

## Asian Lighting Forum 2019 亞洲照明會議 2019

3 CPD hours for HKIE members;  
3 CPD hours issues by HKETA and  
3 CPD hours for HKIA members

Date/Time 日期/時間	: 6 April 2019 (Saturday 星期六) 11am – 4pm
Venue 地點	: The Stage, Hall 3C, Hong Kong Convention & Exhibition Centre 香港會議展覽中心展覽廳 3C 「The Stage」
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 (Please click <a href="#">Here</a> to register online) 免費入場 (「 <a href="#">按此</a> 」登記)

Session 1: Beyond Lighting: How Connected Lighting Shapes your Future 第一節: 智慧連網照明 - 塑造您的生活	
10:45m – 11am	Registration 登記
11am – 11:05am	Souvenir Presentation & Group Photo 致送紀念品及拍攝團體照 - Mr Victor Choi, Chairman of Hong Kong Electronics and Technologies Association - Ir Wilson Kwok, Chairman, Electronics Division, Hong Kong Institution of Engineers
11:05am – 11:30am	<b>Light Connects - Transformation from Illumination to Digitalization</b> 光聯萬物: 由照明到數字化業務之變革 Lawrence Chan – Global Head of Marketing & Strategy, OSRAM – Traxon e:cue 陳俊義 – 歐司朗全球市場戰略與營銷總監 (Traxon 事業部)  
11:35am – 12nn	<b>Unlock extraordinary potential of light - transformation in urban spaces, work places, stadiums, buildings, shopping malls and homes</b> 發掘光線的超凡潛力 - 使都市景觀、職場、體育場、建築物、購物中心與家庭煥然一新 Mr Tung Wong, Senior Marketing Manager, Signify Hong Kong Signify 香港高級市場經理 黃海東先生 
12:05pm – 12:30pm	Dr leong Mei-kei, Chief Technology Officer, ASTRI 香港應用科技研究院 首席科技總監 楊美基博士
Session 2: Innovation in Smart Lighting 第二節: 智能照明的創新	
2pm – 2:25pm	Registration 登記
2:25pm – 2:30pm	Souvenir Presentation & Group Photo 致送紀念品及拍攝團體照 Ms Anna Cheung, Senior Exhibitions Manager, Hong Kong Trade Development Council
2:30pm – 2:55pm	<b>Global Lighting Dynamics and Trends in 2019/20</b> 2019/20 年全球照明動態與趨勢 Mr Figo Wang, Chief Research Analyst/Research Director, LEDinside LEDinside 首席分析師 王飛先生 
3pm – 3:25pm	<b>A Future for Integrated Façade Lighting- Learning from Recent History, Driving Change'</b> 外牆照明的未來 – 從近代歷史看固中改革 Mr Simon McCartney, Co-founder, illumination Physics 
3:30pm – 3:55pm	<b>Connected Lighting – The future is NOW 互聯照明—未來已來</b> Mr Tjaco Middel, Head of R&D, Asia Pacific, Tridonic 銳高亞太區研發負責人 
3:55pm – 4pm	Lucky Draw Session 抽獎環節

Remarks: The Organisers reserve 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:





**Lawrence Chan – Global Head of Marketing & Strategy, OSRAM – Traxon e:cue**

陳俊義 – 歐司朗全球市場戰略與營銷總監 ( Traxon 事業部 )

22+ years of multinational experience in Strategy, Marketing, Product Planning, Business Development Sales & Customer Service in high-tech, new technology, media and telecommunications industries. Currently leading the global strategy & market intelligence team, regional marketing team, and product data management team at Traxon e:cue.

"Light for a better world" - tapping the potentials of light to improve people's lives.



**Mr Tung Wong, Senior Marketing Manager, Signify Hong Kong**

Signify 香港高級市場經理 黃海東先生

Tung Wong is the Head of Marketing of Signify Hong Kong. Tung has been working in LED lighting industry for over 10 years with extensive experience in LED lighting applications, system and solution. Tung specializes in product management and marketing with solid track record in market transformation across Asia Pacific. Currently, Tung is actively driving smart lighting projects across Hong Kong.



**Dr. Leong Mei-kei, Chief Technology Officer, ASTRI**

香港應用科技研究院 首席科技總監 楊美基博士

Dr. Leong joined ASTRI as Chief Technology Officer in January 2016. Before his appointment, Dr. Leong has held various leadership positions in Taiwan Semiconductor Manufacturing Company and IBM Research. Dr. Leong brings his rich international experience in managing large complex research and development projects, marketing, commercialisation.

Dr. Meikei Leong received the B.S. degree in electrical engineering from the National Taiwan University, Taipei, Taiwan, in 1991 and the M.S. and Ph.D. degrees in electrical and computer engineering from the University of Massachusetts, Amherst, in 1993 and 1996, respectively. He also received an MBA degree from the Sloan Fellows Program of Massachusetts Institute of Technology in 2013.

