

New Gadget Zones Debut at World's Largest Electronics Fair

13 October 2011 – Two new gadget zones take centre stage at the HKTDC Hong Kong Electronics Fair (Autumn Edition) and electronicAsia, which opened today and run until 16 October at the Hong Kong Convention and Exhibition Centre.

More than 3,700 exhibitors (and over 5,300 booths) from 28 countries and regions – a new exhibitor record – are on hand for the concurrent electronics fairs.

The twin fairs have attracted close to 130 buying missions representing more than 5,600 companies and over 9,300 buyers from 68 countries and regions.

Some 3,100 exhibitors from 28 countries and regions are taking part in the 31st edition of the Electronics Fair. Among them are six group pavilions: the Chinese mainland, the Czech Republic, Fujian, Jiangmen, Korea and Taiwan.

Smart Devices

The latest zones to debut at the world's largest electronics event are:

- The Mobile Device and Accessories Zone, with some 40 exhibitors presenting smart devices such as tablet PCs, smartphones and related products.
- The Invention Zone, a product-display area featuring innovations from the Chinese mainland, Taiwan and Hong Kong institutions and companies. The zone's products are patent-registered or patent-pending, reflecting Hong Kong's growing role as a regional intellectual property centre

Hall of Fame

Electronics Fair highlights include the Hall of Fame, with more than 400 high-quality brands on hand, as well as several other major display areas in the Hall 1 concourse, including: the Green Electronics Square, highlighting environmentally friendly products; Silver Market and Healthcare Electronics, featuring products for the elderly; and Mobile Devices and Accessories, presenting the very latest gadgets.

Computers & Peripherals, Healthcare Electronics, Home Appliances and In-Vehicle Electronics & Navigation Systems also have their own dedicated areas, while Hong Kong researchers and companies present their latest technology in the Technology Exchange Zone.

Green Electronics

Promotion, research and networking opportunities include a Product Demo &

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Launch Pad, as well as such seminars as Digital Audio Broadcasting, the Trend of Green Electronics and Taiwan Experience, RoHS Updates, Flat-Panel Display Products and Digital Devices, and Seizing Business Opportunities in Low-Carbon Electronics Production.

electronicAsia

The concurrent electronicAsia features nearly 630 exhibitors from 13 countries and regions, as well as group pavilions from the Chinese mainland, Japan, Korea, Taiwan and Thailand.

Highlights include the World of Display Technology, featuring the latest technology research, technical improvements and innovations, and the World of Solar, showcasing solar technology, components, products and services, and photovoltaic and renewable energy equipment and engineering.

Solar Conference

Special events at electronicAsia include the World of Solar Conference 2011 - Application of Photovoltaic and Energy Efficiency Systems in Buildings, featuring academics as well as representatives from GE Energy (China) and Building Technologies of Siemens Ltd.

Hong Kong exported electronics products worth US\$217 billion in 2010, while shipments increased to US\$157 billion in the first eight months of this year, up 12 per cent, year-on-year.

Fair Websites

www.hkelectronicfairae.com [1]; www.electronicasia.com [2]

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[1] <http://www.hkelectronicfairae.com>

[2] <http://www.electronicasia.com>