To Assignment Editor:

Electronics Fair and electronicAsia Open Next Thursday
Virtual Reality and Startup Zones to be featured in Debut Tech Hall

6 October 2016 – The 36th HKTDC Hong Kong Electronics Fair (Autumn Edition) and the 20th electronicAsia will run 13 to 16 October at the Hong Kong Convention and Exhibition Centre (HKCEC). Together, the fairs will welcome more than 4,100 exhibitors from 29 countries and regions, making the event the world's largest electronics marketplace.

The Electronics Fair introduces a new **Tech Hall** located at the Convention Hall**,** which comprises five thematic zones including the two new zones of **Virtual Reality (VR)** and **Startup**, as well as **Smart Tech**, **Robotics & Unmanned Tech** and **3D Printing**. Together, these zones create a key hub for buyers to source a wide variety of trending high-tech products. The **Hall of Fame** continues to be a fair highlight, gathering more than 520 leading brands and stylish products including Desay, Goodway, GP Batteries, Haier, Intel, Motorola and VTech.

Held concurrently with the Electronics Fair, **electronicAsia** is jointly organised by the Hong Kong Trade Development Council (HKTDC) and MMI Asia Pte Ltd. The fair showcases electronic components and technologies including **display technology**, **printed circuit boards**, **keyboards, switches** and **integrated circuits**. Other exhibits include parts, modules and technology for **solar and photovoltaic energy**, as well as **key components for smart devices**, providing mobile device manufacturers with display lights, smart switch modules and more. The fair is a premium sourcing platform featuring an abundance of products, services and technologies for industry players.

A series of informative seminars, forums and networking activities focusing on hot topics including VR, AR, wearable technology and integrated circuits will be held during the fairs for exhibitors and visitors to meet new business partners and share the latest trends and developments within the industry. The **Symposium on Innovation & Technology** (13 October) is a highlight of this year's fair with a strong line-up of speakers from the world's leading tech companies including Tesla Motors, Amazon Web Services, HP and Qualcomm invited to discuss smart tech and IoT trends.

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

	HKTDC Hong Kong Electronics Fair (Autumn Edition)	electronicAsia
Date	**13-16 October (Thursday-Sunday)**	
Time	13-15 October　　　9:30am-6:30pm 16 October　　　9:30am-5pm	
Venue	Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai	
Websites	www.hkelectronicsfairae.com	www.electronicasia.com
Media Registration	Hall 1E Concourse, HKCEC Harbour Road or HKTDC Media and Webcast Centre, HKCEC Expo Drive Entrance	
Event Schedule	https://goo.gl/z5wvmn	

Fair Websites
HKTDC Hong Kong Electronics Fair (Autumn Edition): www.hkelectronicsfairae.com
electronicAsia: www.electronicasia.com

Media Enquiries
Please contact the HKTDC's Communication and Public Affairs Department:
Joe Kainz   Tel: (852) 2584-4216   Email: joe.kainz@hktdc.org

HKTDC Hong Kong Electronics Fair (Autumn Edition) & electronicAsia

Major Events

13 October (Thursday)
Symposium on Innovation & Technology
Time: 10am-4:30pm
Venue: Theatre, HKCEC
Language: English and Putonghua (with simultaneous interpretation service)
Co-organiser: Hong Kong Electronics & Technologies Association
Programme: https://goo.gl/vXHkeb

Opening:
- Welcoming Remarks by Benjamin Chau, Acting Executive Director, HKTDC
- Welcoming Remarks by Ir Victor Ng, Chairman, Hong Kong Electronics & Technologies Association
- Opening Keynote by Dr David Chung, JP, Acting Secretary for Innovation and Technology

Session 1: Emerging Technologies - Smarter Technologies, Smarter Life
Speakers:
- Isabel Fan, Regional Director, Hong Kong, Macau and Taiwan, Tesla
- Olivier Klein, Solutions Architect, Amazon Web Services
- Peter Lee, Chief Technology Officer, Nano and Advanced Materials Institute Limited (NAMI)
- Rosana Wong, Executive Director, Yau Lee Holdings

Panel Discussions:
Moderator: MY Wong, Chairman, Hong Kong Applied Science and Technology Research Institute (ASTRI)
Panelists:
- Ir Dr the Hon LO Wai Kwok, SBS, MH, JP
- The Hon Charles Mok, JP
- The above speakers of Session 1

