

Exhibitor Package for HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition)
香港貿發局香港國際春季燈飾展 2012 (參展商須知)

January 2012

Dear Exhibitors,

Thank you for your participation in the HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition). Please note that the items listed at the back page will be included in your exhibitor package.

If you have any questions, please feel free to contact our project team below.

Thank you for your attention and wish you every success in the Fair.

Hong Kong Trade Development Council

各位參展商：

感謝貴公司參加香港貿發局香港國際春季燈飾展 2012，煩請檢查已領取的資料是否齊全。

如有任何疑問，請與以下項目人員聯絡。

預祝 展出成功！

香港貿易發展局 謹啟

2012 年 1 月

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Note: Exhibitor badges, vehicle permit for move-in and move-out will be sent separately later.**請注意：參展商工作證、進館及撤館車輛許可證會稍後寄到各參展商**

Ref: non-HK Exhibitor (1)

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Ref: non-HK Exhibitor (1)

Circular (1) – Exhibitors’ Manual & Order Forms for Additional Facilities and Services are now Available Online

To protect our environment by reducing the use of papers, the Hong Kong Trade Development Council already switched using electronic versions of the *Exhibitors’ Manual* and *Order Forms for Additional Facilities and Services* (Remarks : Hardcopy will **NOT** be distributed). From now on, you can simply go to the “Exhibitors’ Centre” at our fair website www.hktdc.com/hklightingfairse and download these documents easily.

Exhibitors’ Manual :

http://www.hktdc.com/fair/hklightingfairse-en/s/640-For_Exhibitor/HKTDC-Hong-Kong-International-Lighting-Fair-Spring-Edition/Exhibitors'-Manual.html

Order Form

http://www.hktdc.com/fair/hklightingfairse-en/s/641-For_Exhibitor/HKTDC-Hong-Kong-International-Lighting-Fair-Spring-Edition/Order-Form.html

What are *Exhibitors’ Manual* and *Order Forms for Additional Facilities and Services*?

The *Exhibitors’ Manual* outlines details of the exhibition and will assist you in preparing your participation in the Fair.

The *Order Forms for Additional Facilities and Services* lists the additional facilities and services you can book to assist your exhibition.

Apart from reducing the use of paper, what are the other advantages of using electronic documents?

Other advantages of using electronic documents include:

Speedy	◆ No more waiting for the post or lost mail - you can receive the manual and order forms as soon as they are issued
Convenient and easy	◆ You can download and print the manual and order forms at any time
Space-saving	◆ Your manual and order forms can be saved on your computer, freeing you from the hassle of filing piles of documents

Submission Deadline for Additional Facilities order forms : 24 February 2012

Submission Deadline for Advertising & Promotion order forms : 5 March 2012

Should you have any queries regarding this issue of e-Exhibitors’ Manual and e-Order Forms, please feel free to contact us.

通告(1) - 參展商手冊及額外設施及服務之電子版本現可於網上下載

為保護環境、減少消耗紙張，香港貿易發展局已改用電子版本的參展商手冊及額外設施及服務申請表格（備註：本局將不會派發印刷本）。現在，閣下可於本局展覽網站 www.hktdc.com/hklightingfairse 的“參展商中心”內的“參展商手冊電子版本”及“額外設施及服務申請表格電子版本”，下載兩份檔案之電子版本，簡便快捷。

參展商手冊：

http://www.hktdc.com/fair/hklightingfairse-tc/s/640-For_Exhibitor/香港貿發局香港國際春季燈飾展/參展商手冊.html

額外設施及服務申請表格：

http://www.hktdc.com/fair/hklightingfairse-tc/s/641-For_Exhibitor/香港貿發局香港國際春季燈飾展/申請表格.html

甚麼是參展商手冊及額外設施及服務申請表格？

參展商手冊 詳細刊載了今屆展覽的有關資料，對 貴公司籌備參展甚有幫助。
額外設施及服務申請表格 列明 貴公司可申請使用之額外設施及服務，以協助 貴公司參展。

除了可以減少用紙，電子版本的參展商手冊及額外設施及服務申請表格還有哪些優勢？

使用電子檔案還有許多優勢，比如：

準時快捷	◆ 省卻郵寄時間及寄失郵件之風險，及時接收展會資訊
方便易用	◆ 閣下可隨時下載參展商手冊及申請表格
節省空間	◆ 可直接將有關的電子檔存入電腦，不用整理大量文檔

額外設施及服務申請表截止日期：2月24日

廣告及推廣項目申請表截止日期：3月5日

如有任何查詢，請隨時與本局聯繫。

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Circular (2) – Booth Layout Plans (for standard and premium booths only)

To facilitate your booth set-up preparation, all exhibitors taking up standard booths and premium booths can now go to our fair website <http://www.hktdc.com/hklightingfairse> and download the booth layout plans in order to confirm its setting or make facilities' alternations.

Before downloading the booth layout plan(s), please cross check the booth option(s) which you have selected in the application form, and the booth options / style as mentioned in the booth confirmation letter / exhibitors' information checklist. Nevertheless, you are advised to contact Exhibition Services Department to assure the setting of facilities.

For enquiries, please contact Ms. Tweety Yu on Tel : (852) 2240 5435 / 5499 or Fax : (852) 3521 0450 / 2169 9487 or Email : hklfs.es@hktdc.org.

Booths will be decorated according to the **final layout plan** which our Exhibition Services Department received from the exhibitors. All exhibitors should make sure that our Exhibition Services team has well collected your booth layout plan and agreed your alternation.

Relocation of and deletions of standard items are free of charge only if the Organiser has been notified in written form on or before the deadline 24 February 2012. Some of the ceiling beams /cabinets originally in the booth cannot be removed or relocated due to support reason. HKTDC reserves the right to reject any modification requests which may affect the booth structure. In case of uncertainty, please feel free to contact us.

通告(2) – 攤位設計圖 (只適用於標準攤位及特級攤位的參展商)

為協助參展商預早準備展台佈置，所有標準攤位及特級攤位的參展商，現可瀏覽本展會網頁 <http://www.hktdc.com/hklightingfairse>，並下載攤位設計圖作展台佈置確認/及標準設施之更改。

下載攤位設計圖前，敬請各參展商首先確認在參展表格上選擇的展台類別，及在攤位確認信上所標明的攤位形式，然後選擇及下載其攤位設計圖。然而，本局建議展商聯絡展覽服務部來進一步確認設施的擺放位置。

如有任何查詢，請與余翠賢小姐聯絡。電話：(852) 2240 5435 / 5499，傳真：(852) 3521 0450 / 2169 9487 或 電郵：hklfs.es@hktdc.org。

所有攤位將會按照參展商提交**最後攤位設計圖**作佈置。請各展商聯絡本局展覽服務部之職員確認設計圖是否收妥並同意其攤位設施之更改。

參展商如有需要更改設施位置或刪除設施，請於 2012年2月24日或以前以書面形式通知主辦機構，可免收費用。基於結構安全理由，攤位內有些天花橫樑及地櫃不可移除。本局有權拒絕任何影響攤位結構之改動。如有疑問，請與本局聯繫。

Circular (3) – Complimentary Invitation Leaflets to your Buyers

Dear Exhibitors,

**HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition)
Invitation Leaflets to your Buyers**

In order to assist you in inviting your buyers to the HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition), we are pleased to enclose herewith the Invitation Leaflets for you to send to your buyers. Your buyers can hence fill in the invitation leaflets and bring them to the registration counter for admission.

For details, please feel free to contact Ms Fina Yeung on tel: (852) 2240 4034 or Mr. Sam Ko on tel: (852) 2240 4811. You may also contact us via fax: (852) 3915 1492.

Thank you for your attention and wishing you a successful exhibition!

Hong Kong Trade Development Council

通告(3) – 買家請柬

致各參展商：

**香港貿發局香港國際春季燈飾展 2012
買家請柬**

為了協助 貴公司邀請買家參觀香港貿發局香港國際春季燈飾展 2012，隨函附上買家請柬。貴公司可以自行寄送請柬予買家，買家只須填妥請柬上之表格便可憑請柬免費登記進場參觀。

若有任何疑問，請致電 (852) 2240 4134 與楊汶政小姐或 (852) 2240 4811 與高誠先生聯絡。貴公司亦可以傳真方式 [傳真：(852) 3915 1492] 與我局聯絡。

敬請留意。

謹祝 貴司展出成功！

香港貿易發展局

Circular (4) – Special Move-in & Move-out Arrangements & Intellectual Property Rights Infringement

I. Special Move-in and Move-out Arrangements

Special traffic arrangements will be implemented to minimize pressure to traffic caused on the move-in day (i.e. **April 5**) and move-out day (i.e. **April 9**) of the **HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition)**. These measures would be beneficial to both our valued exhibitors as well as the general public. Exhibitors are recommended to pay attention to the details of the new arrangement as below:

Special Move-in Arrangement (April 5, 2012)

A. Lorry / Light Goods Vehicle

(Goods vehicles will **only be allowed** to enter the HKCEC loading areas with the **Vehicle Permit** issued by HKTDC **AND** the **Trip Ticket** issued at the Tsing Yi vehicle marshalling area)

Move-in procedure

1. Hong Kong Trade Development Council (HKTDC) issues a Move-in Vehicle Permit to all exhibitors.
2. Before proceeding to the HKCEC loading area, all vehicles **MUST** first report to the **vehicle marshalling area** according to the time specified on the **Vehicle Permit** issued by HKTDC. The vehicle marshalling area will be opened at 9:00 a.m. (exact time to be confirmed) until all the move-in activities finished. The location of the vehicle marshalling area will be in **Tsing Yi vehicle marshalling area** (please refer to the attached map).
3. Upon arrival at the vehicle marshalling area, the drivers **MUST** first present the **Vehicle Permit** issued by HKTDC, queue up and wait for the further instructions given from the attendant of the vehicle marshalling area. The waiting time at the vehicle marshalling area may vary and would depend on the total number of vehicles, move-in speed and the prevailing traffic condition.
4. According to the traffic condition, a **Trip Ticket** will be issued to the drivers at appropriate time. The driver must then proceed to HKCEC loading area **within 2 hours** with the **HKTDC Vehicle Permit AND the Trip Ticket**.
5. Drivers **failing** to present the above 2 permits will **NOT** be allowed to enter HKCEC loading area.
6. If the vehicle marshalling area becomes overloaded, further measures will be implemented at the Organiser's absolute discretion.

