

Smart Lighting Outlook 2018: Global Opportunities and Challenges Ahead
智能照明全球展望 2018：機遇與挑戰

Date 日期	: 28 / 10 / 2017 (Saturday 星期六)
Time 時間	: 2:30pm – 4:30pm 上午 2 時 30 分至下午 4 時 30 分
Venue 地點	: HKTDC SME Training Rooms C & E , Expo Galleria, HKCEC 香港會議展覽中心 博覽商場 香港貿發局中小企培訓室 C & E
Language 語言	: English & Putonghua (Simultaneous interpretation service will be provided) 英語及普通話 (附設即時傳譯服務)
Remark 備註	: Free Admission 免費入座

Time 時間	Programme 程序
2:15 pm – 2:30 pm	Registration 登記
2:30pm – 2:40pm	Smart Lighting Industry Updates: Overview and Future Trends 智能照明產業更新：概要與趨勢 Speaker 講者: Mr Dou Linping, Secretary General, China Illuminating Engineering Society 中國照明學會秘書長 竇林平先生
2:40pm – 3pm	Grasp the Opportunity: How Smart Lighting Helps Enterprises to Expand? 把握機遇：智能照明如何讓企業走向全球？ Speaker 講者: 1. Dr Jacob Tarn, EVP, LED Business Team, Samsung Electronics Co., Ltd. 三星電子副社長 譚昌琳先生 2. Mr Lawrence Lin, Executive General Manager, MLS Co., Ltd. 木林森股份執行總經理 林紀良先生
3pm – 3:25pm	Smart Indoor Agriculture Lighting Builds a Sustainable Smart City 善用室內智能植物照明，打造綠色智慧城市 Speaker 講者: 1. Mr Mexci Yiu, Sales and Marketing Director, LEDUS Lighting Technology Ltd, Hong Kong 萊德斯照明科技有限公司銷售及市場推廣總監 姚國華先生 2. Mr Miguel Angel Zamorano Lucena, Director of Exploitation – Chief Project Department, ALISEA ESCO, S.A., Spain Question and Answer Session 問答環節

Remarks 備註:

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organisers 主辦機構:

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3:25pm – 3:45pm	<p><u>How Smart Lighting Brings Intelligence into Cities?</u> <u>如何把智能照明注入城市當中?</u></p> <p><i>Speaker 講者:</i></p> <ol style="list-style-type: none"> Mr Xie Shengjun, Executive Vice President, Shanghai Feilo Acoustics. Co. Ltd 上海飛樂音響有限公司常委副總經理 謝聖軍先生 Mr Seawave Liu, CEO, Hangzhou Zhonhen Power Energy Co. Ltd. 杭州中恆派威電源有限公司總經理 劉海浪先生 	 
3:45pm – 3:55pm	<p><u>Smart Lighting & Globalisation: Opportunities & Challenges Ahead</u> <u>智能照明與全球化: 機遇與挑戰</u></p> <p><i>Speaker 講者:</i></p> <p>Mr David Barnby, Senior Vice President Global Sales & Marketing, Tridonic GmbH & CO KG 銳高照明電子 (上海) 有限公司 Mr David Barnby</p>	
3:55pm – 4:30pm	<p><u>Panel Discussion 沙發會議</u></p> <p><i>Moderator 主持人:</i></p> <p>Mr Tang Guoqing, Head of China Lighting Institute Semiconductor Lighting Technology and Application Committee, China Illuminating Engineering Society 中國照明學會半導體照明技術與應用專委會主任 唐國慶先生</p>	

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About the Speakers 講者簡介

Mr Lawrence Lin, Executive General Manager, MLS Co., Ltd.

Mr. Lawrence Lin has worked in the LED industry for more than 16 years. Since 2012, start to build the MLS lighting products distributing channels in China, America, Europe and Asia. Right now MLS lighting already has more than 5000 retail shop & 100 Agents. As one of the well-known company in the LED retrofit lamps, MLS ships over millions TLED & Bulb per month. 2015 successfully listed in Shenzhen (002745), 2016 planned and the successfully executed the cooperation with OSRAM.



Dr. Jacob Tarn, EVP, LED Business Team, Samsung Electronics Co., Ltd.

Dr. Tarn is the EVP responsible for the LED Business Team at Samsung Electronics Co., Ltd.

He leads the LED Business Team, which includes sales & marketing, development and business integration. Prior to LED Business Team in Samsung Electronics, he has been served as the president of TSMC Solid State Lighting Corporation. Overall he gained more than 20 years of R&D and management experiences in LED related industry.