Session 2: IoT Trends & Opportunities—Connected Living, the Next Big Thing
Speakers:
- Wee Teck Loo, Head of the Global Consumer Electronics Research, Euromonitor International
- Anthony Wai, APAC SE Director, Aruba, a Hewlett Packard Enterprise company

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香港灣仔港灣道1號會展廣場辦公大樓38樓
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- Michael Wong, Senior Director of Sales, Qualcomm
- Matthew Man, President & CEO, Myndar

Panel Discussions:
Moderator: Simon Wong, CEO, Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies

Panelists:
- Prof On Ching Yue, Science Advisor, Innovation & Technology Commission
- The above speakers of Session 2

Startup, Smart Launch
Time: 2pm-3pm
Venue: Innovation Hub, Convention Hall, HKCEC
Startup companies:
2:00pm - 2:10pm   ACE Communications Limited
2:10pm - 2:20pm   Binfred Electronics Co., Ltd.
2:20pm - 2:30pm   Shenzhen Forhon Technology Co., Ltd
2:30pm - 2:40pm   Bonnect (HK) Limited
2:40pm - 2:50pm   Xiamen Raco Electronic Tech Co., Ltd.
2:50pm - 3:00pm   Cloudicty Ltd

 "Drones in Action!"
Time: 2pm-4pm
Venue: Drone Demo Area, Convention Foyer, HKCEC (close to booth CH-L01)

Product Demo & Launch Pad
Time: 2pm-5:05pm
Venue: Product Launch Area, Hall 1D, HKCEC
Exhibitors:
2:00pm - 2:20pm   Ambi Labs
2:20pm - 2:40pm   SZ YongjieCheng
2:40pm - 3:00pm   Goodway
3:00pm - 3:45pm   Dong Guan Pavilion
3:45pm - 4:05pm   HPB
4:05pm - 4:25pm   Snoppa
4:25pm - 4:45pm   TUV
4:45pm - 5:05pm   CtR

First Step of Your Startup Project
Time: 3pm-4pm
Venue: Innovation Hub, Convention Hall, HKCEC
Language: English
Programme: https://goo.gl/HC5e6O
Co-organisers:
- The Hong Kong Federation of Youth Groups
- The HKFYG Jockey Club Social Innovation Centre
Speakers:
- Ben Bateman, Senior Director of Strategic Programs, Indiegogo
- Ivan Kan, Co-founder, Crowdcreate

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- Laurent Le Pen, CEO, Omate
- Oswis Wong, CEO, Air Button

Moderator :Edward Li, Co-founder of Twitchy Finger Ltd

WT| Wearable Technologies Session
Time: 4pm-5:30pm
Venue: Meeting Room S426-427, HKCEC
Language: English
Speakers:

- Christian Stammel, CEO, WT|Wearable Technologies AG
- Valer Pop, CEO, Lifesense Group
- Daniel Bongers, CTO, SmartCap Technologies
- Aaron Johnson, Vice President of Marketing & Customer Strategy, Accumold
- Philip G. Schwarz, CEO, Antelope
- Grace Eunkyeong Kwon, CEO, DNX

Joint Networking Reception
Time: 6pm-7:30pm
Venue: Expo Drive Entrance, HKCEC

14 October (Friday)
Opportunities Discovery: Exploring Electronics in Americas
Time: 10am-11am
Venue: Product Launch Area, Hall 1D, HKCEC

Hong Kong Electronic Forum
Time: 11am-12:30pm
Venue: Meeting Room S426-427, HKCEC
Co-organiser: The Hong Kong Electronic Industries Association
Language: English and Putonghua (with simultaneous interpretation service)
Programme: https://goo.gl/BfIWrO

Session 1: Paving your Startup Way—Sharing from Entrepreneurs
Speakers:

- Kevin So, Chief Operation Officer, AV Concept Holdings Limited
- David Yeung, CEO, Chuang's Innovation Industries
- Alvin Lam, Founder of PacificLink, Managing Partner of T12M Ventures

Moderator: Kenneth Chau, Founder, iMusic Technology Limited

Session 2: Procurement on Electronic & IoT Products
Speakers:

