

# A world of leading-edge electronics products

匯聚全球創新電子科技及產品



 **HKTDC**  
**Hong Kong Electronics Fair**  
**(Spring Edition)**  
香港春季電子產品展

**13-16/4/2018**

**Hong Kong Convention and Exhibition Centre**  
香港會議展覽中心

**15<sup>th</sup>**  
Edition 屆



# Opportunity Knocks at Asia's Premier Tech Fair

## 亞洲卓越科技展覽 締造無限商機

The **HKTDC Hong Kong Electronics Fair (Spring Edition)** featured over 2,900 global exhibitors and welcomed close to 63,000 international buyers in 2017. Don't miss the chance to exhibit cutting-edge products in the industry's leading technology showcase in 2018.

香港貿發局香港春季電子產品展在2017年匯聚全球超過2,900家參展商，吸引近63,000名國際買家。萬勿錯過在2018年業界領先的科技平台中展示尖端產品的機會。

### Zones to Feature Your Products 展區突顯產品優勢



**Hall of Fame** showcases over 570 top-tier brands  
「品牌薈萃廊」展示超過570個頂級品牌



### Startup zone features tomorrow's brightest tech minds

A series of themed events including **pitching** sessions, **sharings** by entrepreneurs, crowdfunding platform, angel investors, international startup accelerators and incubators, **networking** and **product launches** will also be organised to connect the startups with investors, journalists, buyers and manufacturers alike.

「初創」專區展示科技初創企業的未來科技及產品

透過一系列活動，包括項目提案交流環節、企業家成功故事分享會、眾籌平台、天使投資者、國際初創催化指導(Accelerator)以及培育指導(Incubator)的分享會、交流活動及產品發布會，初創企業可與投資者、傳媒、買家及生產商等聯繫。



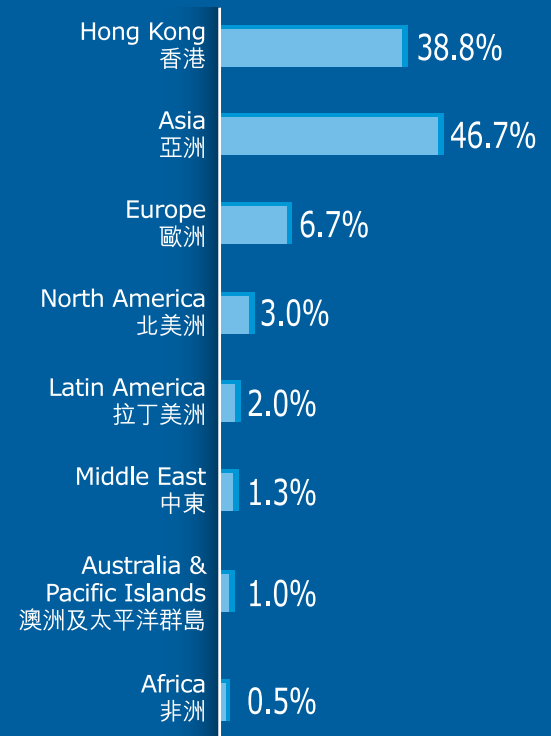
### Tech Hall groups tech-savvy products into zones featuring Virtual Reality (VR), Robotics & Unmanned Tech, Connected Home and Wearable Electronics

「科技館」劃分為「虛擬現實」、「機械人科技和無人操控技術」、「連網家居」及「穿戴式電子產品」四大展區，呈獻各類高科技電子產品





## Number of Trade Visitors by Region (2017) 買家所屬地區分佈 (2017年)



## Power Up Your Business Network 增強商業網絡

- ▶ One-on-one meetings with buyers  
一對一買家會議
- ▶ Networking activities  
交流活動
- ▶ Trend seminars  
趨勢研討會



## Enhance Your Company Image 提升企業形象



- ▶ Press conference  
記者會
- ▶ Product demonstrations & launch pads  
產品推廣及發布會
- ▶ Media breakfast meeting  
傳媒早餐會