B. Private Car / Taxi

Move-in procedure

1. Private cars and taxis entering HKCEC area will **NOT** be required to present any Vehicle Permit nor report to the vehicle marshalling area. However, drivers must enter HKCEC area **via Expo Drive or Harbour Road** and unload their goods at the Expo Drive / Harbour Road Entrance. **NO waiting or parking at the HKCEC area is allowed.**

通告(4) - 進館、撤館交通安排及有關保護知識產權問題

I 進館及撤館交通安排

本局將於上述展覽會之進館日（即4月5日）及撤館日（即4月9日）實施特別交通安排，以舒緩所引起之交通阻塞，為各參展商及公眾人士帶來更大的方便。請留意以下詳情：

進館交通安排（2012年4月5日）

一) 貨車/輕型客貨車

（必須同時持有由貿發局預先發出之車輛許可証 及 進場當天由青衣車輛等候處發出之往來證明書 方可進場）

進場程序

1. 香港貿易發展局(香港貿發局)向各參展商發出 4 月 5 日之進場車輛許可証。
2. 在進入會展中心貨物起卸區前，所有貨車及輕型客貨車必須在車輛許可証上之指定時間到車輛等候處報到。車輛等候處將於 4 月 5 日上午 9 時(確實時間於稍後時間公佈)開放。車輛等候處將設於青衣區（請參閱附件地圖）。
3. 當貨車及輕型客貨車到達車輛等候處後，必須出示由香港貿發局發出，適用於該時段之車輛許可証，並於車輛等候處排隊等候指示。輪候時間將視乎車輛數量、進場速度及當日之交通情況而定。
4. 青衣車輛等候處將根據交通情況向輪候之司機發出一張往來證明書。司機攜同車輛許可証及往來證明書於 2 小時內前往會展中心貨物起卸區進場。
5. 未能同時出示上述兩種證件者將均不能進入會展中心卸貨區。
6. 如等候處的車輛超出可停泊車輛數目時，主辦機構將酌情採取其他措施。

二) 私家車/的士

進場程序

1. 進入會展中心範圍之私家車及的士不需要持有車輛許可証，惟所有私家車及的士必須經博覽道/港灣道入口進入會展中心範圍，並只能於博覽道/港灣道正門進行落貨。司機於落貨後必須儘快離開會展中心範圍，不得停留或等候。

Special Move-out Arrangement (April 9, 2012)

A. Exhibitors who wish to use your own goods vehicles or other forwarder's service

(Move-out arrangement can only be proceeded after 8:00 p.m. on April 9, 2012)

Exhibitors could also choose to use your own goods vehicles or forwarder's service. A move-out vehicle permit with entrance time of "After 8:00 p.m." would be issued accordingly by **Late-March 2012** with the following details:

Lorry / Light Goods Vehicle

*(Entries to the HKCEC will **only be allowed** to goods vehicles with the **Vehicle Permit** issued by HKTDC **AND** the **Trip Ticket** issued at the Tsing Yi vehicle marshalling area)*

Move-out procedure

1. Control point will be set-up at the entrance of HKCEC, only the vehicles with the **Move-out Vehicle Permit** issued by the HKTDC **AND** the **Trip Ticket** issued at the Tsing Yi vehicle marshalling area are allowed to enter the HKCEC **after 8:00 p.m. on April 9, 2012.**
2. Before proceeding to the HKCEC loading area, all vehicles **MUST** first report to the Tsing Yi vehicle marshalling area (please refer to the attached map). The vehicle marshalling area will open from 2:00 p.m. on April 9 and operate until all move-out activities have finished.
3. Upon arrival at the vehicle marshalling area, the driver **MUST** first present the **Vehicle Permit** issued by HKTDC. Drivers should then queue up and wait for further instructions. The waiting time at the vehicle marshalling area may vary and would depend on the total number of vehicles, move-out speed and the prevailing traffic condition.
4. After 8:00 p.m. on the April 9, a **Trip Ticket** will be issued to the drivers at appropriate time. The driver must then proceed to HKCEC loading area **within 2 hours** with the **HKTDC Vehicle Permit AND** the **Trip Ticket.**
5. Drivers **failing** to present the above 2 permits will **NOT** be allowed to enter HKCEC loading area.
6. If the vehicle marshalling area becomes overloaded, further measures will be implemented at the Organiser's absolute discretion.

B. Other Transportations

1. **Private vehicles** and **taxis** will be allowed to enter the HKCEC at the discretion of the traffic control attendants during the move-out period. No waiting or parking at the HKCEC is allowed
2. **Free shuttle bus service** from HKCEC to Tsim Sha Tsui, Central and Causeway Bay will be provided. Exhibitors with hand-carry or light-weight exhibits may consider leaving the venue by taking the shuttle bus. Please wear your badge for identification purpose and the seats are provided on a first-come-first-served basis

**According to the traffic conditions, the police may implement traffic diversions
at the vicinity of HKCEC on the move-in and move-out day.**

For enquiries, please call the **HKTDC Customer Service Line: (852) 1830 668.**

一) 自行安排撤館 (必須於2012年4月9日下午8時後進行)

各參展商亦可選用閣下之貨車或貨運代理。本局將向其派發4月9日“下午8時後”之撤館車輛許可証以供使用。車輛許可証將於3月下旬以速遞發放給各參展商。敬請留意以下詳情：

貨車/輕型客貨車

車輛必須同時持有 a) 由香港貿易發展局發出之車輛許可証 及
b) 由指定車輛等候處發出之往來證明書

撤場程序

1. 將於撤館當日在臨近香港會議展覽中心路段設置控制點，只准同時持有由本局所發出之撤館車輛許可証及由青衣車輛等候處所發出之往來證明書之貨車於晚上 8 時後駛進香港會議展覽中心進行撤館。
2. 在進入香港會議展覽中心上落貨區前，所有車輛必須先到青衣車輛等候處報到（請參閱附件地圖）。車輛等候處將於2012年4月9日，由下午2時開放至所有撤館程序完成。
3. 當車輛到達車輛等候處後，必須出示由香港貿易發展局發出適用於該時段之車輛許可証，並於車輛等候處排隊等候指示。輪候時間將視乎車輛數量、撤場速度及當日之交通情況而定。
4. **指定車輛等候處**將於下午8時正開始，根據交通情況向輪候之司機發出一張往來證明書。司機須攜同車輛許可証及往來證明書於兩小時內前往會展中心貨物起卸區。
5. 未能同時出示上述兩種證件者將均不能進入會展中心卸貨區。
6. 如等候處的車輛超出可停泊車輛數目時，主辦機構將酌情採取其他措施。

二) 其它交通安排

1. 於撤館期間將酌情准許的士及私家車駛入會展範圍，但不得停留或候客。
2. 大會亦於撤館期間安排免費穿梭巴士來往尖沙咀、中環及銅鑼灣。持有輕量貨物之參展商亦可考慮以此方法撤館，請佩帶入場証以資識別。巴士座位有限，額滿即止。

於進場及撤場當日，警方將視乎灣仔北及周邊一帶之交通情況，
酌情採取交通管制及改道措施。

如有疑問，參展商可致電香港貿易發展局客戶服務熱線查詢：(852) 1830 668

II. Intellectual Property Rights (IPR) Infringement

We wish to draw your special attention to clause No. 42 listed in the exhibitor's application form about intellectual property rights (IPR) infringement. This is a matter taken very seriously by the Fair Organizer - Hong Kong Trade Development Council (HKTDC).

We would like to inform you that the following measure will be implemented to tackle with "Intellectual Property Rights Infringement" issues:

Fair Legal Advisor

We have procedures for handling complaints promptly at the fairground, with the assistance of a Fair Legal Advisor. They are set out in Section 3.2 of the Exhibitors' Manual and all exhibitors are invited to make use of them. These procedures are designed to safeguard exhibitors' intellectual property rights as well as to protect individual exhibitors from any business disruption caused by unfounded complaints.

The Fair Organiser reserves the right to deny admission of anyone to the Fair, or to eject anyone from the Fair, who does not follow these procedures and / or who disturbs the normal business of exhibitors or buyers inside the Exhibition Hall.

II. 保護知識產權問題

香港貿易發展局為香港貿發局香港國際春季燈飾展的主辦機構，對侵權行為極為重視。為保障參展商權益，茲提醒 貴公司於展覽會期間，必須遵守參展申請表格內參展規則第 42 項有關侵犯知識產權行為的條款。

大會將於展覽會期間實行以下保護知識產權的措施：

法律顧問

本局訂立了一套處理展覽現場侵權投訴的程序，並委聘法律顧問提供協助。這套程序旨在保障參展商的知識產權，以及防止無理的投訴，阻礙參展商進行展銷活動。有關內容詳列於參展商手冊第 3.2 條，所有參展商務請遵行。

假若任何人士違反有關程序或於展場內騷擾參展商和買家的正常商業活動，本局有權驅逐有關人士離場或禁止其進入會場。

* * * * *

Tsing Yi Vehicle Marshalling Area 青衣車輛等候處



Circular (5) – Fast Action Scheme

Since October 2006, the Customs and Excise Department (the “Customs”) has collaborated with the “Hong Kong Brands Protection Alliance” (“HKBPA”) to conduct the “Fast Action Scheme” (“the Scheme”) during local fairs. HKBPA represents 46 trade associations and is now inviting applications from Hong Kong companies who are members of one of the 46 participating trade associations to join the Scheme.

Exhibitors can join the Scheme by registering the details of their trade marks and copyrights with HKBPA and paying the applicable handling fees to HKBPA prior to the Fair. Upon receipt of a complaint from the relevant trade mark or copyright owner, the Customs will take enforcement action against products exhibited at the Fair that infringe the rights of those companies that have joined the Scheme.

The Scheme will be operated independently of the Hong Kong Trade Development Council (“HKTDC”) by the Customs and HKBPA and is not a substitute for the existing on-site intellectual property rights (“IPR”) complaints procedure implemented by the HKTDC. Exhibitors who do not wish to participate in the Scheme are welcome to visit the HKTDC’s on-site IPR office for assistance in the same manner as at previous fairs.

For more details concerning the Scheme, please contact the Secretariat of HKBPA directly as follows:

Address : 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Tel : (852) 2788 5391
Fax : (852) 2788 5388
Contact Person : Ms Catherine Lo

Exhibitors are also strongly advised to carefully scrutinize your exhibits and conduct all necessary due diligence on the IPRs attached to your exhibits prior to the Fair to avoid possible IPR infringement at the Fair.

If you have further questions regarding HKTDC’s on-site IPR complaints procedure, please feel free to contact Ms. Zoe Ip, Exhibitions Project Manager [Tel: (852) 2240 4067 / Email: zoe.sy.ip@hktdc.org].