- Kevin Beveridge, Head of Communications, Institute for Supply Management Hong Kong
- Kenith Poon, President, Institute for Supply Management Hong Kong

Moderator: Daniel Chan, Vice-President, Institute for Supply Management Hong Kong

Seminar: "Latest Trends in Integrated Circuit"
Time: 11:30am-12:30pm
Venue: OASIS, Hall 5FG, HKCEC

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Speakers:

- Adi Katav, (B.S.ee MAMM), General Manager, Creative Chips GmbH
- Liew Choon Lian, Group Chairman & CEO, MDT Innovations Sdn Bhd

Product Demo & Launch Pad
Time: 11:30am-1:25pm
Venue: Product Launch Area, Hall 1D, HKCEC
Exhibitors:
11:30am – 12:00nn   Korean Pavilion
12:15pm - 12:45pm   Taiwan
12:45pm - 12:55pm   Wiso
12:55pm - 13:05pm   Mitac
1:05pm - 1:25pm   Hong Kong Productivity Council

eAsia Buyer Forum – Opportunities in South American and European Market
Time: 2pm-3pm
Venue: OASIS, Hall 5FG, HKCEC
Speakers:

- Pablo Federico Bruscantini, Manager Partner, Federico Bruscantini SRL (Argentina)
- Yuriy Tsenkov, CEO, Electroninvest Ltd (Bulgaria)

Startup Pitching
Time: 2pm-4pm
Venue: Meeting Room S224, HKCEC

 "Drones in Action!"
Time: 2pm-4pm
Venue: Drone Demo Area, Convention Foyer, HKCEC (close to booth CH-L01)

eAsia Product Demo & Launch Pad
Time: 3:30pm-4:30pm
Venue: OASIS, Hall 5FG, HKCEC
Exhibitors:
3:30pm – 3:50pm   Hong Kong Metals Manufacturers Association
3:50pm – 4:10pm   TEEMA

15 October (Saturday)
TEDxHong Kong
Time: 10:00am - 5:00pm
Venue: Meeting Room S221, HKCEC

Seminar: "The Rise in VR & AR Technologies"
Time: 11am-1pm
Venue: Meeting Room S426-427, HKCEC
Language: English (with simultaneous interpretation service)
Programme: https://goo.gl/l19uA5
Speakers:

- Alex Zhou, Industry Analyst & Project Manager, IEK, Industrial Technology Research Institute
- Jordan Cheng, CEO and Founder, Dragon Creative Enterprise Solution Ltd
- Thomas Choi Kup-Sze, Associate Professor, School of Nursing, The Hong Kong Polytechnic

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University; Director, Centre for Smart Health, The Hong Kong Polytechnic University
Moderator:

- Alan Lam, CEO, Sengital Ltd; HKEIA Executive Committee Member; HKTDC Electronics/ Electrical Appliance Industries Advisory Committee

Buyer Forum—Opportunities in Southeast Asian Markets
Time: 12nn – 1pm
Venue: Innovation Hub, Convention Hall, HKCEC

Startup, Smart Launch
Time: 2pm-4:10pm
Venue: Innovation Hub, Convention Hall, HKCEC
Startup companies:
2:00pm - 2:10pm   iBebot Limited
2:10pm - 2:20pm   DIGITUNE
2:20pm - 2:30pm   Ledatron
2:30pm - 2:40pm   Mindvivid Limited
2:40pm - 2:50pm   Sightour Inc.
2:50pm - 3:00pm   Joyray
3:00pm - 3:10pm   SZ Slinph Tech
3:10pm - 3:20pm   NoPhish Tech
3:20pm - 3:30pm   IOE Tech
3:30pm - 3:40pm   Primo Workshop h
3:40pm - 3:50pm   Treasure Mark Tech
3:50pm - 4:00pm   HK Innovative Display
4:00pm - 4:10pm   Smartgears Global Limited

 "Drones in Action!"
Time: 2pm-4pm
Venue: Drone Demo Area, Convention Foyer, HKCEC (close to booth CH-L01)

Product Presentation by Electronic Industries Award 2016 Winners
Time: 2pm-4pm
Venue: Product Launch Area, Hall 1D, HKCEC