

City gets ready to enjoy hi-tech feast

More than 3,650 exhibitors to display products at three key events. Reports by **Euan McKirdy**

HONG KONG ELECTRONICS FAIR

This week sees the confluence of three important fairs, as the Hong Kong Trade Development Council (HKTDC)

capitalises on its reputation for hosting some of the world's most respected trade shows for a huge range of industries.

The eighth edition of the Hong Kong Electronics Fair (Spring Edition), running from today until Saturday, is one of the key events for the industry, regionally and globally. More than ever, the electronics industry is at the forefront of consumer trends. From the ubiquitous smartphone to audio-visual entertainment and uses for industry, electronics are becoming more central to daily life, and some breathtaking innovations will be on show at the Hong Kong Exhibition and Convention Centre.

The HKTDC is also hosting two similarly themed trade fairs simultaneously – the International ICT Expo and the Hong Kong International Lighting Fair (Spring Edition). These three events aim to provide a huge number of businesses and third-party clients with access to a wide array of innovative, up-to-the-minute technologies and products.

The electronics fair features an array of products and services,

including audio-visual equipment, the latest navigation systems, telecommunications products and testing, and inspection and certification services. It is the premier sourcing hub for electronics products in Asia.

One of the fair's leading features is the Hall of Fame, a dedicated area showcasing the top names in the business. The organiser is also launching two new product display zones, Silver Market and eAccessories.

Products and brands are further categorised by type and located by zone, making navigation for visitors an easy proposition. This year the fair's categories will be audio-visual, digital imaging, electronic gaming, home appliances, in-vehicle electronics and navigation systems, personal electronics, security products, and solar photovoltaic technology.

Technology and innovation are the key driving forces in the development of electronic products. The fair attracts companies and professionals from around the world who want to see innovative hi-tech products and new technology. The fair is an effective channel for exhibitors to show potential customers their new products.

Advanced Materials Enterprises (AME) is looking forward to showing its award-winning and novel heating technology, Nanoheat, and related products. "The Hong Kong Electronics Fair, as a platform to



The Hong Kong Trade Development Council is hosting electronics, ICT and lighting fairs at the same time.

introduce our products, is undoubtedly a golden opportunity to increase the exposure of our innovative technology," says Dr Yeung Wing-yiu, AME's CEO and technical director.

"The fair is Asia's biggest electronics event, which allows us to

meet high-quality potential clients globally. In addition, the trustworthy and supportive relationship between HKTDC and us was built throughout the years from being an active exhibitor. We believe HKTDC, as a highly recognised and reputable organisation, will provide different

effective promotion vehicles for Hong Kong SMEs (small and medium-sized enterprises) to sell products, services and technology around the world."

Hong Kong-based Binatone has its roots in electronics dating back to the 1950s, when the company

exported transistor radios to Britain. The company has since spread out and will be marketing everything from e-readers to cordless phones at the fair.

Audio-visual specialist Speed Digital will also be on hand to demonstrate its portable media player (PMP), portable music player (MP3/MP4), digital camera and high-definition digital MPEG4 camcorders, a key growth sector in several regions including emerging markets in Russia, Asia and South America.

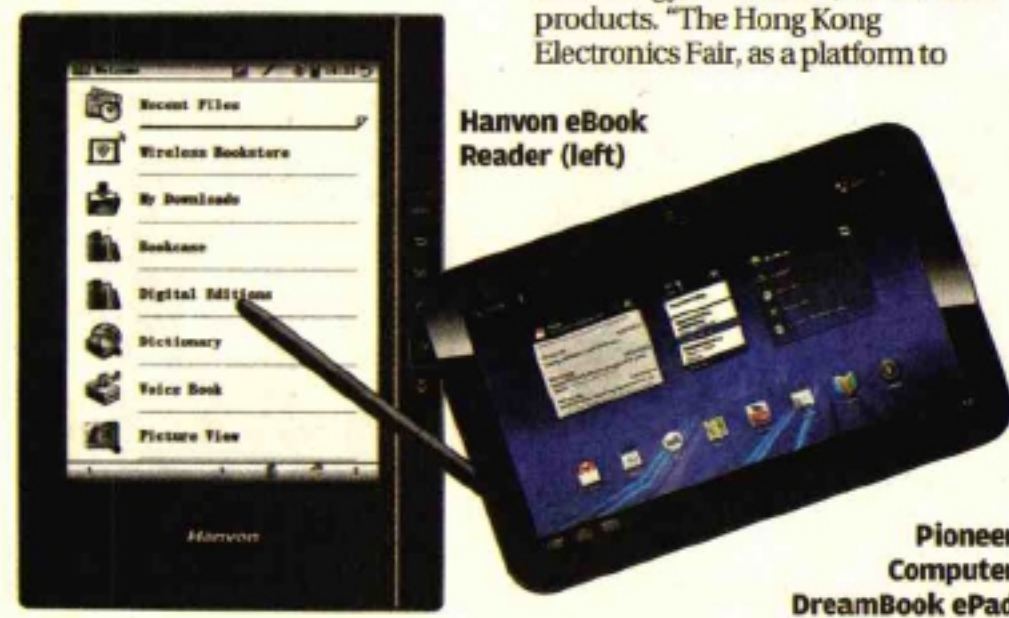
Internationally, the fair has garnered a reputation as one of the best places to see technology in action, learn about upcoming trends and make significant and lasting contacts. PocketBook International, a Ukraine-based manufacturer, will be attending the fair. The company is keen to promote its Green Reader range of e-readers.