## The Dynamic Duo of Industry Exhibitions 電子業界兩大盛會

The concurrent **HKTDC International ICT Expo** explores advanced ICT products and solutions from 600 leading global companies

同期舉行的**香港貿發局國際資訊科技博覽**匯聚600家來自世界各地的領先企業，展示最先進的資訊及通訊科技產品及方案



## World's major importers and distributors were here!

展會雲集全球各大進口商及分銷商！

## 2017 attending buyers 出席買家：



# See What Exhibitors Say 參展商評語

“The pitching session at the Startup zone is very useful as our product has attracted a lot of attention from buyers and 20 potential investors from Europe and Hong Kong have bought our samples.”

**Kresimir Secak, Founder/Director, QIUB Group Ltd, Hong Kong (Startup exhibitor)**

「大會舉辦的項目提案交流環節非常實用，引起不少買家對我們產品的興趣。20位來自歐洲及香港的潛在投資者購買了我們的樣品。」

**香港QIUB Group Ltd創辦人/董事Kresimir Secak (初創企業參展商)**

“During the first two days of the fair, we have received 1,000 enquiries and about 200-300 buyers from Asia, Europe and the US have expressed great interest in our AR smart glasses. We have signed cooperation agreements with a Spanish buyer and six buyers from the Chinese mainland, Singapore and Taiwan. The results have been encouraging.”

**Jordan Cheng, Founder & CEO, Dragon Creative Enterprise Solution Limited, Hong Kong**

「我們在展會的首兩天內接獲1,000宗查詢，約有200至300來自亞洲、歐洲及美國的買家對我們的AR智能眼鏡表示有濃厚的興趣。我們已經與一名西班牙買家以及六名分別來自中國內地、新加坡及台灣的買家簽署了合作協議。參展成績令人鼓舞。」

**香港創龍企業解決方案有限公司董事總經理鄭文輝**

## Act Now! Sign up for exhibiting space! 請勿遲疑，立即報名參展！

### Participation Fee 參展費用

#### 9 sq.m. Standard Booth

9平方米標準展位

HK\$港元38,990 / US\$美元5,680

#### 15 sq.m. Standard Booth

15平方米標準展位

HK\$港元64,940 / US\$美元9,460

#### Custom-built Participation

特裝參展

HK\$港元3,995 / US\$美元572 (per sq.m. 每平方米)  
(Minimum 30 sq.m. 最少租用30平方米)

Please email the reply form to **exhibitions@hktcdc.org**

Please send us more information on exhibiting in the **HKTDC Hong Kong Electronics Fair 2018 (Spring Edition)**

請惠寄有關參加 **香港貿易發展局香港春季電子產品展2018** 的資料

Company Name 公司名稱：

Contact Person 聯絡人 (Mr先生 / Ms女士)：

Office Tel 公司電話：( )

Office Email 公司電郵：

Please attach your business card for easy reference. 請附上閣下名片以供參考。

I acknowledge that the above information may be used by the Hong Kong Trade Development Council (HKTDC) for incorporation in all or any of its database for direct marketing or business matching purpose (and may therefore become available to the public within and/or outside of Hong Kong for use by them), and for any other purposes as stated in the Privacy Policy Statement (available at [www.hktcdc.com/mis/pps/en](http://www.hktcdc.com/mis/pps/en)); I confirm that I have the consent and the authority of each individual named in this form to release their personal data for the purposes stated herein. I confirm that I am admitted to the Fair on condition that I abide by the Rules & Regulations set by the HKTDC.

本人確定香港貿易發展局(“貿發局”)可將上述資料編入其全部或任何資料庫內作為直接推廣或商業配對(因而可能成為可供本地及/或海外公眾人士使用)，以及用於貿發局在私隱政策聲明(載於網頁 <http://www.hktcdc.com/mis/pps/en>)中所述之其他用途。本人確認已獲得此表格上所述的每一位人士同意及授權，將其個人資料提供予貿發局作此表格提及的用途。本人亦同意在參觀展覽會時遵守香港貿易發展局所訂規則及法規。

☐ (If you are from a member state of the European Union ("EU") / European Economic Area ("EEA")), PLEASE tick here if you accept our use of your provided data for direct marketing purposes.

