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A World of New Lighting Products

Hong Kong International Lighting Fair (Spring Edition)
6-9 April 2016
Hong Kong Convention and Exhibition Centre



HKTDCC
Hong Kong International Lighting Fair
(Spring Edition)

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ASIAN LIGHTING FORUM 2016



The **Asian Lighting Forum 2016**, a yearly event which gathers renowned experts such as **LEDinside**, **Lumileds**, **TÜV Rheinland Hong Kong Limited**, **PCCW**, **Tridonic**, and **Citycom Technology Ltd.**, to share with us the Global Trends and Smart Lighting.

Programme



CPD Recognised Seminar

Date: 6 April 2016 (Wednesday)

Time: 11am – 3:30pm

Venue: Meeting Rooms N101B, Hong Kong Convention & Exhibition Centre

Key Speakers

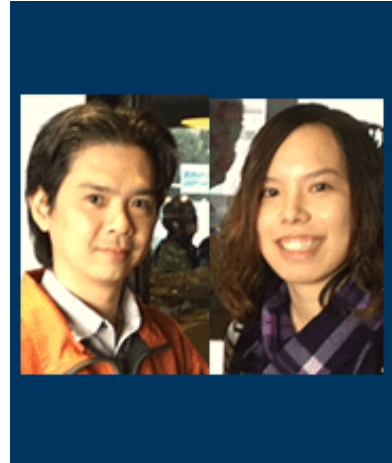
SESSION 1: GLOBAL TRENDS OF LED LIGHTING PRODUCTS



Terri Wang
LEDinside



Alvin Tse
Lumileds



Leo Lam & Shirley Ng
TÜV Rheinland Hong Kong Ltd.

SESSION 2: SMART LIGHTING – THE FUTURE KEY APPLICATION



William Li
PCCW



Tjaco Middel
Tridonic China



KF Tsang
Citycom Technology Ltd.

Register NOW for FREE ADMISSION !

Organiser:



Co-organisers:



Supporting Organisations:



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香港灣仔港灣道1號會展廣場辦公大樓38樓

Asian Lighting Forum 2016 亞洲照明會議 2016

Date/Time 日期/時間 : 6 April 2016 (Wednesday 星期三) / 11am – 3:30pm
 Venue 地點 : Meeting Room N101B, Hong Kong Convention & Exhibition Centre (TBC)
 香港會議展覽中心會議室 N101B (TBC)
 Language 語言 : English (Simultaneous interpretation in Putonghua will be provided)
 英語 (附設普通話即時傳譯服務)
 Remarks 備註 : Free Admission 免費入場

Session 1: Global Trend of LED Lighting Products 第一節: LED 照明產品的環球趨勢

10:45am – 11am	Registration 登記	
11am – 11:03am	Welcoming Remarks by Mr Johnny Wan, Director Exhibitions Market Development, HKTDC 香港貿發局展覽市場拓展總監溫少文先生 致歡迎辭	
11:03am – 11:05am	Souvenir Presentation by Dr KF Tsang, Chairman, Electronics Division, The Hong Kong Institution of Engineers & Group Photo with Speakers 香港工程師學會電子分部主席 曾劍鋒博士 致送紀念品及拍攝團體照	
11:05am – 11:40am	Global LED Lighting Dynamics and Trends in 2016 2016 年全球 LED 照明動態與趨勢 Ms Terri Wang, Senior Analyst, LEDinside, TrendForce Corp. 集邦科技 LEDinside 資深分析師 王婷小姐	
11:40am – 12:15pm	Leveraging Chip Scale Package Technology to Deliver a Robust and Future-Proof Platform Mr Alvin Tse, Sales VP, APAC, Lumileds 亮銳亞太區銷售副總裁 謝文峰先生 《Question & Answer Session 問答環節》	
12:15pm – 12:45pm	LED Safety Requirement and International Regulations Mr Leo Lam, Assistant Project Manager, Electrical Department, TÜV Rheinland Hong Kong Ltd 香港德國萊茵 TUV 技術監護顧問股份有限公司 助理項目經理 林思維先生 Ms Shirley Ng – Senior Certification Coordinator, Electrical Department, TÜV Rheinland Hong Kong Ltd 香港德國萊茵 TUV 技術監護顧問股份有限公司高級驗證協調員吳俊瑩小姐 《Question & Answer Session 問答環節》	