Hong Kong Trade Development Council

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通告(5) – 快速行動計劃

由 2006 年 10 月開始，香港海關〈海關〉與「香港工商品牌保護陣綫」〈「陣綫」〉合作於展覽會試行「快速行動計劃」〈「計劃」〉。代表 46 個商會的「陣綫」現誠意邀請各商會所屬之會員公司參與是項計劃。

參展商可預先向「陣綫」登記其產品的品牌及版權資料，並於展覽會前向「陣綫」繳付有關費用。當已登記之品牌或版權持有人舉報侵權行為時，海關將核實跟進，並採取現場執法行動。

「計劃」將由海關及「陣綫」獨立運作，並不取代香港貿易發展(香港貿發局)現有於展場內處理侵權投訴的程序。參展商如未有參加「計劃」，仍可一如以往親臨香港貿發局於場內之知識產權辦事處尋求協助。

如欲查詢「計劃」詳情，請與「香港工商品牌保護陣綫秘書處」聯絡：

地址：香港九龍達之路 78 號生產力大樓 3 樓

電話：(852) 2788 5391

傳真：(852) 2788 5388

聯絡人：盧小姐

本局特提醒各參展商於展覽會前詳細檢查其展品及盡力去處理其展品的知識產權 避免於展會中被控侵權。

如 貴公司有任何進一步關於香港貿發局於場內處理侵權投訴的程序的疑問，歡迎隨時與本局展覽項目經理葉書茵小姐聯絡（電話：(852) 2240 4067 / 電郵：zoe.sy.ip@hktdc.org）。

香港貿易發展局 謹啟

Circular (6) – Caution on Third Party Promotional Offers

The Hong Kong Trade Development Council (HKTDC) has learnt that exhibitors have been receiving invitations from Fair Guide (owned by Construct Data) for listings in its guide at the exhibitors' expense. It has also come to HKTDC's attention that another company under the name Expo Guide (owned by Commercial Online Manuals S de RL de CV ("Commercial Online Manuals")) has sent similar invitations to exhibitors inviting them to update or correct their data with its fair directory for free listing. The HKTDC would like to stress that neither the Fair Guide nor the Expo Guide has any connection with the HKTDC or any of our fairs.

UFI, an international organization which represents the interests of the exhibition industry worldwide has been warning the exhibition industry to be vigilant against Fair Guide, Expo Guide, Construct Data, Commercial Online Manuals and other similar guides and organisations. UFI has also reported that debt collection agencies work in partnership with these guides to intimidate exhibitors for payment. The practice of Construct Data has been considered as unconscionable and misleading by the Austrian Protective Association. Recent information suggests that Construct Data has shifted its operation from Austria to Mexico and/or Slovakia.

It should be noted that the contents and wording of Fair Guide's and Expo Guide's letter and order form are virtually identical. It is possible that Construct Data and Commercial Online Manuals are related companies or are in some way connected. You should therefore exercise due diligence and care when being approached for such invitations so as to avoid possible unwarranted and/or unnecessary financial commitments. In order to protect your own interests, you are urged to read the contracts (including the small print) and attachments carefully, as well as seeking legal advice, before signing any such documents.

The HKTDC does not recommend that you sign any materials that you receive from Construct Data, and/or Commercial Online Manuals. If you have mistakenly entered into contract with Construct Data and/or Commercial Online Manuals, you should notify Construct Data and/or Commercial Online Manuals in writing and inform them that you dispute the validity of the contract on the basis of mistake and/or misrepresentation. You should take legal advice as to how to respond to any demands for payment that you might receive.

For more information about UFI's action against Fair Guide, Expo Guide, Construct Data, please visit <http://www.ufi.org/pages/thetradefairsector/fairguide.aspx>.

Should you have any questions, please contact Ms. Zoe Ip, Exhibitions Project Manager at Tel: (852) 2240 4067; or email address: zoe.sy.ip@hktdc.org of the Hong Kong Trade Development Council.

Hong Kong Trade Development Council

通告(6) – 請小心處理由第三者提供之推廣優惠

香港貿易發展局獲悉參展商曾接獲 Fair Guide (由 Construct Data 所擁有) 的邀請, 在其指南中刊登名錄, 費用由參展商負責。香港貿發局最近發現另一公司 Expo Guide (由 Commercial Online Manuals S de RL de CV (“Commercial Online Manuals”) 所擁有) 亦向參展商發出類似信件, 邀請參展商更新或更正他們于其指南中之資料作為免費刊登名錄。香港貿發局特此澄清及重申: Fair Guide 或 Expo Guide 概與香港貿發局或本局的任何展覽完全無關。

UFI, 一個代表全球展覽業利益的國際組織, 已經警告展覽業要小心警惕 Fair guide、Expo Guide、Construct Data、Commercial Online Manuals 和其他類似的指南和組織。UFI 還報告說, 收債公司和這些指南和組織有夥伴的關係, 從而恐嚇參展商付款。Construct Data 之經營手法已被奧地利保障公平競爭協會 (Austrian Protective Association) 視為不公平及誤導。最近有資料顯示, Construct Data 已從奧地利轉移其運作到墨西哥和/或斯洛伐克。

由於 Fair Guide 及 Expo Guide 的信件及訂單內容及語句幾乎完全相同, Construct Data 與 Commercial Online Manuals 可能是相關或連繫之公司。閣下因此應盡量以小心謹慎的態度處理該等邀請, 以免作出不必要的財務承擔。本局特此呼籲閣下在簽署任何合約 (包括以細小字體列印的合約) 及附件之前, 應細閱有關文件和尋求法律意見, 以保障閣下本身的利益。

本局并不建議閣下簽署任何從 Construct Data 及/或 Commercial Online Manuals 收到之文件。如閣下在錯誤情況下與 Construct Data 及/或 Commercial Online Manual 訂立合約, 閣下應以書面通知 Construct Data 及/或 Commercial Online Manuals 指出基于錯誤或被誤導之情況下簽署該文件, 有關合約無效。閣下應該就如何應對你可能會收到的付款要求尋求法律意見。

欲瞭解更多信息關於 UFI 對 Fair Guide, Expo Guide, Construct Data 與 Commercial Online Manuals 採取之行動, 請瀏覽此網頁 <http://www.ufi.org/pages/thetradefairsector/fairguide.aspx>。

如有任何問題, 請與本局展覽項目經理葉書茵小姐聯絡, 電話: (852) 2240 4067 或電郵: zoe.sy.ip@hktdc.org。

Circular (7) - Caution on Rental of Credit Card Payment Terminals

The Hong Kong Trade Development Council (HKTDC) is recently informed that a credit card payment solution provider has offered its payment terminal rental service to exhibitors in exhibitions held in Hong Kong, but failed to return the transaction amount to exhibitors before the deadline as stipulated in the contract. The HKTDC would like to clarify that it has NOT appointed any payment solution providers in ALL HKTDC fairs. To protect your own interests, you are reminded to exercise due diligence and read all contracts carefully before appointing any service providers.

The HKTDC would also like to remind exhibitors that no retail sales should be conducted at the HKTDC Hong Kong International Lighting Fair (Spring Edition). Should you have any questions, please contact Ms Mr. Sam Ko on 852-2240 4811 or Ms. Jane Shek on 852-2240 4134.

通告(7) - 提防有關信用卡終端機租賃服務

香港貿易發展局(香港貿發局)獲悉近日有公司在香港舉辦的展覽會中提供信用卡終端機租賃服務予參展商,但並未有在合約指定日期發還有關交易金額。香港貿發局特此澄清本局並沒有委託或指派任何第三者提供信用卡終端機租賃服務,並提醒所有參展商在使用任何供應商的服務前,應先清楚了解其背景,並細閱有關文件及合約細則,以確保閣下本身的利益。

香港貿發局並提醒所有參展商不得在展覽會期間進行零售活動。如有任何疑問,歡迎致電本局高誠先生[電話: 852-2240 4811]或石津小姐 [電話: 852-2240 4134]聯絡。

Circular (8) – New Measures on Custom-built Participation

In order to enhance the overall safety and efficiency of the fair, new measures regarding custom-built stands have been implemented. Please pay attention to the summary as follows. For details, please refer to section 4 of the Exhibitors' Manual.

Section	Items
4.2	<p><u>Information submission</u> Please note the deadline for submission of raw space contractors' information (Form 1), construction drawings, lighting plan, site work deposit and insurance copy. Otherwise, a late charge of HK\$2,000 (US\$250) will be charged to the Exhibitor/Contractor.</p>
4.2.2	<p><u>Site work deposit</u> Calculation based on HK\$200/US\$25 per sqm. For two-storey booth, the site work deposit is doubled. Minimum and maximum deposit amounts are HK\$5,000 and HK\$50,000 respectively.</p>
4.2.3	<p>Contractors are required to take out and maintain public liability insurance in a sum not less than HK\$10 million. The insurance should be maintained in force at all times during the move-in period, exhibition period and move-out period, i.e. 4-10 April 2012.</p>
4.2.4	<p>Hall rental charges for over-time move-in and move-out</p>
4.2.5	<p>Maximum booth height – Update.</p>
4.2.6	<p><u>Structural Safety Certificate</u> A structural safety certificate must be submitted for all custom-built stands on raw space exceeding 2500mm in height, using a hanging lighting truss and/or otherwise deemed required by the Organiser and/or the Venue Operator. All stand construction must be constructed under the supervision of an Authorized Person (Surveyor)/Registered Structural Engineer (AP/RSE). The AP/RSE shall verify the stability of the stand by completing the structural safety certificate.</p> <p><u>For stands and temporary structures exceeding 2500mm but below 4500mm in height or stages or platforms exceeding 1100mm but below 1500mm in height:</u></p> <ol style="list-style-type: none"> 1) An Authorized Person/Registered Structural Engineer's (AP/RSE) shall verify the stability of the design drawings. 2) Construction should be conducted under the supervision of AP/RSE. 3) AP/RSE should verify the stability after completion by completing the structural safety certificate. 4) The structural safety certificate must be submitted to the Organiser by dropping it into the collection box at the nearest Technical Services Counter by 1500 hrs on 5 April 2012. Please refer to section 4.2.6 for details. <p><u>As required by the Venue Operator, for stands and temporary structures at 4500mm in height or above or stages or platforms at 1500mm in height or above or two-storey construction:</u></p> <ol style="list-style-type: none"> 1) The design drawings must be verified by an AP/RSE with <u>structural calculations</u> for stability before construction. 2) Construction should be conducted under the supervision of AP/RSE. 3) AP/RSE should verify the stability after completion by completing the structural safety certificate. 4) The structural safety certificate must be submitted together with the <u>structural calculations</u> to the Organiser by dropping it into the collection box at the nearest Technical Services Counter by 1500 hrs on 5 April 2012. Please refer to section 4.2.6 for details. <p>Any alteration after drawing submission should be addressed to the Organiser for review and Venue</p>

	<p>Operator for approval.</p> <p>An Authorized Person can either be a Registered Architect (AP-List I), or a Registered Structural Engineer (AP-List II), or a Registered Building Surveyor (AP-list III). An Authorized Person is legally defined in the HKSAR Buildings Ordinance Chapter 123. For the latest AP/RSE registry, please visit http://www.bd.gov.hk/english/inform/index_ap.html.</p>
4.2.13	<p>Construction Industry Safety Training Certificate</p> <p>All stand fitting contractors must acquire Construction Industry Safety Training Certificates (“Green Card”) qualifications and have it properly displayed when working at HKCEC. HKCEC’s security reserves the right to refuse entry or remove personnel for those who fail to provide valid credentials.</p> <p>Please feel free to contact the Event Planning & Co-ordination Team of the Venue Operator at hkcepc@hkcec.com or (852) 2582 8888 should you need further assistance.</p>
4.2.14	Points should be complied with by the Exhibitor and his/her appointed Contractor.
4.2.15	Deduction of site work deposit.

