

Hong Kong Pavilion at Guangzhou International Lighting Exhibition 2013

Interview with CEO of The Hong Kong Electronic Industries Association, Mr. Basil Wai

1. What are the purposes and who are the targets of the “HK Quality LED” BUD-funding project?



The BUD-funding project is targeted at the Hong Kong LED Industry, to particularly assist the small and medium enterprises (SMEs) in Hong Kong, which especially needs a trading platform and coordinated effort for them to penetrate and expand in mainland Chinese market. The project will offer opportunities for the participating companies to showcase their products and solutions, individually and as a group, in events like exhibitions.

2. What will be the series of events involved in the project?



Mr. Basil Wai, CEO of the Hong Kong Electronic Industries Association

This project will carry out a “HK Quality LED” campaign in mainland China for promotion of the quality brand image of Hong Kong LED Industry through organizing business delegation visits, business matching sessions and “Hong Kong Pavilion” in key exhibitions in major LED Industry hubs in mainland China, namely Guangzhou, Shanghai and Beijing.

In this occasion, we will participate in the following editions of exhibitions organized by Messe Frankfurt in mainland China:

- Guangzhou International Lighting Exhibition 2013, in June 2013
- Guangzhou International Lighting Exhibition 2014, in June 2014
- Shanghai Intelligent Building Technology 2014, in September 2014
- Beijing International Building Technology 2015, in April 2015

3. How will be the formation of the Hong Kong Pavilion in Guangzhou International Lighting Exhibition 2013?







In regard to the Guangzhou International Lighting Exhibition 2013, we received positive feedback from both exhibitors and visitors during the past two editions about the Hong Kong Pavilion.

In 2013, the Hong Kong Pavilion in the Guangzhou International Lighting Exhibition will include a seminar presentation zone, a meeting zone and a product display zone funded by the Hong Kong government. We will also organize seminars to introduce the Hong Kong LED industry and the related support services and standards. We expect all these can attract more visitors and help the Hong Kong pavilion exhibitors to stand out from the over 2,000 exhibitors.

Besides, our pavilion exhibitors will benefit from the massive visitor campaign as well as business matching-making services provided by the organizer. We will offer each of them a free entry of Hong Kong Pavilion exhibitor catalogue which will be distributed at the major visitor entrances and information counters.

Preview of Hong Kong Pavilion exhibitors (as of 19 April 2013)

<p>Booth no.: 11.2 F29</p> 	<p>Greatwall Ledlight Co Ltd</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Independent R&D, High Quality components <p>Product group(s):</p> <ul style="list-style-type: none"> - LED technology
<p>Booth no.: 11.2 E44</p> 	<p>Hong Kong Energy Ltd</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Hong Kong Energy Limited is a Hong Kong based company which was established in 2004. The corporate mission focuses on environmental protection and energy saving. - We provide numerous services, like design, production and installation, after-sale service and maintenance, etc. <p>Product group(s):</p> <ul style="list-style-type: none"> - Exterior lighting / street lights - Chandeliers - Neon lights - LED lighting fixtures and retrofit lamps - LED display panel - T.V. wall
<p>Booth no.: 11.2 E30</p> 	<p>Hong Kong Science and Technology Parks Corporation</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Hong Kong Science Park provides comprehensive R&D facilities, world-class business and professional services and a dynamic environment that enable companies to nurture ideas, innovate and develop in five selected technologies.
<p>Booth no.: 11.2 F37</p> 	<p>Hong Kong Standards and Testing Centre</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Hong Kong Standards and Testing Centre (STC) tests and certifies most products in its modern laboratories to make sure that they meet the essential safety, quality, reliability and performance requirements. <p>Product group(s):</p> <ul style="list-style-type: none"> - Testing, inspection and certification
<p>Booth no.: 11.2 E40</p> 	<p>Longs Int'l Ltd</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - LONGS International is an innovative enterprise focusing on Research, Design, Development, Production, Sales and Marketing of LED lighting products. LONGS has been using the leading edge LED packaging equipment, the best materials and latest advanced packaging technology for producing customer-satisfying, high quality, highly reliable, high-brightness, high-power lamp bulb, light source modules and other LED lighting products. <p>Product group(s):</p> <ul style="list-style-type: none"> - Exterior lighting / street lights - Lights for workplace and factory - Architectural lights, commercial lights and construction lights - LED packaging, LED component, LED modules - LED manufacturing and inspection equipment - Light production and measurement equipment - Sports arena lights, garden lights and public area lights - LED Lighting fixtures & retrofit lamps

<p>Booth no.: 11.2 F35</p>  	<p>NovoTech Electronics Ltd</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Innovative wireless LED lighting for Events Decorations <p>Product group(s):</p> <ul style="list-style-type: none"> - Architectural lights, commercial lights and construction lights - Modern and traditional lights - LED packaging, LED component, LED modules - LED driver, LED control - LED lighting fixtures and retrofit lamps
<p>Booth no.: 11.2 E34</p>  	<p>S.A.S. Electronic Company Limited</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - LED optics, chip, LED, COB and driver solution <p>Product group(s):</p> <ul style="list-style-type: none"> - LED epitaxial wafer, LED chips - LED packaging, LED component, LED modules - LED driver, LED control - Reflectors - Ballast, capacitors, relays and other electronic components - Light control, management and measurement systems
<p>Booth no.: 11.2 E35</p>  	<p>Snow Peak (HK) Eco Lighting Technology Limited</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - Slim and even diffused lighting effect, simple daisy-chain connection system Monochrome Tubes, lowering installation and maintenance costs. <p>Product group(s):</p> <ul style="list-style-type: none"> - Exterior lighting / street lights - Lights for workplace and factory - Architectural lights, commercial lights and construction lights
<p>Booth no.: 11.2 D36</p>  	<p>Wai Chi Opto Technology Ltd</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - WaiChi Group was established in 1985. It is a national-level high tech enterprise which produces interior and exterior LED lighting products <p>Product group(s):</p> <ul style="list-style-type: none"> - Exterior lighting / street lights - Sport arena lights, garden lights and public area - Chandeliers - Wall lights - Modern and traditional lights - LED lighting fixtures and retrofit lamps - LED display panel - Stage lights, film and TV studio lights
<p>Booth no.: 11.2 F41</p>  	<p>Hong Kong Electronic Industries Association</p> <p>Highlighted technologies/ products:</p> <ul style="list-style-type: none"> - The Hong Kong Electronic Industries Association aims at promoting and fostering the interests of local electronics industry and business communities. This year is our third time to organize the Hong Kong pavilion to join this fair. <p>Product group(s):</p> <ul style="list-style-type: none"> - Association