Session 2: Smart Lighting – The Future Applications 第二節: 智能照明- 未來應用範圍

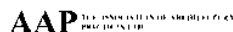
1:45pm – 2pm	Registration 登記	
2pm – 2:05pm	Souvenir Presentation by Ir Victor Ng, Chairman, Hong Kong Electronics & Technologies Association 香港電子科技商會主席 吳國豪工程師 致送紀念品	
2:05pm – 2:30pm	Smart Living – Tomorrow's Lifestyle Today 智能家居 Mr William Li, Assistant Vice President, Product Development & Management, Consumer Group, PCCW 電訊盈科個人客戶業務產品開發及管理助理副總裁 李遠建先生 《Question & Answer Session 問答環節》	
2:30pm – 3pm	IoT in Lighting Section Mr Tjaco Middel, Head of R&D APAC, Tridonic China 銳高亞太區研發中心負責人 Tjaco Middel 先生 《Question & Answer Session 問答環節》	
3 pm – 3:30pm	Zigbee Lighting, Development and Case Study Zigbee Dr KF Tsang, Founder, Citycom Technology Ltd. 城市通訊科技有限公司 曾劍鋒博士 《Question & Answer Session 問答環節》	

Remarks: The Organiser reserves the right to alter the programme without notification. 備註: 以上內容及編排以主辦機構最後公佈為準。

Organiser 主辦機構:

Co-organisers 合辦機構:

Supporting Organisations 支持機構:





Ms Terri Wang, Senior Analyst, LEDinside, TrendForce Corp
集邦科技 LEDinside 資深分析師 王婷小姐

Terri Wang is mainly responsible for specification and price survey of LED packaging and light source, also conduct the research on oversea lighting market like policy standard and enterprise dynamic. Terri Wang has kept track of global lighting market and lighting-use packaging LED market dynamic, observing the changes of LED lighting industry in view of globalization, continually providing accurate price and market dynamic for LED industry.

王婷女士主要負責 LED 封裝及光源的規格與價格調查，此外還負責國外照明市場如政策標準及企業動態的研究。王婷女士持續跟蹤全球照明市場及照明用封裝 LED 市場動態，以全球化視野觀察 LED 照明產業興起的瀚海微瀾，持續精準的為 LED 業界提供價格及市場動態的指針。



Mr Alvin Tse, Sales VP, APAC, Lumileds
亮銳亞太區銷售副總裁 謝文峰先生

Mr. Alvin Tse, a twenty-year veteran of the lighting industry, now as Lumileds Vice President for the Asia Pacific region. Mr. Tse began his career at Philips Lighting where he was responsible for the professional lighting business in China. He has also held various positions in sales management; product marketing and business development in solid state lighting, and most recently ran the global marketing and sales for a fast growing LED package and LED applications company in the Asia Pacific. Mr. Tse also holds a Bachelor's degree in Electrical and Electronic Engineering from the University of Melbourne, Australia, and a MBA from the University of South Australia.

謝文峰先生現為 Lumileds 公司亞太區副總裁，擁有照明行 20 年的豐富經驗。謝先生的職業生涯始於飛利浦照明，他曾負責飛利浦專業照明的在華業務。他在固態照明領域還擔任過銷售管理，產品市場和業務拓展等多種不同職務，在加入 Lumileds 公司前，謝先生曾在亞太區的一家高速成長的 LED 封裝和應用企業擔任全球營銷負責人。謝先生擁有澳大利亞墨爾本大學電學和電子工程學位以及南澳大利亞大學工商管理碩士學位。



Mr Leo Lam, Assistant Project Manager, Electrical Department, TÜV Rheinland Hong Kong Ltd.
香港德國萊茵技術監護顧問股份有限公司 助理項目經理 林思維先生

Mr. Lam is currently Assistant Project Manager-Electrical and Electronic Services at TUV Rheinland Hong Kong, and he is responsible for the development and expansion of TUV Rheinland's services within this industry. He has been involved in the testing and certification of lighting products for over 10 years.

林思維先生是香港德國萊茵技術監護顧問股份有限公司 (TUV Rheinland Hong Kong Ltd.) 電子電氣產品服務部助理項目經理，他在燈具產品安全測試領域有超過 10 年的專業經驗。



Ms Shirley Ng, Senior Certification Coordinator, Electrical Department, TÜV Rheinland Hong Kong Ltd.
香港德國萊茵 TUV 技術監護顧問股份有限公司高級驗證協調員 吳俊瑩小姐

Ms. Shirley Ng is currently Senior Certification Coordinator of TUV Rheinland Hong Kong - Market access service. Her team is responsible for providing international approval service for product export to various countries all over the world. She is familiar with the regulation requirement with many years of experience in this field.