We believe that you and your appointed contractor(s) will support us in this initiative in creating a safer working environment. To ensure a full compliance on the above rules, we will penalize offenders by refusing their participation in our future fairs, and forfeiting totally the site work deposits lodged with us.

“A Guide on Safety and Health in the Hong Kong Exhibition and Convention Industry” has been published by the Hong Kong Exhibition and Convention Industry Association (HKECIA), which extensively covers various aspects of the industry that requires proper attention. You and your appointed contractor(s) are advised to go through the guide via http://www.exhibitions.org.hk/english/media_detail.php?id=275.

For queries, please feel free to contact Mr. Abel Kwan (email : abel.kwan@hktdc.org; tel : 852-2240 5466)

Thank you for your kind understanding and cooperation in advance.

通告(8) - 特裝參展新措施

為提升展覽的整體安全及效率，有關特裝攤位的新措施亦已實施。其簡要如下，詳情請參閱參展商手冊第四部份段。

部份	內容
4.2	<p>提交資料 請留意承建商資料申報表(表格一)、設計圖則、燈圖、施工按金及保單副本的提交日期。否則，主辦機構會向參展商/承建商收取 2000 港元(250 美元)的遲交罰款。</p>
4.2.2	<p>施工按金 按金以每平方米 200 港元/25 美元計算。蓋建雙層展覽攤位必須繳交雙倍按金。而最低及最高的金額分別為 5,000 港元及 50,000 港元。</p>
4.2.3	<p>承建商必須購買有效及不少於港幣 1000 萬保額之公眾責任險保險有效期須包括進場、展覽期間及離場(即 2012 年 4 月 4-10 日)。</p>
4.2.4	<p>進場及離場超時租場收費。</p>
4.2.5	<p>攤位高度限制之更新。</p>
4.2.6	<p>展覽攤位結構安全證明書 所有高度超逾 2.5 米的展覽空地攤位、懸空照明支架及/或主辦機構及/或展館營運者認為有需要者，必須提交展覽攤位結構安全證明書。所有攤位必須由認可人士(註冊測量師)/註冊結構工程師監督下搭建。該認可人士(註冊測量師)/註冊結構工程師須驗證其結構安全並簽發結構安全證明書。參展商須完全負責攤位結構的安全，詳情可參照《建築地盤(安全)條例》第 59 章。</p> <p><u>所有高逾 2.5 米但少於 4.5 米的攤位及臨時搭建物或搭建高逾 1.1 米但少於 1.5 米的平台或舞台：</u></p> <ol style="list-style-type: none"> 1) 必須由認可人士/註冊結構工程師證明其設計圖則的穩定性後，方可搭建。 2) 必須在認可人士/註冊結構工程師監督下搭建。 3) 完成搭建後必須由認可人士/註冊結構工程師驗證其結構安全並簽發結構安全證明書。 4) 所有結構安全證明書須於 2012 年 4 月 5 日下午 3 時或之前投放到鄰近之「攤位設施」展位之收集箱。詳情請參閱第 4.2.6 章。 <p><u>按照展館營運者要求，所有高 4.5 米或以上的攤位及臨時搭建物或搭建高 1.5 米或以上的平台或舞台或雙層結構：</u></p> <ol style="list-style-type: none"> 1) 必須由認可人士/註冊結構工程師以數據證明其設計圖則的穩定性後，方可搭建。 2) 必須在認可人士/註冊結構工程師監督下搭建。 3) 完成搭建後必須由認可人士/註冊結構工程師驗證其結構安全並簽發結構安全證明書。 4) 所有結構安全證明書須於 2012 年 4 月 5 日下午 3 時或之前投放到鄰近之「攤位設施」展位之收集箱。詳情請參閱第 4.2.6 章。 <p>所有已交到主辦機構之圖則如有改動，亦須交予主辦機構審閱。圖則亦會轉交展館營運者審批。</p>

	認可人士包括註冊建築師（認可人士名單1）、註冊結構工程師（認可人士名單2）或註冊屋宇測量師（認可人士名單3）。認可人士的定義詳述於香港建築物條例第123章。有關認可人士/註冊結構工程師的名冊，請瀏覽屋宇署網頁： http://www.bd.gov.hk/chineseT/inform/index_ap.html
4.2.13	建築業安全訓練證明書 凡進入展館工作的承建商，必須持有建築業安全訓練證明書措施（即「平安咭」），並須清楚地展示出來。否則，展館營運者之保安人員有權拒絕該人士進入或要求該人士離開展館。 如有任何查詢，可透過電郵 hkcepc@hkcec.com 或致電（852）2582 8888 與展館營運者之項目策劃及統籌部聯絡。
4.2.14	參展商及其承建商須注意及遵守事項。
4.2.15	施工按金罰則。

本局深信 貴公司及 貴公司委託的承建商必定全力支持上述措施，共同營造更安全的工作環境。為確保參展商及承建商遵守上述規定，本局將拒絕違規者參加本局日後舉辦的展覽會，並全數沒收其繳交的施工按金，以作處分。

由香港展覽會議協會出版的「香港展覽會議業之安全及健康指南」已涵蓋業界需注意的事項。請 貴公司及 貴公司委託的承建商仔細參閱以下網站：

http://www.exhibitions.org.hk/tc_chi/media_detail.php?id=275

如有查詢，請致電（852）2240 5466與關先生聯絡。

多謝合作！

Circular (9) – Alteration of Standard Booth Structures

We would like to draw your attention that alteration of standard booth structures is strictly prohibited by the Organiser as shown in the following exhibition rules and regulations 4.1 stated in the Exhibitors' Manual:

4.1. Standard Booth

All shell booths are designed, erected and decorated by the Organiser. Facilities provided include partitions, company fascia, table, chairs, display shelves, cabinets, spotlights and carpet. The Organiser reserves the right to make changes on the facilities provided at any time before the commencement of the Fair. Main switch and distribution board may be required to be installed within booth area at the organiser's discretion.

Fascia Board with company name will be provided free of charge. Exact wording of company name (English lettering) as supplied in your application form will be used. An exhibitor occupying a booth at the corner/peninsular/island site has a choice to close its open side(s) with panels before the specified deadline. Any corner/peninsula/island location surcharge applicable will not be waived under such circumstances.

Exhibitors are not allowed to make any alterations to the structure of the booths or remove any integral parts from the booths at their own. Exhibitors requiring special assistance to relocate or delete standard facilities should submit their request using the Forms 3 and 5 in "Additional Facilities and Services Order Form Booklet" to the Organiser no later than February 24, 2012.

Deletions of standard items are free of charge only if the Organiser is notified before the deadline of February 24, 2012.

Standard booth exhibitors must adhere to the following:

- (1) No additional booth fitting or display may be attached to the shell booth structure.
- (2) No tapes, stickers, graphics, nails or fixtures of any kind are allowed to be affixed to the partitions, floor or ceiling. Exhibitors are liable to any damage caused to their booth fixtures and fittings at the Fair and the Official Contractor reserves the right to claim the cleaning cost if these items are not removed at the end of the Fair.
- (3) No items may exceed a height of 2.5 meter or extend beyond the boundaries of the booth allocated. These include but not limit to fittings, exhibits, company names, advertising material logos, inflatable brought along by the Exhibitor.
- (4) All exhibits stand materials and the like shall be removed immediately after the closing of the Exhibition according to arrangements and within the time limits specified by the Organiser. Any exhibits or stand materials left behind at the Exhibition Venue shall be deemed abandoned. Exhibitors are liable for the disposal expense so incurred by the Organiser.
- (5) If any booth which differs from the approved specifications or does not confirm to the Organiser's rules and regulations, the Organiser reserves the right to alter or remove without prior notice at the Exhibitor's / Contractor's own expense.
- (6) Installation of electrical equipment, including lighting fixtures, must adhere to the Electrical Regulations of Hong Kong Electricity Ordinance stringently. Exhibitors are prohibited to install any sub-standard fittings or wirings, which compromise the electrical safety standard.
- (7) If Contractor needs extra electricity, they should order from the Official Contractor and pay for the extra cost. Any illegal electricity wiring connection or any inadequate connection order will be charged for the price difference plus on-site surcharge and the site work deposit will be deducted.

Exhibitors will be requested to remove all the self-made structures and materials immediately upon request and the Organiser reserves the right to terminate your future participation in the HKTDC Hong Kong International Lighting Fair (Spring Edition) should we found any violations of the above rules and regulations.

通告(9) - 自行更改標準攤位設施

本局嚴禁各參展商在其標準攤位內自行加建設施，現特請各標準攤位之參展商注意以下事項(參展商手冊第4.1條)：

4.1 標準攤位

所有標準攤位的設計、蓋建及裝修工作均由主辦機構負責。大會提供的設施包括圍板、公司名牌、桌子、椅子、陳列架、地櫃、聚光燈及地毯等。主辦當局有權在展覽會開幕前，更改所提供的設施，並有權要求將開關掣及過載保護分線箱安裝於攤位內的適當位置。

主辦機構負責免費提供公司名牌。公司名牌之正確英文寫法將根據申請表格所提供之名稱作準。角位/三邊/四邊開放攤位參展商可於指定限期前，選擇以圍板封閉原先開放的一邊或多邊。在這情況下，任何適用於角位/三邊/四邊開放攤位的附加費將不獲豁免。

一般而言，參展商不得改動攤位結構或拆除攤位的任何部份。參展商如有特別需要，如更改設施位置或刪除設施，須填寫「額外設施及服務申請表」內之表格三及五，並於2012年2月24日前交回主辦機構。

如有需要刪除任何標準設施，請於2012年2月24日前通知主辦機構，可免收費用。

租用標準攤位的參展商必須注意及遵守下列各項規定：

- (1) 非大會供應的設施均不得裝嵌在標準攤位結構的物料上。
- (2) 圍板、地板、天花板上不得貼上任何膠紙或膠布，亦不得釘上釘子或加裝任何裝置。展覽攤位及展場內裝置如有任何損壞，概由參展商負責賠償。
- (3) 任何物品的高度不得超過2.5米，或伸展超逾劃定的攤位界限。有關物品包括但不限於參展商帶來的裝置、展品、公司名牌、宣傳材料、標記及充氣物。
- (4) 展覽會完結時，所有展品、攤位物料必須在主辦機構規定的指定時間內立刻清理。任何展品攤位物料擱置於展覽會場將視為棄置物品，主辦機構會向有關參展商收取所需的清理費用。
- (5) 如攤位不符合認可規格或主辦機構所訂之規則，主辦機構保留權利進行改建或清拆而毋須另行通知。有關費用一概由參展商/承建商負責。
- (6) 參展商裝設的電器設備(包括照明裝置)必須符合香港政府電力條例之電力規定。嚴禁參展商在攤位內安裝不符合安全標準的電力裝置或電線。
- (7) 如需額外供電，應向大會承建商申請並付款。如發現任何非法的電源接駁或電力申請不足，必須繳付其差價及臨場附加費。施工按金亦會被扣除。

如發現有參展商違反上列規定，本局有權要求該參展商即時拆除有關之結構及物料並保留拒絕該參展商日後參加香港貿發局香港國際春季燈飾展的權利。



Hong Kong International Lighting Fair (Spring Edition)
香港國際春季燈飾展



Circular (10) – Electrical Installation & Connection for Raw Space Exhibitor

To All Exhibitors and Contractors,

This is to notify you that the Raw Space exhibitors must have their own electrician. The official contractor will not provide installation and connection services for those electricity supply items in order form 2. Total power consumption shall not exceed the current specified. Please note that all electricians working in the exhibition hall must comply with the subsidiary regulation in the Government Electricity Ordinance - Electricity (Registration). The electrical worker needs to present the registered certificate issued by Electrical and Mechanical Service Department. The employer of the electrician shall be liable for any damage caused if the electrician fails. Organizer reserves the right to suspend the electricity supply until the problem is rectified to comply with the above requirements. The license of the electrician and the employer must be submitted to the Hong Kong Trade Development Council accompanied with Form 2 by fax (852) 3521 0450 / 2169 9487.

