

To assignment editors:

**Watch & Clock Fair and Salon de TE open in September**  
***Running in physical and online hybrid format for first time***  
***Press conference introduces fair highlights next Wednesday***

**18 August 2021** – As global sourcing becomes increasingly digitalised in the wake of the pandemic, running trade exhibitions in a physical and online hybrid format has emerged as a new trend. To help Hong Kong companies explore more business opportunities amid the pandemic, the **40<sup>th</sup> HKTDC Hong Kong Watch & Clock Fair** and **ninth Salon de TE**, organised by the Hong Kong Trade Development Council (HKTDC), will follow the physical and online hybrid model employed successfully at the HKTDC's recent twin jewellery shows. The physical event runs from 8 to 12 September at the Hong Kong Convention and Exhibition Centre (HKCEC), while the online version will run until 19 September, helping small and medium-sized enterprises (SMEs) win new business deals in a volatile global business environment.

The Watch & Clock Fair has long been regarded as an effective business platform for manufacturers and buyers of quality timepieces, while Salon de TE introduces some of the best-known branded watches. The physical element of the five-day fairs at the HKCEC will be open to industry buyers and also to the general public for the first time, providing an opportunity for local watch lovers to shop or simply enjoy the craftsmanship on display.

Highlights of the shows will be unveiled at a press conference next Wednesday (25 August), with watch industry representatives introducing the fair events and addressing media enquiries.

In addition, the award presentation ceremony of the **38<sup>th</sup> Hong Kong Watch & Clock Design Competition**, co-organised by the HKTDC, Hong Kong Watch Manufacturers Associations Ltd and The Federation of Hong Kong Watch Trades & Industries Ltd, will also be held at the press conference. Members of the press are welcome to interview the judges and competition winners. The award-winning designs will be showcased throughout the Watch & Clock Fair.

Models at the media event will wear local designer outfits from the upcoming CENTRESTAGE, matching with some of the stunning watches that will be featured at the fairs. We cordially invite you or your representative to cover the press conference. Details are as follows:

**Date:** 25 August 2021 (Wednesday)  
**Time:** 2:30-4pm  
**Venue:** HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai  
**Language:** Cantonese (questions in English or Mandarin are welcome)



## Media Invitation 採訪邀請

### Speakers at the press conference include:

- **Benjamin Chau**, Deputy Executive Director, HKTDC
- **Philip Lau**, Co-chairman, HKTDC Hong Kong Watch & Clock Fair Organising Committee 2021
- **Daisy Mok**, Co-chairman, HKTDC Hong Kong Watch & Clock Fair Organising Committee 2021

### Guests:

- **Samson Sun**, Permanent Honorary President, The Federation of Hong Kong Watch Trades & Industries Ltd
- **Daniel Tsai**, Chairman, The Federation of Hong Kong Watch Trades & Industries Ltd
- **Gary Lau**, President, Hong Kong Watch Manufacturers Association Ltd
- **Lawrence Chan**, Executive Vice President, Hong Kong Watch Manufacturers Association Ltd

### Media enquiries

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

Janet Chan  
Angel Tang

Tel: (852) 2584 4369  
Tel: (852) 2584 4544

Email: [janet.ch.chan@hktdc.org](mailto:janet.ch.chan@hktdc.org)  
Email: [angel.hc.tang@hktdc.org](mailto:angel.hc.tang@hktdc.org)