The fair will also see seminars addressing some of the industry's key issues. Titles include "The Trend of Consumer Electronics: Smart Opportunities for Industry" and "Introduction of Global Safety and Regulatory Requirements for Electronic Products".

EVENT SCHEDULE

Venue Hong Kong Convention and Exhibition Centre
Dates and opening hours Today until Friday, 9:30am-6:30pm; Saturday, 9:30am-5pm. For trade visitors aged 18 or above only.
Admission fee for Electronics Fair and Lighting Fair HK\$100 per person.
Inquiries 1830 668

For trade visitors, register now for your free admission badge
Smartphone Info Site download HKTDC FAIRS at iPhone App Store, BlackBerry App World or Android Market
Mobile Info Site visit hktdc.com/wap/en; or **SMS your e-mail address to the following numbers**
 Electronics Fair: 6390 0701; Lighting Fair: 6390 0702; ICT Expo: 6390 0703



Technology firms unveil industry's hottest trends

INTERNATIONAL ICT EXPO

The trade fair allows information, communications and technology companies to showcase their state-of-the-art software solutions and services.

The event also provides the perfect international platform for participants – on both sides of the trading divide – to extend their business reach and make valuable new contacts. This year should prove to be especially fruitful, with the sector in excellent health.

"Fortunately, the state of the industry is quite healthy as IT has been a hot [sector] lately," says Alfred Mak, CEO of 0101HOST, a Hong Kong-based Web hosting service.

"However, competition is keen and we need to make use of these kinds of fairs to have our products introduced to more potential buyers and markets. 0101HOST participates in the fair every year and we treat it as one of the most important events annually. We can announce our latest products and services to buyers and potential clients worldwide, while showing our presence to the industrial and general public, as we are the largest Web hosting company in Hong Kong."

The expo also caters to research and development, with organisations such as the Hong Kong Applied Science and Technology Research Institute exhibiting this year.

"Through the expo, we wish to let the industry have a better understanding of our company and to showcase our latest developed technologies," says the institute's Dr



ASTRI's Optical Multi-Touch Panel

Crystal Fok. "The expo also provides us with a platform to interact with industrial partners in other countries, which allows us to have a better understanding and relationship with the industry."

Companies from across the globe, from manufacturers and service providers to retailers, look to the expo for indications of the strength of the market and key drivers for growth.

Spotlight on latest trends, innovations and products

HONG KONG INTERNATIONAL LIGHTING FAIR

The Hong Kong International Lighting Fair (Spring Edition), which runs from today until Saturday, provides a huge opportunity for the market. Exhibitors come from all major categories of the lighting industry, featuring commercial, LED lighting, green and outdoor lighting, technical lighting, along with lighting management, design and technology. It promises to be one of the industry's most important events.

Manufacturing, a Hong Kong-based manufacturer, is exhibiting at the event. The company manufactures rechargeable lighting products, and is a perfect example of the progressive, green initiatives that fairs of this kind highlight.

Lightplan, another Hong Kong company, is involved in the production of LED lights for indoor and outdoor usage, for home and commercial use, and represents a huge growth area. High quality LED lights typically deliver superb lighting performance with high efficiency. Kaper Industrial, a supplier of

Electronics, Lighting and ICT events in downtown Hong Kong

Open Today



Hong Kong Electronics Fair (Spring Edition)

Asia's No.1



Hong Kong International Lighting Fair (Spring Edition)



International ICT Expo

13-16 April • Hong Kong Convention and Exhibition Centre

Visit over 3,650 quality exhibitors

- Prime downtown location
- Highlights at Electronics Fair: Hall of Fame and 3 displays – eAccessories, Silver Market and Green Electronics
- Themed zones at Lighting Fair: Decorative Lighting, Green Lighting, LED Lighting, Lighting Accessories & Components, Lighting Management, Design & Technology and Technical Lighting
- Highlight at ICT Expo: Smartphone & Tablet zone
- Seminars from global industry experts presenting the latest market intelligence

Fair Dates	Opening Hours
13-15 April	9:30am - 6:30pm
16 April	9:30am - 5pm

* Electronics Fair and Lighting Fair: For trade visitors aged 18 or above only. Onsite admission fee: HK\$100 per person.

Act now for FREE admission!

For trade visitors, register now for your FREE admission badges through one of the following channels:

Smartphone Info Site – download HKTDC FAIRS at iPhone App Store, BlackBerry App World or Android Market;

Mobile Info Site – visit hktdc.com/wap/en; or

SMS your email address to the following numbers respectively.

Electronics Fair: 6390 0701; Lighting Fair: 6390 0702; ICT Expo: 6390 0703