Thank you for your co-operation.

Hong Kong Trade Development Council

通告(10) – 空地展位的電力安裝及接駁

致：各參展商及承建商

空地參展商必須聘有持牌電器工人。大會承建商將不會提供安裝及接駁服務予申請表格二之供電設施項目及參展商所使用的自攜電燈及電器用品。參展商不可使用至超過供電設施項目上已標明總電量。所有在展覽會場工作的電器工人必須遵守香港政府電力條例的電力註冊規定。電器工人須出示由香港機電工程署發出的有效註冊證明書。如電器工人未能符合上述規例要求，則其僱主須負責賠償因此引起的一切損失。主辦機構有權不提供電源供應，直至電力裝置符合法例要求為止。參展商須於遞交表格二時連同所聘用的電力工人及公司牌照副本，傳真到 (852) 3521 0450 / 2169 9487。

多謝合作！

香港貿易發展局 謹啟



Circular (11) - Construction Waste and Exhibit Sample Disposal

This is to notify you that the dumping of contractors' and exhibitors' samples, packing, construction and waste materials in the exhibition halls, loading docks and fire exit areas at all Hong Kong Trade Development Council's Trade Fair venues is strictly prohibited. Any such materials will be removed and destroyed without further notice and the contractor or exhibitor concerned shall be liable for all expenses and costs thereby incurred.

Thank you for your co-operation.

通告(11) - 棄置建築廢料及展品

承建商及參展商的展品、包裝材料、施工物料及廢物，一律不得棄置在香港貿易發展局所有展覽會會場之展覽地點、卸貨區及走火通道範圍內，特此通告。所有棄置在上述範圍的物料均會被清理及銷毀，不作另行通知，所需費用概由有關承建商或參展商負責。

多謝合作！

**Circular (12) – Reminder on Move-in & Move-out Schedule and
Rate of Overtime Charge for Move-in & Move out**

Please kindly note the below move-in and move-out schedules of HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition):

Move-in / Move-out	Date / Time
Booth Construction	April 4 9:00am – 10:00pm April 5 9:00am – 1:00pm
Booth Decoration	April 5 1:00pm – 6:00pm
Booth Dismantling (including Additional Lighting)	April 9 8:00pm – 12:00 midnight

If you and / or your appointed contractors work after 12:00 midnight on move-in days (i.e. 4 & 5 April 2012) and move-out day (i.e. 9 April 2012), they shall pay to the Organiser the overtime penalty claimed by HKCEC against the Organiser as follows:

- I) **Charges for Overtime Move-in**, i.e. work after 12:00 midnight on 4 and 5 April 2012, will be calculated in accordance with the booth area assigned, regardless of its location:

Booth Area	Overtime Charge (per hour)
20sqm or Below	HKD2,200 / hr
Exceeding 20sqm to 50sqm	HKD3,300 / hr
Exceeding 50sqm to 100sqm	HKD4,400 / hr
Exceeding 100sqm to 500sqm	HKD5,500 / hr

- II) **Charges for Overtime Move-out***, i.e. work after 12:00 midnight on 9 April 2012, will be calculated according to its exact booth location :

Location	Overtime Charge between 0:01 – 3:00am (per hour)	Overtime Charge beyond 3:00am (per hour)
Hall 1A, 1B, 1C, 1E, 3C or 3E	HKD24,100 / hr	HKD48,200 / hr
Hall 1D or 3D	HKD17,400 / hr	HKD34,800 / hr
Hall 3B	HKD20,050 / hr	HKD40,100 / hr
Hall 3F, 3G, 5F or 5G	HKD25,450 / hr	HKD50,900 / hr
Hall 5B + 5C	HKD43,400 / hr	HKD86,800 / hr
Hall 5D	HKD6,800 / hr	HKD13,600 / hr
Hall 5E	HKD26,100 / hr	HKD52,200 / hr
Grand Hall	HKD25,500 / hr	HKD51,000 / hr
Grand Foyer	HKD13,800 / hr	HKD27,600 / hr
Convention Hall A or C	HKD3,450 / hr	HKD6,900 / hr
Convention Hall B	HKD5,050 / hr	HKD10,100 / hr
Convention Foyer	HKD11,450 / hr	HKD22,900 / hr
Theatre Foyer	HKD3,050 / hr	HKD6,100 / hr

* The charge for overtime move-out is subject to HKCEC's final decision.

Finally, **please complete your jobs on time so as to avoid unnecessary penalties.**

Thank you for your cooperation.

通告(12) - 有關進館及撤館時間及進場/離場超租場收費

敬請留意以下「香港貿發局香港國際春季燈飾展 2012」之進場及離場時間：

進場及離場	日期 / 時間
攤位搭建	4月4日 上午9時至晚上10時 4月5日 上午9時至下午1時
攤位布置	4月5日 下午1時至下午6時
攤位拆卸(包括照明裝置)	4月9日 晚上8時至午夜12時

假若貴 參展公司或其委託之承建商於進場日(即 2012 年 4 月 4 及 5 日)及離場日(即 2012 年 4 月 9 日)午夜 12 時後進行工作，必須向主辦機構繳交由香港會議展覽中心向主辦機構徵收的租場收費：

- I) **進場超時租場收費**(即於 2012 年 4 月 4 及 5 日午夜 12 時後進行工作)，將按攤位面積計算，與其位置無關：

攤位面積	超時租場費用(按每小時計算)
20 平方米或以下	每小時 2,200 港元
20 平方米 - 50 平方米	每小時 3,300 港元
超越 50 - 100 平方米	每小時 4,400 港元
超越 100 - 500 平方米	每小時 5,500 港元

- II) **離場超時租場收費***(即於 2012 年 4 月 9 日午夜 12 時後進行工作)，將按攤位所在的展館位置計算：

攤位所在的展覽館	凌晨零時 1 分至 3 時工作超時租場收費 (按每小時計算)	凌晨 3 時後工作超時租場收費 (按每小時計算)
展覽廳 1A、1B、1C、1E、3C 或 3E	每小時 24,100 港元	每小時 48,200 港元
展覽廳 1D 或 3D	每小時 17,400 港元	每小時 34,800 港元
展覽廳 3B	每小時 20,050 港元	每小時 40,100 港元
展覽廳 3F、3G、5F 或 5G	每小時 25,450 港元	每小時 50,900 港元
展覽廳 5B+C	每小時 43,400 港元	每小時 86,800 港元
展覽廳 5D	每小時 6,800 港元	每小時 13,600 港元
展覽廳 5E	每小時 26,100 港元	每小時 52,200 港元
大會堂	每小時 25,500 港元	每小時 51,000 港元
大會堂前廳	每小時 13,800 港元	每小時 27,600 港元
會議廳 A 或 C	每小時 3,450 港元	每小時 6,900 港元
會議廳 B	每小時 5,050 港元	每小時 10,100 港元
會議廳前廳	每小時 11,450 港元	每小時 22,900 港元
演講廳前廳	每小時 3,050 港元	每小時 6,100 港元

*香港會議展覽中心有最終決定權計算離場超時罰款額之收費。

最後，各參展商若準時完工，則可免除不必要的罰款。 多謝合作！



Circular 通告 (13) – Free Exhibit Storage Service 免費儲存服務

REPLY FORM 回覆

Fax 傳真: (852) 3915 1492

Registration Deadline 截止日期: 2/3/2012

In order to provide better service to our valued exhibitors and avoid the heavy traffic during the move-in and move-out day, HKTDC is providing 3 different types of Exhibit Storage Services **for free** as listed below: 為向各參展商提供更完善服務及避免進館/撤館日嚴重交通擠塞, 現主辦機構設有 3 種不同的**免費展品儲存服務**:

	Type 種類	Installment Time & Date 存放日期及時間	Retrieval Time & Date 提取日期及時間	Venue 地點
<input type="checkbox"/>	Move-in Storage 進場日儲存	April 4, 2 – 6 pm 4 月 4 日下午二時至 下午六時	April 5, 9am – 6 pm 4 月 5 日上午九時至 下午六時	Meeting Room N111-112, 1/F, NewWing of HKCEC 會展新翼會議室 N111-112
<input type="checkbox"/>	Move-out Storage (Overnight) 撤館日儲存 (通宵)	April 9, 5 – 8 pm 4 月 9 日下午五時至 下午八時	April 10, 10am – 12 nn 4 月 10 日上午 10 時至 中午十二時	Meeting Room N111-112, 1/F, NewWing of HKCEC 會展新翼會議室 N111-112
<input type="checkbox"/>	Move-out Storage (Temporary) 撤館日儲存 (臨時)	April 9, 5 – 11 pm 4 月 9 日下午五時至 下午十一時	April 9, 5 – 11 pm 4 月 9 日下午五時至 下午十一時	Meeting Room N111-112, 1/F, NewWing of HKCEC 會展新翼會議室 N111-112

Please tick {✓} wherever appropriate

The above service is free of charge but you need to pre-register in advance by filling this Reply Form and faxing back to us **on or before March 2, 2012**. In view of limited storage space, this service will be available on a **first-come-first-serve basis**. Please note **NO on-site request** will be entertained. 以上所有展品儲存服務完全免費, 但參展商需預先登記, 填妥此回覆通知書於 **2012 年 3 月 2 日前**傳真回本局。由於儲存空間有限, 將以**先到先得**的形式安排。請注意: **所有現場申請將不會受理**。

Terms and conditions 使用條款

In consideration of the use of this overnight storage service at the HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition) without charge or other form of consideration, I acknowledge and agree that the Organizer of HKTDC Hong Kong International Lighting Fair 2011 (Spring Edition), the Exhibition Venue and all Offices, Directors, Employees, and other representatives of each of them, have no liability for any loss, theft, damage or destruction (through negligence or otherwise) of all property placed therein and that the parties herein before named are neither insurers or indemnifiers of any loss. None of foregoing provisions shall, however, limit the liability of any individual who may be personally guilty of theft, willful damage or destruction of my property.