He held an adjunct associate professor position with the Department of Electrical Engineering from the Columbia University, NY in 2001. He was General Chairman of the IEEE International Electron Devices Meeting (IEDM). He has served as an editor for the IEEE Transaction on Electron Devices since 2010 and as chair of the IEEE EDS Education Award committee since 2013. He has Published more than one hundred papers in referred journals and conference proceedings and more than eighty patents. He also speaks frequently at international conferences and seminars.

楊博士於 2016 年 1 月出任應科院首席科技總監。在加入應科院之前，他於台灣積體電路製造公司和 IBM 研究院擔任管理要職。楊博士擁有美國麻省大學的電機及電子工程博士學位，以及麻省理工斯隆管理學院 ( MIT Sloan School of Management ) 的工商管理碩士學位。

楊博士具備豐富國際經驗，擅長領導大型複雜研發項目、市場營銷、及市場化。此外，他在期刊和學術會議論文集發表超過 100 篇論文和 80 多項專利，並獲引用超過 2,000 次。

楊博士多年來屢獲殊榮，例如 IBM 「大師級發明家獎」 ( Master Inventor Award )、IBM 「卓越技術成就獎」 ( Outstanding Technical Achievement Award ) 和 IBM Corporate Award。他當選為電機暨電子工程師學會 ( IEEE ) 院士，以表揚他在互補金屬氧化物半導體 ( CMOS ) 設備技術方面的卓越領導和貢獻。



**Mr Figo Wang, Chief Research Analyst/Research Director, LEDinside, TrendForce Corp.**

集邦諮詢 LEDinside 首席分析師 王飛先生

Figo has 15 years of experience in the LED industry, including 8 years in sales, product, marketing in LED enterprises, and 7 years in LED industry research. Currently, Mr. Wang surveys and tracks the development and technological advancement of the LED industry, and focuses on LED industrial developing trends and enterprise competition strategy research. Additionally, Mr. Wang also specializes in analyzing trends in LED industry with economic principles, with a couple of analysis articles published, summarizing the changing landscape of LED market.

王飛目前擔任 LEDinside 中國區研究總監，具 LED 產業 15 年的從業經驗，其中有 8 年擔任 LED 企業銷售、產品、市場工作職位，後又專職從事 LED 行業研究長達 7 年。持續專注於 LED 先進技術動態追蹤，LED 及相關產業發展趨勢研究與 LED 企業競爭戰略分析。擅長以經濟學原理分析和解釋 LED 產業發展規律和行業變化趨勢，發表數十篇產業分析文章。

**Mr Simon McCartney, Co-founder, illumination Physics**

A career lighting professional, Simon has a heritage in illumination for the stage, television, events, spectacle and attractions, prior to the rapid evolution of LED façade lighting. Together with Simon's business partner Peter Kemp, they seized on the inherent opportunities in the integration of LED technology for technical external lighting and formed Illumination Physics in 2006. The company has become the eminent provider of custom designed integrated façade lighting in Hong Kong, Macau, Singapore and the PRC, as well as challenging projects in the Gulf and Europe.

There is a strong desire for a new face in architectural lighting, amongst developers and architects, both in new build projects as well as retrofits. This desire has not been necessarily supported by the availability of specific products or management techniques that are entirely suitable for the project at hand. Illumination Physics has challenged the traditional business model used by the lighting industry and has created an Atypical method of problem solving for the new construction and retrofit facade lighting industry. Renowned projects by Simon including the relighting of HSBC HQ in Central for the 150th anniversary, the Artwall at the Marina Bay Sands in Singapore, the façade lighting for L'Avenue in Shanghai, Macau Studio City and 'City of Dreams' extension in 2016.

**Mr Tjaco Middel, Head of R&D, Asia Pacific, Tridonic 銳高亞太區研發負責人**

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 25 year career in applied power electronics technologies ranging from CFL-I converters to High Voltage IC design for Plasma TV he spent 15 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，1993 年畢業於世界著名學府阿姆斯特丹大學。在他年職業生涯中，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。他在中國從事照明相關的電力電子研發管理工作 15 年，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。

**Presentation abstract:**

Is Connected lighting living up to the dream we have been talking about for years now? Riding the waves IOT hype got a first taste of the future of Lighting. Now we see the first commercial connected

projects materialize expecting less hype and more real implementations of IOT enabled by Connected Lighting in 2019.

互聯照明是否就是我們多年來始終在探討的夢想？伴隨物聯網熱潮，人們對未來的照明有了初步的認識。現在，我們看到第一個商業互聯項目的實現，期待 2019 年通過互聯照明減少泡沫，讓物聯網變得更加真實。