

## TDC's spring electronics show attracts 15% more exhibitors

Hong Kong's downtown exhibition centre is hosting another record-breaking trade fair today (April 14).

Held at the Hong Kong Convention and Exhibition Centre (HKCEC), the Trade Development Council's (TDC) Hong Kong Electronics Fair (Spring Edition) attracted a total of nearly 2,800 exhibitors from 24 countries and regions, which is 15% more than the previous year's show.

Adding to the fair's international portfolio are first-time participants from the Netherlands, Russia, Switzerland and Spain.

Chairman of TDC's Electronics and Electrical Appliances Industry Advisory Committee **Roy Chung** attributed the overwhelming response from exhibitors to the bullish market outlook of the industry and the high reputation of the event.

In 2005, total exports of electronics rose by 18% to US\$137 billion; with many export markets reporting double-digit growth. The industry is a major contributor to Hong Kong's export earnings.

"The enormous rise in exhibitors is also in recognition of the event, which always delivers results with high quality of service," added Mr. Chung.

The fair was launched in 2004 to create a much-needed platform to source new products and appliances more frequently due to shortened product cycles.

The four-day fair will offer a wide range of innovative electronics and information & communication technology (ICT) products.

Highlights this year include the debut **Lighting Section** and the **Hall of Fame**. The **Lighting Section** features stylish products from more than 130 companies.

Buyers will be greeted with a wide variety of high-end products, of which branded confidence, high quality and trendy design are guaranteed in the **Hall of Fame**. Over 150 exhibitors will showcase original and innovative designs from renowned brands such as AFK, Apollo, Goodway, Hongo, Kenlex, Digitech and Oxygen.

Other product categories on display range from audio and visual, digital image, electronics accessories, electronic manufacturing services to healthcare electronics, home appliances, telecommunication products and personal electronics.

TDC has organised 114 buying missions from around the world. A total of 2,500 companies or 4,400 VIP buyers are invited to visit the fair, including buyers from renowned chain stores such as Sharper Image, Namtel, Metro, Sanyo, Canadian Tire, Auchan, Target, as well as Carrefour and Walmart on the mainland.

Shuttle buses will be running from the Hong Kong International Airport to HKCEC and major hotels in Admiralty, Causeway Bay and Tsimshatsui every 15 minutes.

Visiting the Spring Electronics Fair will also be a mouth-watering experience. Buyers who join the fair's **Wheel of Fortune** game will be able to win a free cup of cappuccino, a glass of sparkling wine or special gourmet dishes of the day from renowned restaurants in Hong Kong. Delicacies include roast goose from Yung Kee restaurant, wonton noodles from Mak's, pastries from the Four Seasons Hotel or egg tarts from Golden Bauhinia Restaurant.

Lucky draws will be held throughout the fair period and lucky buyers could bring home free mobile

phones, digital cameras and laptop computer. Local buyers also have the opportunity to win a prize of an air-ticket to visit the electronics show in the US next January.

Other highlights of the fair include:

- **ICT Pavilion**, which features information technologies and software applications from 530 companies. The pavilion is categorised into eight theme zones: "Enterprise Solutions", "E-Logistics & Retail Technologies", "Digital Living", "Home-grown Innovations", "IT Outsourcing", "Linux & Open Source", "Network & Mobility" and "Trade Related Services"
- **Hong Kong Electronics Parts Procurement Square**, where five Japanese electronics companies: Kashimura Co Ltd, Kenwood Corporation, Koden Co Ltd, Tietech Co Ltd and Toshiba Corporation will meet potential suppliers
- **Metal Parts and Components Pavilion**, which showcases a wide spectrum of metal components from 12 companies from the Hong Kong Metals Manufacturing Association

A series of seminars will be held during the fair period. Industry experts will share their insights on product trends and market potential. Hot issues such as "Opportunities & Trend of Digital Audio / Video", "Pan-PRD Linux/ Open Source Development", "Wireless Techonology", "A new Horizon of e-Healthcare management" and "Electronic Product Code Radio Frequency Identification Forum" will be discussed at the seminars.

Sponsors of **Hong Kong Electronics Fair 2006 (Spring Edition)** are:

The Chinese General Chamber of Commerce, The Chinese Manufacturers' Association of Hong Kong, Federation of Hong Kong Industries, Hong Kong Electrical Appliances Manufacturers Association, The Hong Kong Electronic Industries Association, The Hong Kong Exporters' Association, The Hong Kong General Chamber of Commerce, The Indian Chamber of Commerce Hong Kong, and the Trade and Industry Department of the Hong Kong SAR Government.

Reference:

Fair Website - [hkelectronicfairse.com/](http://hkelectronicfairse.com/)

Event Schedule - [hkelectronicfairse.com/evt\\_schdt/event.htm](http://hkelectronicfairse.com/evt_schdt/event.htm)

Open Forum - [hkelectronicfairse.com/ictpavilion/evt\\_schdt/openforum.htm](http://hkelectronicfairse.com/ictpavilion/evt_schdt/openforum.htm)

Hong Kong's electronics industry - [www.tdctrade.com/main/industries/t2\\_2\\_11.htm](http://www.tdctrade.com/main/industries/t2_2_11.htm)

Hong Kong's IT industry - <http://www.tdctrade.com/main/si/spinte.htm>

Hong Kong's telecommunication industry - <http://www.tdctrade.com/main/si/sptelc.htm>

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