基於主辦機構為香港貿發局香港國際春季燈飾展 2012 參展商提供免費展品儲存服務, 本人接受並同意主辦機構、展覽場地及其所有辦事處、職員等其他代表, 將不會就所有寄存物資因遺失、盜竊、疏忽而導致的損失或損毀負上任何責任及作出賠償。

I have read the above statement and I agree to the terms thereof. 本人已閱讀以上條款並同意遵守。

Company Name 公司名稱: _____

Contact Person 聯絡人: _____ Booth No 展台編號: _____

Company Tel 公司電話: _____ Mobile Tel 手提電話: _____

No. of Boxes 展品件數 (箱): _____ Estimated size 預計體積: _____

Signature and Company Chop 簽名及公司印章: _____ Date 日期: _____



Circular (14) – Nomination of Overseas Buyers for Hotel Sponsorship

Thank you very much for your keen support to our fair, which is expected to be patronised by more than 500 international exhibitors. In order to maximise the effectiveness of your participation, we have launched a worldwide visitor promotion campaign over the past year, which includes:

- Global advertising campaign and special editorial coverage in major lighting publications and international newspapers;
- Promotional counters at major international lighting fairs;

To encourage the participation of more quality buyers, we are launching a hotel sponsorship programme in Hong Kong for selective overseas buyers to visit our fair. In this regard, we would like to ask for your nomination of the appropriate buyers. We shall give you due credit when extending the offer to the buyers and advise you the outcome of your nomination afterwards. Please note, however, that we shall have the final discretion in selecting the buyers for extending the offer, and that priority will always be given to those who have not visited this fair before.

To facilitate our preparation work, please make use of the nomination form attached and observe the submission deadline of **2 March 2012.**

We hope, with your full support in the promotion campaign, you will be able to capture the greatest business opportunities at the forthcoming trade show.

For queries, please contact Ms. Jenny Lam on tel: (852) 2240 4066, fax: (852) 2169 9651 or e-mail: jenny.y.m.lam@hktcd.org.

Hong Kong Trade Development Council

通告(14) – 酒店贊助海外買家推薦

感謝 貴司對香港貿發局香港國際春季燈飾展 2012 的支持。今屆舉行的香港國際春季燈飾展，預計有來自 500 多家參展商參與是次盛會。為了吸引更多海外買家到場與 貴司洽談業務，主辦機構在過去一年積極實行了全球買家推廣計劃，其中包括：

- 全球媒體廣告計劃，遍及世界各地著名的燈飾雜誌；
- 於世界著名燈飾展設置宣傳攤位；

為進一步吸引國際高質素燈飾進口商及連鎖店買家到場採購，主辦機構將提供香港酒店贊助予被挑選的主要買家。因此，我們誠邀 閣下提名合適的海外買家。被揀選邀請的買家將會收到列出提名公司名稱的邀請函。同時，我們亦會通知 貴公司提名的結果。從未參觀過香港國際春季燈飾展的新買家將可獲優先權，主辦機構將保留最終選擇權利。

為了給予主辦機構充足的時間安排，請閣下填妥買家推薦表格，並於 **2012 年 3 月 2 日前**回覆。

主辦機構將繼續以 貴公司的利益為依歸，務求透過展覽會為 貴公司締造一個具效益、高增值的宣傳渠道。

詳情請電 (852) 2240 4066 或 傳真 (852) 2169 9651 或 電郵 jenny.y.m.lam@hktcd.org 與林綺媚小姐洽。

祝各參展商展出成功。

香港貿易發展局

To : Ms. Jenny Lam, Hong Kong Trade Development Council (HKTDC)
Fax : (852) 2169-9651

From (Exhibitor Name): _____

HKTDC Hong Kong International Lighting Fair (Spring Edition) 2012
香港貿發局香港國際春季燈飾展 2012
6 - 9 / 4 / 2012

Overseas Buyers Nomination Form for Hotel Sponsorship 酒店贊助海外買家推薦表格

截止日期 Submission Deadline – 2 / 3 / 2012

推薦買家資料 Information of Nominated Buyer

公司名稱
Name of Company: _____

買家姓名 (先生/小姐)
Name of Person: Mr. / Ms. _____

職位 Position: _____

公司地址 Address: _____

國家 Country: _____ 郵編 Postal Code: _____

電話 Tel: _____ 傳真 Fax: _____

電子郵件 E-mail: _____

網址 Web-site: _____

公司業務 Nature of Business: _____
(Wholesaler, Importer, Buying Agent, Distributor, Retailer etc.?)

買家首次參觀香港國際春季燈飾展? Buyer would be visiting the fair for the first time?
 是 Yes 否 No

請復印此表格作更多買家提名。本局保留最終選擇權利，從未參觀過香港國際春季燈飾展的買家將獲優先考慮。如有查詢，請致電(852) 2240 4193 與林小姐聯絡。

Please copy this nomination form for nominating more than 1 buyer. Priority of hotel sponsorship will be given to new overseas visitor, and is subject to sole discretion of the HKTDC. For further queries, please contact Ms. Jenny Lam at tel: (852) 2240 4066.

Circular (15) – Gifts Sponsorship Program 禮品贊助計劃

Dear Exhibitor,

Thank you very much for your support to the HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition). To further promote your fine-designed products and brands to buyers, a gift redemption program for visitors of the fair will be organised at the fairground. You are cordially invited to take part in this gift redemption program **by sponsoring 1,000 pieces of product as the redemption gifts.**

As a token of appreciation, selected sponsors will receive the following benefits in return:

1. Sponsor's name and product will be acknowledged in the gift redemption coupon distributed to buyers throughout the fair period; and
2. A full page 4C advertisement in the fair catalogue (film to be provided by exhibitor); and
3. Gift samples will be showcased at the fairground and company name plus booth number(s) will be acknowledged to buyers

By joining the program, we trust that your products and brands could be further promoted and reached out to enormous potential buyers at the fair. If you are interested to be one of the sponsors, please complete and return the attached reply form together with a sample of your sponsored product and the product photo (in digital file format with over 500 dpi saved in floppy disk/CD-ROM) **on or before February 10, 2012** for our consideration. Selected exhibitors will be notified accordingly.

If you have any queries, please free feel to contact Ms. Zoe Ip, Exhibitions Project Manager [Tel: (852) 2240 4067; Fax: (852) 2270 5755; Email: zoe.sy.ip@hktdc.org].

We look forward to having your involvement in this special program.

Hong Kong Trade Development Council

致：參展商

首先感謝 貴公司支持香港貿發局香港國際春季燈飾展 2012!

為提供各參展商更多宣傳良機，本局決定於展覽期間向買家推行禮品換領服務，現誠邀 貴公司參與是項禮品贊助計劃。 貴公司只須贊助 **1,000 件** 精心設計的產品作為禮品，即可提高 貴公司產品及品牌的曝光率。

為答謝 貴公司的參與，所有被選中之禮品贊助商可獲贈以下推廣服務：

1. 禮品贊助商之公司名稱及產品照片將刊登於禮品換領券上，禮品換領券將於展覽會期間免費派發家；
2. 於參展商目錄免費刊登全版彩色內頁廣告一版(廣告片由參展商提供)；
3. 所有被選中的禮品將於展覽館內多個地點向買家展示，本局亦會為所有被選中的禮品註明公司名稱及攤位號碼

本局深信是項禮品贊助計劃將為您的產品及品牌帶來更多宣傳機會，讓更多買家認識您的產品及品牌。 貴公司若有意參加是項計劃，請填妥附頁之回條並連同贊助禮品的樣板一份及將產品照片的電子檔案(500dpi)儲存於光碟內一併交回本局，申請截止為 **2012 年 2 月 10 日**。所有被選中的參展商將會收到本局發出的確認信。

若有任何查詢，歡迎與展覽項目經理-葉書茵小姐聯絡[電話：(852) 2240 4067，傳真：(852) 2270 5755，電郵：zoe.sy.ip@hktdc.org]。

再次感謝 貴公司的支持並預祝 貴公司展出成功!

香港貿易發展局

To 致 : Ms. Zoe Ip 葉小姐
Fax No. 傳真號碼 : (852) 2270 5755

Reply Deadline : 10 / 2 / 2012
截止回覆日期

Reply Slip on Gifts Sponsorship Program 禮品贊助計劃回條

We, _____ (Company Name), would like to participate in the Gifts Sponsorship Program. We understand that applicants of this program are required:

本公司, _____ (參展商名稱), 決定參加是項禮品贊助計劃, 並明白若本公司的禮品被選中, 本公司需遵守以下事項:

- To provide a product sample and photo for TDC's consideration.
禮品贊助商必須提供贊助禮品的樣板及照片供本局挑選。
- To sponsor 1,000 pieces of product, which have to bear the logo of "HKTDC Hong Kong International Lighting Fair (Spring Edition)", if product is selected by HKTDC as the redemption gifts.
禮品贊助數量為 1, 000 件, 每件禮品或包裝盒上必須印有「香港貿發局香港國際春季燈飾展」的標緻。

Description of the sponsor product: (Approx. 30 words)

禮品介紹: (大概 30 字)

Suggested Retail Price 建議零售價 (US\$ 美金) _____

Note 注意 :

1. Applicants are required to return this form together with a product sample and photo in digital format with over 500 dpi saved in floppy disk/CD-ROM on or before **February 10, 2012**.
參展商請填妥此回條並連同贊助禮品的樣板一份及將產品照片的電子檔案(500dpi)儲存於光碟內一併交回本局, 申請截止日期為 **2012年2月10日**。
2. Applications of this program will be reviewed and selected by the Organiser.
本局將於所有遞交的申請中挑選合適的禮品。
3. Successful applicants will be informed **by mid-March**.
所有被選中的參展商將於 **3月中**收到本局發出的確認信。

Company Name 參展商名稱	:	_____	Booth No 攤位號碼	:	_____
Contact Person 聯絡人	:	_____	Email 電郵	:	_____
Tel 電話	:	_____	Fax 傳真	:	_____
Signature and company chop 簽署及蓋印	:	_____	Date 日期	:	_____

Circular (16) – The Energy Efficiency (Labelling of Products) Ordinance, Cap. 598

Please note that with the coming into effect of the Energy Efficiency (Labelling of Products) Ordinance, Cap. 598, (the "Ordinance") on 9 May 2008, compact fluorescent lamps ("CFLs") are now prescribed products in Hong Kong subject to the provisions of the Ordinance.

Starting from 9 November 2009, CFLs are required to be supplied with energy labels in Hong Kong. Any person who supplies CFLs without energy labels in Hong Kong will commit an offence and may be liable to a fine of HK\$100,000.