吳俊瑩女士是香港德國萊茵技術監護顧問股份有限公司 (TUV Rheinland Hong Kong Ltd.) - 國際認證部高級驗證協調員，專門為出口到全球不同國家的產品提供國際認證服務，熟悉認證法規，有多年認證經驗。



Mr William Li, Assistant Vice President, Product Development & Management, Consumer Group, PCCW
電訊盈科個人客戶業務產品開發及管理助理副總裁 李遠建先生

William is currently serving in the capacity of Assistant Vice President, Consumer Group with Hong Kong Telecom (HKT). He is focused in the deployment of Smart Living services and solutions for international projects. He has 20 years' telecommunications experience, in which 13 years working with HKT as a solutions consultant and program management. In addition, he has 10 years of system integration experience and 10 years of global program management, running multiple billion dollars worldwide projects.

李遠建先生現職香港電訊個人客戶業務助理副總裁，負責管理多個海外智能家居服務 Smart Living 項目。他有 20 多年電信經驗，當中有 13 年負責方案顧問和項目管理的工作。此外，他也有 10 多年系統集成經驗和 10 年的全球項目管理，管理多個億元的全球項目。



Mr Tjaco Middel Head of R&D APAC, Tridonic China
銳高亞太區研發中心負責人 Tjaco Middel 先生

Tjaco Middel is the head of R&D of Tridonic APAC, Graduated in 1993 in the first wave of "Power Electronics" graduates from The University of Amsterdam. Out of his 22 year career in applied power electronics technologies ranging from CFL-IC converters to High Voltage IC design for Plasma TV he spent over 10 years in Mainland China focusing on Lighting Electronics R&D management for Mixed Signal Power Electronics for Digital HID display systems and LED lighting applications.

Tjaco Middel 先生是銳高亞太地區研發負責人，於 1993 年畢業於世界著名學府阿姆斯特丹大學。在 Tjaco Middel 22 年職業生涯中，他從事和開發從陰極管轉換器到等離子電視的高壓集成芯片設計等一系列功率電子技術。Tjaco Middel 先生在中國從事照明相關的電力電子研發管理工作十年以上，他結合了信號處理和功率電子的數字 HID 顯像系統和 LED 照明應用。



Dr KF Tsang, Founder, Citycom Technology Ltd.
城市通訊科技有限公司 曾劍鋒博士

Dr K.F. Tsang is the founder of Citycom Technology Ltd (a spin-off company from City University of Hong Kong, obtained his PhD Degree from University of Wales, College of Cardiff. He has close ties with industries, working actively on ZigBee Wireless Sensor Network for numerous applications such as Home Area Network, automation, Telehealth systems, smart metering and AMI etc. He has also published more than 180 technical papers and four books/book chapters. He has also received numerous awards such as the Excellence Product Award from the China Hi-Tech Fair (2010), the Innovation China Outstanding Entrepreneur Award (2009) and many more in the past. KF is also the Director of Wireless Sustainability Centre, Department of Electronic Engineering, City University

of Hong Kong, Founding Member (Board Member) of Smart City Consortium and Chairman of Internet of Things Special Users Group Hong Kong. 曾劍鋒博士(K.F.) Citycom 城市通訊科技有限公司 (從香港城市大學分拆 spin-off) 的創始人，於威爾士大學卡迪夫學院獲得博士學位。他與業界保持緊密聯繫，並積極 ZigBee 的無線傳感器網絡的各種應用，包括家庭局域網辦公/家庭/樓宇自動化，網絡性能優化，遠程醫療系統，智能錶和 AMI 等等。曾博士發表了超過 180 篇技術論文和四本書/書籍章節。KF 獲得獎項包括優秀產品獎從中國國際高新技術成果交易會 (2010 年)、創新中國優秀企業家獎 (2009 年) 及等等。KF 亦是香港城市大學電子工程系的無線可持續發展中心的主任，智慧城市聯盟物聯網(IoT)召集人 (董事會成員) 及創始會員 和 香港物聯網的特殊用戶組的主席。