Limited, Seasonalife Ltd, Advwhere Ltd	
KISED Presents: Startup, Smart Launch Time: 11:30am-12pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Exhibitors: Piano, TASTY, MintPot, loTeen.Co.Ltd	
Startup, Smart Launch Time: 12pm-12:30pm / 2pm-2:40pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Exhibitors: HAL Robotics Private Ltd, Shenzhen Forhon Technology Co, Ltd, wingboo (insur-tech), Pakpobox Hong Kong Ltd, ZhenHub, AMO X, Gifftotake	
Crowdfunding - Towards a New Generation of Fundraising Time: 3pm-3:45pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Speaker: Maryann Hwee, Executive Director, FringeBacker	
First Step of Going Global – Finding Your Local Manufacturing Partner Time: 4pm-4:45pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Speaker: Derek Kwik, Managing Partner, Brave Soldier Venture Capital	
Successful Entrepreneur Sharing – What’s Next: from Corporate to Startup to? Time: 5pm-6pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Speaker: Raymond Yip, CEO, Designjar	
Other Events	
Robotics Events (Dancing with Robots) Time: 10:30am-11am Venue: Grand Hall Stage, 3/F	Hong Kong ICT Awards 2017 – Best Digital Entertainment Award Sharing Time: 11am-1pm Venue: HK ICT Award Pavilion, Halls 3F-G
Smart Rapid Prototyping (RP) – 3D Printing Applications in Consumer Electronics Industry Time: 10:30am – 10:50am Venue: Product Launch Area, Hall 1A	Seminar on “The Great Disruption: Breakthrough Technologies that is Changing the World” Time: 11:30am - 1pm Venue: Seminar Room, Halls 3F-G Speakers: <ol style="list-style-type: none"> 1. Kong Chi Wing, Chairman, Information & Software Industry Association 2. Ir Raymond Woo, Director, 2Fi Business Solutions Ltd 3. Jefferson Wat, Director, Asia Solution Corp Ltd. 4. Houston Ho, Business Analyst, Armitage Technologies Ltd

<p>Taiwan Pavilion Product Demo & Launch Pad Time: 11:30am-12pm Venue: Product Launch Area, Hall 1A</p>	<p>B4B Challenge: Forum cum Winners' Sharing Sessions Time: 2:30pm-4pm Venue: Seminar Room, Hall 3FG Speakers: <ol style="list-style-type: none"> 1. Johnson Yim, CEO, E-Business Solutions Ltd 2. Leo Chiu, Columnist, <i>HK Economic Times iMoney</i> (Honorary Advisor of B4BChallenge) 3. Winning Teams from B4B Challenge: Student/Individual/Supply Chain/Management/Smart City </p>
<p>2017 Tech Trends Symposium – “The New Era of Robotics Disruption” (with Networking Workshop) Time: 2:30pm-5:30pm Venue: Seminar Room, Hall 5F-G Speakers: <ol style="list-style-type: none"> 1. Prof Norman C Tien, Dean of the Faculty of Engineering, the University of Hong Kong; and Chairman, Robotics Alliance of Hong Kong 2. Dr Crystal Fok, Technical Leader (Robotics), Robotics Platform, Hong Kong Science and Technology Parks Corporation 3. Prof Gordon Cheng, Professor and Chair, Institute for Cognitive Systems, Department of Electrical and Computer Engineering, Technical University of Munich 4. Dr Chia-Peng Day, General Manager, Foxconn Automation Technology Development Committee </p>	<p>Hong Kong ICT Awards 2017 – Best Smart Hong Kong Award Sharing Time: 3pm-5pm Venue: HK ICT Award Pavilion, Halls 3F-G</p>

16 April (Sunday)

Electronics Fair (Spring Edition)	International ICT Expo
Start-up-related Events	
<p>Together Stronger: Creating Impact via Regional Collaboration Time: 12pm-12:30pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Co-organiser: Impact Hub</p>	
<p>APEC Startup Ecosystem Roundtable – To Compete or To Collaborate? Time: 1pm-2pm Venue: Innovation Hub, Startup Zone, Hall 3FG Concourse Speaker:</p>	

1. SL Ho, The President, Connector
2. Salie Lei, Sales and Marketing Director, Jump Innovative Ltd.
3. Jeffrey Ling, VP of Operations & Startup Development, Taiwan Startup Stadium
4. Antony Ma, founder, Powerdata2go

Other Events

<p>Testing, Certification and Inspection Services for Electronic Products Time: 11:30am-12:30pm Venue: Product Launch Area, Hall 1A Speakers:</p> <ol style="list-style-type: none"> 1. K C Lee, General Manager for the Electrical Products Division, Hong Kong Standards and Testing Centre 2. C H Lam, Assistant Manager, Power Supplies; and Senior Wireless Charging Specialist, Intertek Testing Service 	<p>Hong Kong ICT Awards 2017 – Best Student Invention Award Sharing Time: 11am-1pm Venue: HK ICT Award Pavilion, Halls 3F-G</p>
	<p>“The Professionals, Entrepreneurs and Women in ICT” Time: 11:30am-1pm Venue: Seminar Room, Halls 3F-G Speakers:</p> <ol style="list-style-type: none"> 1. Ir Stephen Lau, JP, Secretary General (Honorary), Hong Kong Computer Society 2. Dr Leonard Chan, CEO, Pulse MediaTech Limited 3. Agnes Mak, MH, JP, Executive Director, Hong Kong Productivity Council 4. Ir Ted Suen - Head of IT, MTR Corporation Ltd
	<p>“Guide to Succeed: Make Your Right Career Moves in the ICT industry” Sharing Session Time: 2:30pm-4pm Venue: Seminar Room, Halls 3F-G Speakers:</p> <ol style="list-style-type: none"> 1. Paul Chan, Senior Manager, Technology & FS, Spencer Ogden (Hong Kong) Ltd 2. Ben Chang, co-founder of Oursky Ltd
	<p>Hong Kong ICT Awards 2017 – Best Lifestyle Award Sharing Time: 3pm–5pm Venue: HK ICT Award Pavilion, Halls 3F-G</p>