Accordingly, Exhibitors should be aware that starting from 9 November 2009, CFLs supplied at the HKTDC Hong Kong International Lighting Fair (Spring Edition) and HKTDC Hong Kong International Lighting Fair (Autumn Edition) will have to bear the necessary energy labels.

For further information on the provisions of the Ordinance and the application for energy labels, please contact the Electrical and Mechanical Services Department ("EMSD") (Public Enquiry Hotline: (852) 28083465; website: <http://www.emsd.gov.hk>) which has issued a "Code of Practice on Energy Labelling of Products" (downloadable at [http://www.emsd.gov.hk/emsd/e_download/pee/Combined_Code_of_Practice_\(200805\)\(Final\).pdf](http://www.emsd.gov.hk/emsd/e_download/pee/Combined_Code_of_Practice_(200805)(Final).pdf)) as a technical guide for manufacturers, importers and suppliers of prescribed products to apply for the necessary energy labels and comply with the provisions of the Ordinance.

Thank you very much for your attention.

通告(16) – 香港法律第 598 章《能源效益(產品標籤)條例》的實施

緊湊型熒光燈已經從 2008 年 5 月 9 日起，成為被實施的香港法律第 598 章《能源效益(產品標籤)條例》(“該條例”)所規管的訂明產品。

該條例規定從 2009 年 11 月 9 日開始，所有在香港供應的緊湊型熒光燈必須附有該條例規定的能源標籤。任何人士在香港供應沒有能源標籤的緊湊型熒光燈即屬違法，可能被判處港幣 10 萬元罰款。

因此，參展者應注意自 2009 年 11 月 9 日開始，在《香港貿發局香港國際春季燈飾展》及《香港貿發局香港國際秋季燈飾展》供應的緊湊型熒光燈將需要附有法例規定的能源標籤。

有關該條例之內容和申請能源標籤的進一步資料，參展者可以查詢機電工程處(公眾諮詢熱線：(852) 2808 3465; 互聯網址：<http://www.emsd.gov.hk>)。機電工程處已根據該條例發出《產品能源標籤實務守則》，幫助生產商、進口商和供應商遵守該條例的規定和申請必須的能源標籤。參展者可於 [http://www.emsd.gov.hk/emsd/c_download/pee/Combined_Code_of_Practice_\(200805\)\(C\)\(Final\).pdf](http://www.emsd.gov.hk/emsd/c_download/pee/Combined_Code_of_Practice_(200805)(C)(Final).pdf) 下載該實務守則。

敬請留意。



**Circular 通告 (17) – Control of LED Lighting Equipment and
Associated Power Supplies
LED 燈設備及有關電源供應之管制**



**NOTES ON AVOIDING RADIO INTERFERENCE CAUSED BY
LED LIGHTING EQUIPMENT AND ASSOCIATED POWER SUPPLIES**

With increasing use of LED lighting, we would like to have the attention of manufacturers, suppliers, dealers, contractors, users of such equipment and other relevant parties to the potential harmful interference that may be caused by LED lighting equipment and the associated power supplies to the lawful radiocommunications services, such as the FM radio and TV broadcasting services, cellular mobile communications services such as GSM.

2. The Telecommunications (Control of Interference) Regulations (Cap 106B) sets out the control limits for radio disturbances of certain classes of non-telecommunications apparatus (including LED lighting equipment), which are generally based on the international standards such as the standards published by the International Special Committee on Radio Interference (CISPR) of the International Electrotechnical Commission (IEC). For LED lighting equipment, the relevant limits are specified in the CISPR standard entitled “CISPR 15 Limits and methods of measurement of radio disturbance characteristics of electrical lighting and similar equipment”. Copy of the latest CISPR 15 standard (edition 7.2) can be purchased online from <http://webstore.iec.ch/webstore/webstore.nsf/artnum/042471>. CISPR 15 has an European equivalent, which is EN 55015.

3. While CISPR 15 contains radiated emission limits up to 300 MHz only, we have found that the switching power supplies of some large LED lighting systems may have the potential of causing interference to lawful radiocommunications services at frequencies above 300 MHz, e.g. mobile phone base stations at 900 MHz may be interfered with. As such, CISPR 15 may not be adequate to govern LED lighting systems (including the associated power supplies) for the purpose of avoiding radio interference above 300 MHz.

4. For power supplies, we find that the international standard “IEC 61204-3 Low voltage power supplies, d.c. output - Part 3: electromagnetic compatibility (EMC)” which contains radiated emission limits up to 1000 MHz may be relevant. Copy of the latest version of IEC 61204-3 (edition 1.0) which can be purchased from <http://webstore.iec.ch/webstore/webstore.nsf/artnum/026515>. IEC 61204-3 also has an European equivalent, which is EN 61204-3.



5. As far as the CISPR and IEC standards and their equivalences are concerned, we are taking steps to update the law to bring the relevant provisions for control of interference in line with the current international standards.

6. To ensure that the radio disturbances emitted from the LED lighting equipment and the associated power supplies will not cause harmful interference to other lawful radiocommunications services, manufacturers, suppliers, dealers, contractors, users of such equipment, and any other relevant parties shall make sure that the requirements of IEC 61204-3 (or EN 61204-3) for the power supplies used with LED lighting equipment, as well as the requirements of CISPR 15 (or EN 55015) for the LED lighting equipment, are complied with.

7. For enquiry of the issue, please send email to chchan@ofta.gov.hk or call Mr. C H Chan at telephone no. 2961 6718.

Office of the Telecommunications Authority
November 2010

如有任何疑問，請電郵至 chchan@ofta.gov.hk 或 致電 852-2961 6718 聯絡電訊管理局。

**Circular (18) – Immigration Regulations to be Observed and Followed by Exhibitors****1. Exhibitors from outside Hong Kong**

According to the policy of Immigration Department of Hong Kong, foreign visitors are allowed to remain in Hong Kong for the purposes of sightseeing, shopping, as well as conducting contracts, attending meetings and conferences, etc. For the purpose of immigration control, visitors are subject to certain conditions of stay specified in the Immigration Regulations. These conditions preclude a visitor from taking up employment, whether paid or unpaid and he is not allowed to establish or join in any business. Those who wish to be engaged in day-to-day business operations or investment activities in Hong Kong will have to apply for a work permit.

In the case of a trade exhibition, whether an exhibitor needs a work permit would depend on the nature of the business of the exhibition booth he/she mans and his/her activities therein. In general, if the exhibitor's activities are focused on promotion without engaging in retail sales, he will not need to apply for a work permit. However, if an exhibitor from outside Hong Kong is engaged in retail sales activities, a work permit will be required.

2. Exhibitors from Chinese Mainland

Where Chinese Mainland exhibitors participating in trade fairs are concerned, it should be noted that they must apply for exit permission from the relevant Chinese Mainland authorities. For business visits, Mainland residents have to apply to the PSB Office in their place of domicile for permission to enter Hong Kong under the Business Visit Scheme. The PSB will issue an exit-entry permit with a business visit endorsement to Mainland business visitors. Exhibitors from Chinese Mainland are required to meet Hong Kong Immigration regulations as stipulated in item 1 of the above.

3. Hong Kong Exhibitors

If any local exhibitor is planning to deploy or hire any personnel from outside Hong Kong at the booths during fair period (including move-in and move-out days), the above regulations (items 1 and 2) will also apply.

For details of Hong Kong immigration regulations, you may access the Immigration Department's web-site (www.info.gov.hk/immd/). If you have any queries regarding the above, please do not hesitate to contact Hong Kong Trade Development Council.

通告(18) – 參展商須遵守的入境規例

1. 來自香港以外的參展商

根據香港入境事務處的政策，外來旅遊人士可憑觀光、購物、洽談合約及出席會議等理由在香港逗留，唯逗留期間，旅遊人士必須遵守香港入境規例內訂明的若干條件。根據有關條件，旅遊人士不得從事僱傭工作（無論受薪或非受薪），亦不得開設或參與任何業務。有意在香港從事日常業務運作或投資活動的人士，必須申請工作簽證。

就貿易展覽會而言，參展商是否需要申請工作簽證，將視乎其展覽攤位的業務性質以及所涉活動而定。一般來說，假若參展商的活動主要為業務推廣而不涉及零售，則毋須申請工作簽證；假若參展商從事零售活動，便須申請工作簽證。

2. 中國內地參展商

參加貿易展覽會的內地參展商，必須向中國內地有關部門申請出境許可。至於商務旅遊，內地居民須向戶籍所在的公安機關，根據商務旅遊計劃申請來港許可，公安機關會向內地的商務旅遊人士簽發往來港澳通行證及商務簽注。內地參展商必須遵守以上第1項所列的香港入境規例。

3. 香港參展商

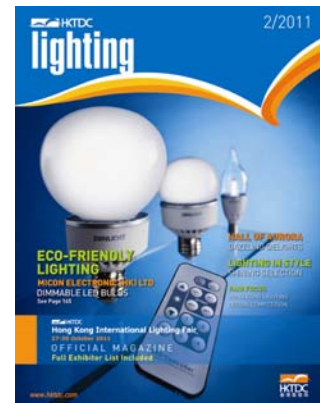
假若任何本地參展商有意於展覽會舉行期間（包括進館及撤館期間），在攤位派駐或僱用任何來自香港以外的人士，上述規例（第1及2項）亦同樣適用。

有關香港入境規例詳情，請瀏覽香港入境事務處網址 (www.info.gov.hk/immd/)。如對上述規定有任何疑問，歡迎聯絡香港貿發局。

**Circular (19) – Combined Fair Catalogue with the Fair's Official Magazine
 - HKTDC Lighting Offers Exhibitors Greater Benefits**

To better promote exhibitors' products worldwide, the fair catalogue of HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition) will be combined with the fair's official magazine – **HKTDC Lighting, April 2012 issue**.

The revamped issue will include exhibitors' advertisements, fair information, floor plans and exhibitor lists, etc, offering exhibitors greater benefits:



- **Reach more buyers:**
 The revamped magazine has a readership of 66,000.
- **Multiple channels to reach buyers:** the magazine will be circulated to buyers via the following channels:
 - distribute FREE at the HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition) and other related fairs;
 - directly mailed to buyers selected from the HKTDC's database; and
 - e-magazine will be sent by email to buyers and will be available at www.hktdc.com.
- **Exhibitors' products will be highlighted:**
 Exhibitors' full-page advertisements bearing the HKTDC-designed fair label and booth number will be placed at the front of related advertising sections to attract buyer attention.

Please refer to the relevant Form in the Order Form booklet for advertising details. Thank you for your kind attention.