\*For non-EU/EEA customers, please skip this box which is solely for EU/EEA customers as required by the relevant data protection law in the EU.

(若閣下來自歐洲聯盟(“歐盟”)或歐洲經濟區的成員國)，並同意我們將閣下的資料用作進行直接推廣的用途，請於方格內加上剔號。

\*此選項是按歐盟有關保護個人資料法律的要求而設，對於非歐盟/歐洲經濟區的客戶，請略過此項。

Name 姓名：

Signature 簽署：

Date 日期：

If in the future, you no longer wish to receive any promotional and other materials from the HKTDC, please contact our Customer Service Hotline at (852) 1830 668 or [hktcdc@hktcdc.org](mailto:hktcdc@hktcdc.org). We will not send you any promotional and other materials upon receiving your request with no charge.

若閣下不欲收取香港貿易發展局的任何宣傳及其他資料，請聯絡本局客戶服務部(852)1830 668或 [hktcdc@hktcdc.org](mailto:hktcdc@hktcdc.org)。我們在收到閣下要求後，在不收費用的情況下停止寄給閣下任何宣傳及其他資料。

#### Manage Your Participation - With Just A Click

Our online service, **Exhibitor Online Platform (EOP)**, makes managing your exhibition-related matters convenient, quick and efficient.

- Submit booth application online, with immediate acknowledgement from HKTDC
- Track application status and update information online anywhere, anytime
- Receive fair-related information and reminders in timely fashion

Apply for a booth online at [www.hktcdc.com/hkelectronicfairse](http://www.hktcdc.com/hkelectronicfairse) now!

#### 參展事宜 一按即妥

大會現已推出「參展一站通」網上服務，協助業者辦理參展事宜，便捷有效。

- 上網遞交參展表格，本局即時發出申請收悉通知
- 隨時隨地上網檢視申請進度及更新資料
- 第一時間獲得最新展覽資訊及備忘

立即行動，登入展會網站 [www.hktcdc.com/hkelectronicfairse/tc](http://www.hktcdc.com/hkelectronicfairse/tc) 申請參展。



#### Online Promotions 網上宣傳

Using [hktcdc.com](http://hktcdc.com), HKTDC Online Marketplace, means you don't have to wait until the next fair to promote your products. To find out more, visit [www.hktcdc.com](http://www.hktcdc.com), email [supplier@hktcdc.org](mailto:supplier@hktcdc.org) or call (852) 1830 668. 透過「貿發網」[hktcdc.com](http://hktcdc.com)-香港貿易發展局網上商貿平台，您可隨時向買家推介產品，毋須等待下屆展覽會舉行。歡迎登入[www.hktcdc.com](http://www.hktcdc.com)了解這項服務。如有查詢，請電郵至 [supplier@hktcdc.org](mailto:supplier@hktcdc.org) 或致電(852) 1830 668。

Organiser 主辦機構：



Hong Kong Trade Development Council - Exhibitions Department

Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre,  
1 Expo Drive, Wan Chai, Hong Kong

Tel: (852) 2584 4333 Fax: (852) 2824 0026 Email: [exhibitions@hktcdc.org](mailto:exhibitions@hktcdc.org)

香港貿易發展局 - 展覽事務部

香港灣仔博覽道1號香港會議展覽中心博覽商場13號

電話：(852) 2584 4333 傳真：(852) 2824 0026 電郵：[exhibitions@hktcdc.org](mailto:exhibitions@hktcdc.org)

[www.hktcdc.com](http://www.hktcdc.com)

Official Carrier  
大會指定航空公司



[www.hktcdc.com/hkelectronicfairse](http://www.hktcdc.com/hkelectronicfairse)