2014 Dec - Now	EVP, LED Business Team	Samsung Electronics
2007 - 2014	President	TSMC Solid State Lighting
2996 - 2005	EPISTAR	Founder and EVP

He holds B.S. and M.S. in Materials and Science & Engineering from Tsing Hua University and Ph.D. in Materials Science & Engineering from North Carolina State University.

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Mr Mexci Yiu, Sales and Marketing Director, LEDUS Lighting Technology Ltd, Hong Kong

Mr. Mexci Yiu is the Sales and Marketing Director of LEDUS Lighting Technology Ltd (Stock code: 3823.hk), MA in Design-HKPU and member of Chartered Society of Designers of United Kingdom. Mr. Yiu has over 30 years of academic and industry experience in product design and management. In the past 2 decades, he is focus on environmental protection, ECO-friendly lighting and agriculture lighting. He received numerous worldwide invention and design awards such as Gold Award in 2016 iCan Innovation Competition in Canada, 2015 World Inventor Grand Award in Korea.


Mr. Miguel Angel Zamorano Lucena, Director of Exploitation – Chief Project Department, ALISEA ESCO, S.A., Spain

Mr. Miguel Angel Zamorano Lucena is the Director of Exploitation – Chief Project Department of ALISEA ESCO, S.A., Spain. He is associated to Spanish Lighting Committee – C.E.I., Spain Green Building Council and Passivhaus Spain. Mr. Zamorano Lucena has over 23 years of project management in public and private sectors. Mr. Zamorano Lucena is a Civil Engineer (Master) focus on Transport and Infrastructures, Projects Integral Management, Public - Private Partnership Contracts, Civil Work, Building, Real Estate Management, Energy Efficiency and Renewable Energies. Smart Cities developments.


Presentation Abstract

“Smart Cities” has been discussed widely in different industry sectors. It integrates information & communication technology and Internet of things technology to manage a city’s assets - lighting is one of them. From a large community to a small living area, how’s smart LED lighting can advance standard of living. The speakers will share their insights on trends and challenges of agriculture lighting to create an Eco-friendly home and community.

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Mr Xie Shengjun, Executive Vice President, Shanghai Feilo Acoustics. Co. Ltd

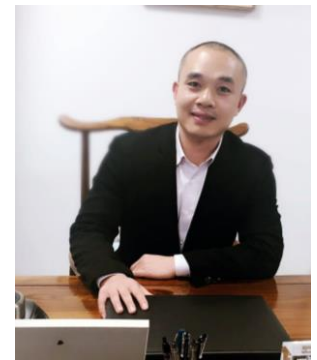
Mr. Xie Shengjun, born in 1975, graduated from Renmin University of China, MBA and Economist. He is the member of the party committee, board director, executive vice president of the Shanghai Feilo Acoustics. Co. Ltd, President of Beijing Shen An Investment Group Co., Ltd. now and he has served as Tianmen CPPCC members, the vice-chairman of the Tianmen industry and commerce federation, the vice-president of China Illuminating Engineering Society Agricultural lighting specialty Committee, the vice-president of China Illuminating Engineering Society Indoor Specialized Committee and the vice-president of Runqianqiu CEO club.



He pursues the maxim of “advocating green lighting. leading a smart life”. He proactively implements the three strategies of “brand, globe and capital”, promotes the entrepreneur 's spirit of “innovation to keep up with the time ”and inherits the famous brand “Ya” and “Sylvania”. He has been dedicating to make domestic high quality and leading smart lighting and strives for the world 's top lighting brand so as to essentially fulfill its identity as operator of the entire solution to smart city

Mr Seawave Liu, CEO, Hangzhou Zhonhen Power Energy Co. Ltd.

Mr Seawave Liu is the CEO of Hangzhou Zhonghen Power Energy Co. Ltd. since 2015. Before his post as the CEO, he worked in Huawei for 7 years in different marketing and sales positions in China and Africa. He has great insight in the smart lighting industry.


Mr David Barnby, Senior Vice President Global Sales & Marketing, Tridonic

Since 2013, David Barnby has headed up the global Sales organization for Tridonic. In this role he is responsible for defining the international sales and go-to-market strategy, working closely with customers and partners around the globe. He has more than 20 years of industry experience in international B2B sales, technology marketing, and business development – which he gained mainly in the IT industry with Hewlett-Packard and Pinnacle Systems, as well as in the LED Technology/Lighting industry with Bridgelux.


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