Hong Kong Trade Development Council

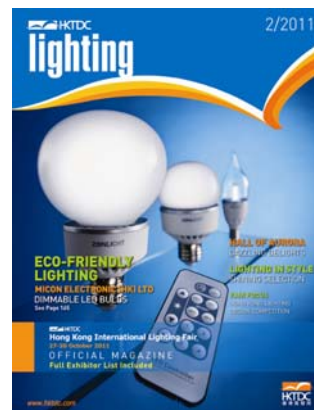
**通告(19) - 展覽會場刊與大會指定產品雜誌 - 《香港貿發局燈飾》結合
為參展商締造更多商機**

為更有效地將參展商之產品作全球推廣，「香港貿發局香港國際春季燈飾展 2012」展覽會場刊將與大會指定產品雜誌《香港貿發局燈飾》2012年4月號結合。

全新版本之雜誌將刊載詳盡的展覽會資訊、展覽廳平面圖及參展商名錄等，為您提供一個有效渠道作全球推廣：

● **接觸更多買家：**

該期雜誌讀者人數高達 66,000。



● **多種渠道接觸買家：** 該期雜誌將透過以下渠道免費派發：

- 於「香港貿發局香港國際春季燈飾展 2012」及相關展會免費派發；
- 直接郵寄到香港貿發局資料庫中的合適買家；及
- 該雜誌電子版將以電郵方式傳送予買家及於 www.hktdc.com 刊載。

● **突顯參展商產品：**

參展商如在廣告中加入本局提供的「參展標籤」及展台編號，更可免費被安排編印於所屬廣告分類中的較前位置，助您吸引買家的注意。

有關廣告詳情，請參閱申請表格書刊中的有關表格。謝謝！

香港貿易發展局

**Circular (20) - hktdc.com Online Promotion
Maximises Your Exhibition Effectiveness**

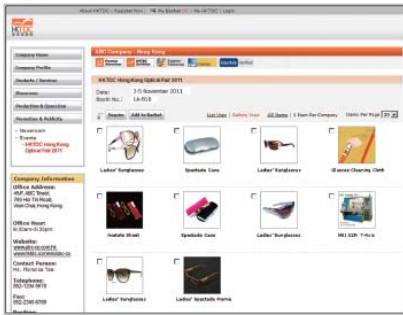
HKTDC Hong Kong International Lighting Fair 2012 (Spring Edition) exhibitors can now enjoy a one-year online promotion at HKTDC's Online Marketplace (www.hktdc.com) from February 2012 to January 2013 that will enable them to display company information and 10 product / service photos, plus subsequent onsite value-added services to boost buyer enquiries.



Value-added Service One: Exhibitor Code Scanning Service

Exhibitors of the International Lighting Fair (Spring Edition) can enjoy free trial of the Exhibitor Code Scanning Service. When buyers pass through or visit your booth, they can scan the QR Code via their smartphones or tablet devices to download your company information and product / service catalogue.

1. Upload your latest company information, product / service photos and catalogues to hktdc.com before the fair
2. HKTDC **passes a dedicated QR Code** to you at exhibitor check-in counter. Please place in a prominent position at your booth
3. HKTDC will assist buyers to **download the HKTDC Product Magazines App** which incorporates the scanner



Exhibitor codes scanning function

4. When buyers scan the code at your booth, your company information will be displayed on the buyers' smartphones or tablet devices, allowing them to easily:



- a) **browse more information at your webpage**
- b) **download your product / service catalogue**



If your product / service catalogue is not available, buyers can download the product / service information of your company



or

- c) **view your advertisement in the fair catalogue (if applicable)**

5. You are encouraged to invite buyers to scan your QR Code at the fairground. A daily report will be emailed to buyers consolidating all the exhibitors' information which they scanned for their records. We will also **send you a buyer list providing the contact information of the buyers who scanned your QR Code** at the end of each fair day so that you can easily record these buyers and contact them directly.

Company Information	View eCatalogue	Booth No.
Evergreat Ind Ltd - Taiwan Scanned on: 28-Oct-2011 3:57PM 		1C-A18
Everjoy Asia Limited - Hong Kong Scanned on: 28-Oct-2011 4:29PM 		1E-C07
Ka Hin International Industries Ltd - Hong Kong Scanned on: 28-Oct-2011 5:10PM 		1E-E29
Lakco Ltd - Hong Kong Scanned on: 08-Nov-2011 3:32PM 		1E-B23

Sample supplier list received by buyers



Sample buyer list received by exhibitors

Value-added Service Two: hktcd.com Free Sourcing Service

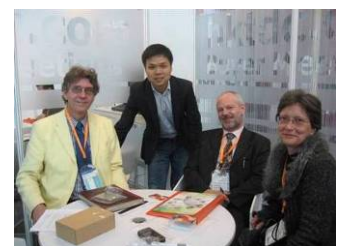
The HKTDC will provide free lists of relevant exhibitors to buyers by matching their sourcing needs with the exhibitors' product information on hktcd.com.

The more product information about your company available on hktcd.com, the higher the chance you will be referred to buyers. Many suppliers have received over 100 buyer referrals from a single trade fair.

Value-added Service Three: hktcd.com Buyer Meetings

Buyer sourcing meetings will be organised for VIP buyers during the fair. Based on buyers' sourcing requirements, we will pre-screen exhibitors' product / service information on hktcd.com and refer appropriate suppliers to join the meetings and directly discuss business deals with the buyers.

Again, **the more product / service information you make available on hktcd.com, the higher the chance you will be referred to join these buyer meetings.**



You must complete the form (download: www.hktcd.com/ilfse2012/opf) and send the following materials to us by **6 March 2012** to enjoy the benefits of the Exhibitor Code Scanning and other value-added services:

- i) 3 product / service information and photos
- ii) product / service catalogue

Mail: Hong Kong Trade Development Council - Publications & E-Commerce Department
 30/F, Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong
 Attn: Ms. Michelle Lam

Email: hkilf_se2012@hktcd.org

Don't miss this unique opportunity, act now!

For enquiries, please contact our Customer Service Line (852) 1830 668.

通告 (20) - 「貿發網」 hktdc.com 推廣 助您加強展覽成效

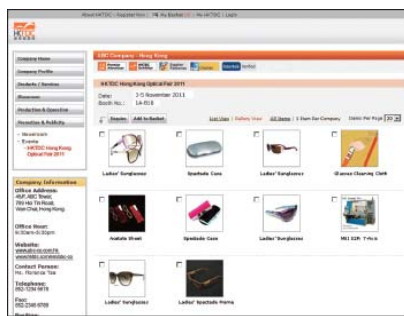
「香港國際春季燈飾展 2012」參展公司可在本局的「貿發網」網上商貿平台(www.hktdc.com) 享有一年的基本推廣服務(2012年2月至2013年1月)，登載公司資料及產品/服務照片10張；並透過我們在會場提供的一系列增值服務，獲取更多買家查詢，促成生意機會。

增值服務一) 參展商編碼掃描推廣服務

全新

今屆春季燈飾展的參展商可免費試用「參展商編碼掃描推廣服務」，當入場買家經過或參觀貴公司的攤位時，可透過智能手機或平板電腦即時下載貴公司的資料及產品/服務目錄。

1. 貴公司於展覽會舉行前上載公司資料及最新的產品/服務照片及目錄到「貿發網」。
2. 本局於展覽會進館當日向貴公司派發專屬的編碼 (QR Code)，請放置於攤位當眼位置。
3. 本局將協助入場買家下載香港貿發局產品雜誌應用程式 (HKTDC Product Magazines App)，此應用程式配備所需參展商編碼掃描器。

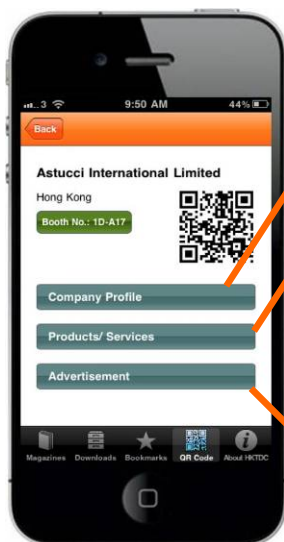


參展商編碼掃描功能

4. 當買家在您的攤位掃描編碼時，貴公司的資訊隨即顯示於買家的手機或流動裝置中，買家可即時：

- a) 瀏覽貴公司在「貿發網」的推廣網頁
- b) 下載貴公司的產品/服務目錄

如貴公司無提供產品/服務目錄，買家則可下載貴公司的產品/服務資訊



或



- c) 瀏覽貴公司在展會場刊登的廣告(如適用)

5. 本局十分鼓勵您在會場內主動邀請買家掃描您的 QR Code 編碼。在每日展覽會完結後，本局會輯錄買家當天下載過的參展商資料，傳送到其電郵中存檔。同時，我們亦會將曾下載過貴公司資料的買家名單及聯絡資料電郵給您，方便雙方存檔記錄，助您與這些買家跟進洽商。

Company Information	View eCatalogue	Booth No.
Evergreat Ltd - Taiwan Scanned on: 28-Oct-2011 3:57PM		1C-A18
Everjoy Asia Limited - Hong Kong Scanned on: 28-Oct-2011 4:20PM		1E-C07
Ka Hin International Industries Ltd - Hong Kong Scanned on: 28-Oct-2011 5:10PM		1E-E29
Lakco Ltd - Hong Kong Scanned on: 08-Nov-2011 3:32PM		1E-B23

買家收取的參展商資料範例



參展商收取的買家名單範例

增值服務二) hktcd.com 展覽商貿配對服務

本局會根據入場買家所需搜尋的產品關鍵詞，與參展商在「貿發網」的公司及產品資料進行配對，並為他們提供一份切合其採購需要的參展商名單，藉此推介您的公司予合適買家。

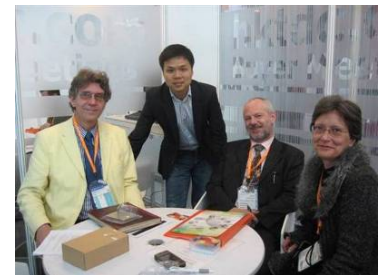
參展商在「貿發網」上載的產品資料及相片愈多，獲推介的機會愈大，因此請謹記在展覽會舉行前提交有關資料！在數天展期內，供應商透過此服務平均獲取 100 個買家查詢。



增值服務三) hktcd.com 展覽買家採購會

本局會在展覽會期間為 VIP 買家舉行採購會，按買家的採購要求，與參展商在「貿發網」的產品/服務資料進行配對，並推薦合適的參展商與買家直接會面洽商。

同樣，參展商上載的產品/服務資料愈多，獲推薦參與買家採購會的機會愈大！



您必須在**2012年3月6日**或以前填妥表格(下載: www.hktcd.com/ilfse2012/opf)及向本局提交下列資料，以享受參展商編碼及其他增值服務為您帶來的更多的買家查詢：

- i) 三項產品/服務資料及照片
- ii) 產品/服務目錄

郵寄：香港灣仔皇后大道東 213 號胡忠大廈 30 樓
 香港貿易發展局刊物及電子商貿部林嘉欣小姐收
 電郵：hkilf_se2012@hktcd.org

勿失良機，請即行動！如有任何查詢，請致電客戶服務專線 (852) 1830 668。